

FALL 2022 CATALOG

BENBELLA BOOKS

Quality nonfiction across a broad set of categories including health, nutrition, current events, cookbooks, true crime, and popular science

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MATT HOLT BOOKS

Works from leading business authorities who tell interesting stories and empower people to grow and develop

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SMART POP BOOKS

Curated, fan-focused, and unique books that celebrate pop culture

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BENBELLA BOOKS

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DEAR READER,

White people have a fear problem—the fear of losing power, of losing economic standing, of losing a particular “way of life”—and it has made our country unsafe for everyone else since the very beginning. Now, in *White Fear*, celebrated journalist Roland Martin takes a thorough look at what makes up this fear, how it manifests, and the real-life repercussions it has on everyone. Because as he’s been arguing for decades, we can’t dismantle something—in our country or in ourselves—that we don’t understand.

On the surface, science and magic seem to be completely at odds: one represents the truth; the other, fantasy. But in fact, neither can exist without the other, and both play a crucial role in how we live our lives. In fact, it is—literally—magic that’s behind our unconscious minds, our gut instincts, and most of the decisions we make. And there’s science to back it up. In *Spellbound*, psychiatrist Dan Lieberman looks at these dual influences, how they relate to each other, and how we can harness the power of each to live to our fullest potential.

The term “psychiatric treatment center” may elicit the standard horrific tropes: padded walls, straitjackets, antagonistic nurses. But while many of these extreme environments are (thankfully) a thing of the past, the bleak truth is that more Americans are involuntarily committed and forcibly treated now than ever before. The first comprehensive investigation into this troubling practice, *Your Consent Is Not Required*, tells the stories of people from all walks of life who are being subjected against their will to surveillance, indefinite detention, powerful tranquilizing drugs and more, and makes a compelling case for change.

Are you a home chef interested in exploring the benefits of keto (*Live Life Keto*), veganism (*PlantPure Comfort Food*), Mediterranean (*The Sustainable Mediterranean Diet Cookbook*), or in search of fantastic recipes with an American bent (*The Great American Recipe Cookbook* and *Southern Inspired*)? Or maybe you’re looking for accessible ways to improve your health (*The Minimum Method*, *Brain Energy*, *Natural Beauty Reset*).

Whatever the case may be, I’m confident you’ll find what you’re looking for among BenBella’s Fall 2022 list of titles.

Enjoy!

GLENN YEFFETH

PUBLISHER, BENBELLA BOOKS

GLENN@BENBELLABOOKS.COM



STORIES, DICE, AND ROCKS THAT THINK

How Humans Learned to See the Future—and Shape It

BYRON REESE

KEY SELLING POINTS

- Reese is a tech entrepreneur, speaker, inventor, and CEO of JJKent
- Author's previous books are *The Fourth Age* (12.4K) and *Infinite Progress*

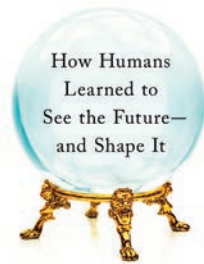
PUBLICITY AND MARKETING

- Author is a frequent guest and contributor to the *Wall Street Journal*, C-SPAN, *WIRED*, *Bloomberg Businessweek*, *New York Times*, *Washington Post*, *San Francisco Chronicle*, *Entrepreneur*, and London School of Economics
- Author is a popular speaker and has presented at Johnson & Johnson, University of Texas at Austin, Texas Education Agency, SXSW, and Michael & Susan Dell Foundation
- Author gave a TEDx Talk on achieving greatness in 2013 (89K views)
- Website: ByronReese.com
- Twitter: @ByronReese (3.8K followers)



Byron Reese is an Austin-based entrepreneur with a quarter-century of experience building and running technology companies. He is a recognized authority on AI and the author of four books on technology, and holds a number of technology patents. In addition, he is a futurist with a strong conviction that technology will help bring about a new golden age of humanity. He gives talks around the world about how technology is changing work, education, and culture. Byron and his work have been featured in hundreds of news outlets, including the *New York Times*, *Washington Post*, *Entrepreneur*, *USA Today*, *Reader's Digest*, NPR, and *LA Times Magazine*. Residence: Austin, Texas.

Stories, Dice, and Rocks That Think



BYRON REESE

Author of *THE FOURTH AGE*

Follow a successful tech entrepreneur and futurist as he explores humanity's distinction from other organisms through the lenses of storytelling, probability, and computers.

THIS FASCINATING TALE explores the three leaps in our history that made us what we are—and will change how you think about our future.

Look around. Clearly, we humans are radically different from the other creatures on this planet. But why? Where are the Bronze Age beavers? The Iron Age iguanas? In *Stories, Dice, and Rocks That Think*, Byron Reese argues that we owe our special status to our ability to imag-

ine the future and recall the past, escaping the perpetual present that all other living creatures are trapped in.

Envisioning human history as the development of a societal superorganism he names *Agora*, Reese shows us how this escape enabled us to share knowledge on an unprecedented scale, and predict—and eventually master—the future.

Thoughtful, witty, and compulsively readable, Reese unravels our history as an intelligent species in three acts:

- **Act I:** Ancient humans undergo “the awakening,” developing the cognitive ability to mentally time-travel using language
- **Act II:** In 17th century France, probability theory is born—a science for seeing into the future that we used to build the modern world
- **Act III:** Beginning with the invention of the computer chip, humanity creates machines to gaze into the future with even more precision, overcoming the limits of our brains

A fresh new look at the history and destiny of humanity, readers will come away from *Stories, Dice, and Rocks That Think* with a new understanding of what they are—not just another animal, but a creature with a mastery of time itself.

9781637741344 • 6X9 • HARDCOVER • AUGUST 2022

304 PAGES • US \$27.95 / \$36.95 CAN • HISTORY

EBOOK: 9781637741351 • DISTRIBUTION: WORLD

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THE GREAT AMERICAN RECIPE COOKBOOK

Regional Cuisine and Family Favorites from the Hit TV Show

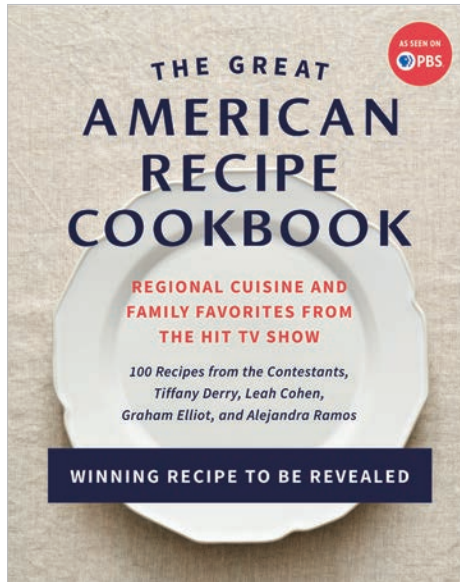
THE GREAT AMERICAN RECIPE

KEY SELLING POINTS

- Ties in to the show airing on PBS summer of 2022
- Show and book have been featured or mentioned in *Food & Wine* and Yahoo! Lifestyle

PUBLICITY AND MARKETING

- Book release will follow the season finale, with episodes airing for eight weeks and promoting the book at the end of each episode, starting in mid-June
- Judges will be promoting across their platforms and social media:
 - Tiffany Derry: appeared on *Top Chef* seasons 7 and 8 and *Hungry Investors*; owner of Roots Chicken Shak and Roots Southern Table (Dallas)
 - Leah Cohen: chef and owner of the Pig & Khao Restaurant (NYC), 2013 StarChefs Rising Stars Award recipient, competed on *Top Chef* season 5
 - Graham Elliot: coach on *MasterChef*, *MasterChef Junior*, and *Top Chef*; author of *Cooking Like a Master Chef*
- Objective Media (LA-based US arm, part of All3Media) is known for *Worst Cooks in America* (Food Network), *Flirty Dancing* (FOX), and *12 Dates of Christmas* (HBO Max)
- Website: Store.VPM.org/TGAR



This beautiful cookbook from the home cooks and judges on the brand-new PBS show *The Great American Recipe* showcases the best in American cooking.

IN THE FIRST SEASON of *The Great American Recipe*, 10 home chefs representing distinct culinary backgrounds brought with them a rich collection of recipes. Some were secret family recipes passed down through the generations, some were new twists on regional classics, and others were their own deeply personal recipes crafted with love...

and, together, they represent the dynamic story of America told through the diversity of its food.

Now, you can bring all the fun of this new series to your kitchen with more than 100 delicious, easy-to-follow recipes from the cast, host, and judges. The cookbook gives fans an in-depth look at their favorite contestants while also having the chance to cook their favorite recipes. These recipes are accessible and taste like *home*—evoking nostalgia while inspiring you to explore new flavors with your loved ones.

- Southern Smoke Mac and Cheese
- Red Chilaquiles
- Rhode Island—Style Fried Calamari
- Shakshuka with Chive Flatbread
- Chicken and Waffle Sandwiches
- L’Italiano Burgers
- Crowd-Pleaser Tostadas
- Cannoli Dip

Packed with amazing dishes and warm personal stories, and illustrated with gorgeous food photography and stills from the series, *The Great American Recipe Cookbook* is a must-have for fans of the show, food lovers, and every person who believes that food tells the story of who we are.

9781637740156 • 8X10 • HARDCOVER • AUGUST 2022

264 PAGES • US \$39.95 / \$53.95 CAN • COOKING

EBOOK: 9781637740217 • DISTRIBUTION: WORLD

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Alejandra Ramos's Camarones Enchilados

(Puerto Rican–Style Creole Shrimp)

SERVES 4

Camarones enchilados translates roughly to “deviled shrimp.” The dish is not to be confused with Mexican enchiladas! The word *enchilado* refers to a dish that contains chiles (in this case, crushed red chile flakes). Gently simmered shrimp served in a flavorful tomato-based sauce is one of the very few spicy recipes in Puerto Rican cuisine.

Ingredients

- 3 tablespoons olive oil
- 1 yellow onion, diced
- 2 red bell peppers, seeded and diced
- 4 large garlic cloves, minced
- 1 tablespoon smoked Spanish paprika
- 2 teaspoons ground cumin
- 1 teaspoon kosher salt, plus more to taste
- ½ teaspoon red pepper flakes, plus more to taste
- ½ cup dry red wine
- 1 (28-ounce) can crushed tomatoes
- 2 tablespoons capers
- 3 large bay leaves
- 2 pounds medium shrimp, peeled and deveined
- 1 tablespoon fresh lime juice, plus lime wedges for serving
- ¾ cup chopped fresh cilantro, plus more for garnish
- Cooked white rice, for serving

Heat the olive oil in a large, heavy-bottomed saucepan or Dutch oven over medium-high heat. Add the onion and bell peppers and cook, stirring occasionally, until they start to soften, about 5 minutes. Add the garlic, smoked paprika, cumin, salt, and red pepper flakes and cook until fragrant, 1–2 minutes.

Add the wine, tomatoes, capers, and bay leaves and bring to a boil. Reduce the heat and simmer, stirring occasionally, until the liquid is slightly thickened, 15–20 minutes.

Stir in the shrimp and cook just until opaque, about 3 minutes.

Remove from the heat and stir in the lime juice and cilantro. Taste and add more salt and red pepper as needed. Remove and discard the bay leaves. Serve the shrimp and sauce over white rice, garnished with additional cilantro and lime wedges for squeezing.

Recipe Note: Shrimp cook quickly and are easy to overcook the longer they sit in the hot sauce. Be sure to be ready to serve immediately, or wait until just before serving to add the shrimp and finish the dish.



SPELLBOUND

Modern Science, Ancient Magic, and the Hidden Potential of the Unconscious Mind

DANIEL Z. LIEBERMAN, MD

KEY SELLING POINTS

- Lieberman's previous book, *The Molecule of More*, has sold more than 25K copies across all formats
- Author has been featured on or in *US News & World Report*, *Time*, *Washington Post*, and *Washington Examiner*
- Author speaks often in and around the DC Metro area

PUBLICITY AND MARKETING

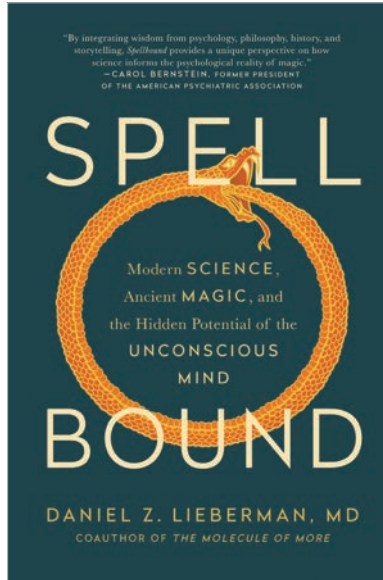
- Extensive podcast, social media influencer, and DC media outreach planned
- Outreach/promotion to the new age, pop science, and brain spaces
- Author is a George Washington University professor, with expected support from the campus
- Website: DanielZLieberman.com



Daniel Z. Lieberman, MD,

is a professor and the vice chair for clinical affairs in the Department of Psychiatry and Behavioral Sciences at George

Washington University. Dr. Lieberman is a Distinguished Fellow of the American Psychiatric Association and a recipient of the Caron Foundation Research Award, and he has published more than 50 scientific reports on behavioral science. He has provided insight on psychiatric issues for the US Department of Health and Human Services, the US Department of Commerce, the Office of Drug and Alcohol Policy, CNN, C-SPAN, and PBS. He received his medical degree and completed his psychiatric training at New York University. Residence: Washington, D.C.



The bestselling coauthor of *The Molecule of More* details a deeper understanding of the unconscious by combining modern scientific discoveries with a psychological understanding of the ancient stories of the supernatural.

THE CONSCIOUS MIND, the part of your mental life you experience directly, is responsible for only a tiny sliver of what science says is going on inside your brain. Most of what you experience, your moods, and the things you like or dislike—most of who you are—comes from a much more mysterious part of your mind: the unconscious.

And to really understand the influences of the unconscious, says psychiatrist Daniel Z. Lieberman, coauthor of *The Molecule of More*, we need to look to something often considered science's alter ego: *magic*.

Drawing on the work of Swiss psychiatrist Carl Jung, and with deep dives into what we can learn from mystical traditions from alchemy to numerology to meditation, *Spellbound* weaves together ancient magic, psychological research, and the latest neuroscientific discoveries to bridge the gap between the conscious and unconscious mind.

Like it or not, your unconscious is currently the source of most of your choices. It's the source of your passions, your energy, and your "gut instinct." But it's not always working in your favor: the unconscious is wild and untamed, often leading us down self-destructive paths that leave us baffled by our own decisions.

Spellbound helps you take a new path: one where you learn how to recognize the influence of the unconscious, and make it an ally in helping you become the person you were meant to be.

Science is only beginning to understand the human mind, and some believe that we may never fully plumb its depths. But the ancient traditions of magic, traditions of understanding that have been built up over centuries, give us another window into the hidden facets of our humanity.

After all, as the visionary Arthur C. Clarke once said, "Any sufficiently advanced technology is indistinguishable from magic."

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320 PAGES • US \$27.95 / \$36.95 CAN • PSYCHOLOGY

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“Stories about the supernatural captivate us because they draw
back the curtain on hidden aspects of ourselves.”

THE REASON STORIES about magic fascinate us is that they reveal truths about our inner world. The human brain is more than a rational thinking machine. It has darker corners that give rise to the irrational—things outside conscious control. The rational part of the brain uses language and logic to process experiences. But the irrational parts, which are generally hidden from us, don’t think with language; they use symbolism that past centuries of thinkers have dubbed “magic.” Stories about the supernatural captivate us because they draw back the curtain on this hidden aspect of ourselves.

The word magic can be used in various ways. The first thing that might come to mind is a stage performer pulling a rabbit out of a hat. But that’s not really magic; it’s just a trick. Alternatively, we might think of magic spells, flying carpets, or divination. We’re getting closer, but to understand the hidden parts of the psyche, we have to go back to a more ancient form of magic, perhaps the most ancient form of all: communicating with otherworldly spirits and, sometimes, being possessed by them.

A magic potion needs more than eye of newt and toe of frog. It must be invested with an invisible power before it can make someone fall in love or give them superhuman abilities. Something beyond the physical ingredients needs to be present, something that enters the imbiber and transforms them. Even an enchanted scroll needs to be inhabited by an invisible spirit before it can be more than parchment and ink. Magic occurs when the natural world is invaded and occupied by entities from the spirit world.

In ancient times, prophets, oracles, and priestesses were thought to be portals through which the gods spoke to mortals. Sometimes they were believed to be under the direct control of supernatural entities. Ordinary people experienced something similar. Roman soldiers charging into battle, heedless of their own safety, believed they were invested with courage by Mars, the god of war. Poets were inspired by the divine Muses, and champions gave thanks to the goddess of victory for endowing them with the ability to win.

The ancients attributed these experiences to supernatural creatures because it felt as if something outside themselves was responsible for the things they did. They reasoned that when they achieved something beyond their

usual abilities, taking credit for it themselves made no sense. It came from outside, sometimes as a blessing and sometimes as a curse.

Today, we no longer believe in the pervasive influence of supernatural entities. We credit ourselves with having exclusive control over what goes on inside our heads. We tend to think that if we want to change our behavior, all we have to do is put our mind to it. Self-help books feature ten easy steps to achieve discipline, confidence, and success. Do they work? If they did, we’d all be skinny, rich, happy, and kind. The idea that we can take control over our emotions and summon abilities that lie dormant within us doesn’t hold up to the cold light of reality. Despite the progress we’ve made since science and technology replaced our belief in magic, we remain at the mercy of forces beyond our control.

Why do we act in self-destructive ways? Why do we do things knowing full well that in a week, a day, maybe even an hour, we’ll regret it? Where do mental energy, inspiration, and creativity come from? Contemporary neuroscience and psychology research has revealed that there are some circuits in the brain we’re aware of and others that we’re not. Those we’re aware of we can control. The ones we’re not control us. They are the gods within.

That gives us two ways of understanding the human condition: supernatural and scientific. The supernatural approach attributes irrational behaviors to the influence of magical creatures, the spirits and demons of ancient stories. This approach comes from subjective experience. When we’re overcome with rage, we do things like insult those we love, sometimes even smash prized possessions. Later we might say, “I don’t know what possessed me to do that.” The ancient belief that humans are liable to be taken over by invisible forces is embedded in our very language.

The scientific approach is different. It’s an objective approach that explains human behavior through neurochemical activity: the actions of proteins, monoamines, and phospholipids. Although this explanation can be understood only by specialists—and even they understand it poorly—we tend to accept the scientific explanation as the only one that’s useful. That’s a mistake. To fully understand the human condition, we need both.

BEAUTIFUL WRITERS

A Journey of Big Dreams and Messy Manuscripts—with Tricks of the Trade from Bestselling Authors

LINDA SIVERTSEN

KEY SELLING POINTS

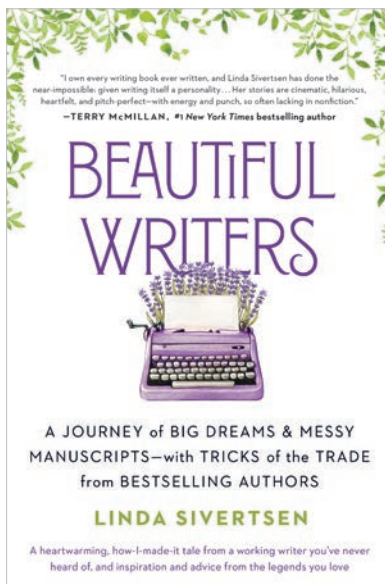
- Sivertsen is a bestselling author and “publishing midwife” responsible for creating and hosting the Beautiful Writers podcast: +1.75M downloads, averaged 800-1,000 downloads per day
- Contains tips of writing, publishing, deal-making, spirituality, activism, and the art of romancing creativity

PUBLICITY AND MARKETING

- Sivertsen plans to ask for book promotion from her friends Marie Forleo, Glennon Doyle, and Elizabeth Gilbert, among others
- Author plans to offer in-person events at writing conferences such as The Writer’s Digest Annual Conference, ThrillerFest, RWA, SCBWI
- Promotion through author’s newsletter and blog (10K subscribers)
- Website: BookMama.com
- Facebook: /Linda.Sivertsen1 (44K followers)
- Instagram: @Linda_Sivertsen (5K followers)



Linda Sivertsen, author, ghostwriter, and coauthor of 11 books (including two *New York Times* bestsellers), is the host of the top-rated *Beautiful Writers Podcast* and mentor to thousands of writers online and in person. She pushed through all manners of rejection to realize her dream to write bestselling books, which makes her uniquely qualified to support writers to bust through any blocks. Her work has been featured widely in the media, including *Forbes.com*, the *New York Times*, *Inc.*, *Extra*, *TeenVogue*, CNN, HuffPost, *Glamour*, *Los Angeles Times*, *Carmel Magazine*, and on the TEDWomen stage. She blogs regularly at BookMama.com. Residence: Scottsdale, Ariz.



This critically acclaimed celebrity author coach and “Publishing Midwife” has been helping both aspiring and established writers alike bring their book babies to life for years—and now shares her insider knowledge with readers.

AS A YOUNG WRITER in Los Angeles, Linda Sivertsen was hungry to be more like her literary idols. Fame and fortune seemed to happen so easily—and so fast—for them. But how exactly did these bestselling authors bust through all the obstacles and deliver, day after day, year after year, book after book?

When that question remained unanswered by multiple how-to guides, Linda decided to go straight to the source: her favorite storytellers across multiple genres. So, Linda cocreated the *Beautiful Writers Podcast*, where she began interviewing authors for the secrets behind their careers—and, without realizing it, building a platform of eager listeners who wanted to learn from their shared idols. With more than two million downloads, Linda’s podcast has since become a bright beacon of inspiration for writers at all stages of their journeys.

Now, in *Beautiful Writers*, Linda shares—and expands on—the best of advice and storytelling from the podcast and follow-up interviews with literary greats, including:

- | | | |
|---------------------|----------------------|-----------------------|
| • Terry McMillan | • Arianna Huffington | • Dani Shapiro |
| • Cheryl Strayed | • Sabaa Tahir | • Tosca Lee |
| • Seth Godin | • Dean Koontz | • Marianne Williamson |
| • Steven Pressfield | • Martha Beck | |
| • Elizabeth Gilbert | • Ann Patchett | |

Wrapped around the page-turning, magical, and wonderfully relatable account of the highs and lows of her own career writing award-winning books for herself and others, these stories from the trenches are packed with suspense, laugh-out-loud humor, and raw honesty. *Beautiful Writers* is a love letter to reading, to writing, and to every-one who reads and writes.

9781637741030 • 6X9 • TRADE PAPERBACK • AUGUST 2022

304 PAGES • US \$19.95 / \$25.95 CAN • LANGUAGE ARTS

EBOOK: 9781637741047 • DISTRIBUTION: WORLD

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WHITE FEAR

How the Browning of America Is Making White Folks Lose Their Minds

ROLAND S. MARTIN WITH LEAH LAKINS

KEY SELLING POINTS

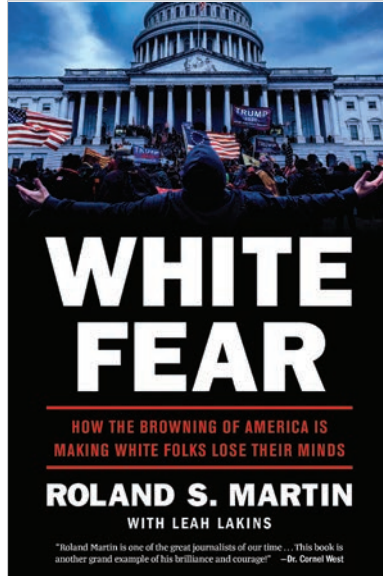
- Martin is the host and managing editor of the *#RolandMartinUnfiltered* daily online show (138M+ views on Facebook, YouTube, and Periscope)
- Author is a regular contributor and analyst for ABC News and spent six years as a contributor for CNN, appearing on shows including *The Situation Room* and *Anderson Cooper 360*
- Author was named one of the 150 Most Influential African Americans in the United States by *Ebony*
- Author has received 30 awards for journalistic excellence, including the 2008 President's Award by the National Association of Black Journalists

PUBLICITY AND MARKETING

- Aggressive media outreach to media that previously covered Martin's work and new political, social, and current events contacts
- Website: RolandSMartin.com
- Facebook: [/RolandSMartinsFanPage](https://www.facebook.com/RolandSMartinsFanPage) (1.3M followers)
- Twitter: [@RolandSMartin](https://twitter.com/RolandSMartin) (654K followers)
- Instagram: [@RolandSMartin](https://www.instagram.com/RolandSMartin) (640K followers)



Roland S. Martin is the host and managing editor of *Roland Martin Unfiltered*, the first daily online show in history focused on news and analysis of politics, entertainment, sports, and culture from an African American perspective. He is also a regular contributor and analyst for ABC News. From 2008 to 2019, he was a senior analyst for the *Tom Joyner Morning Show*, where his daily segment was heard by eight million people daily. He is also the author of three books, including *The First: President Barack Obama's Road to the White House*. Residence: Washington, D.C.



This timely investigation from a notable political commentator and journalist predicts how the changing demographics in America will impact the future.

WHITE FEAR IS not new. It enabled the rise of Donald Trump. It's behind the recent flood of restrictive voting laws disproportionately impacting people of color. It's why reactions to movements like Black Lives Matter and football players taking a knee have been so negative and so strong.

For two centuries, the deep-seated fear that many White people feel—of losing power, of losing economic standing, of losing a particular “way of life”—has been the driving force behind

American politics and culture. And as we approach a future where White people will become a racial minority in the United States, something estimated to occur as early as 2043, that fear is only intensifying.

What can we do to step into the future, without tearing ourselves apart in the process?

In *White Fear*, nationally renowned journalist and award-winning author Roland Martin provides a primer on how White fear has shaped—and continues to shape—our democracy and our culture. He connects the separate puzzle pieces, from the Tea Party Movement and QAnon to the decline of White American optimism to the diminishing blue-collar workforce, to illuminate the larger picture of what will unfold in America over the next decade-plus, and offers a better way forward.

If we want to create the kind of country where we're all welcome, we can no longer ignore White fear. To neutralize it—in our country and, for White readers, ourselves—we must first understand it. Only then can we recognize and dismantle it.

And as the last few years have shown, we don't have any time to lose.

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176 PAGES • US \$23.95 / \$31.95 CAN • SOCIAL SCIENCE

EBOOK: 9781637740293 • DISTRIBUTION: WORLD

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NATURAL BEAUTY RESET

The 7-Day Program to Harmonize Hormones and Restore Radiance

DR. TREVOR CATES

KEY SELLING POINTS

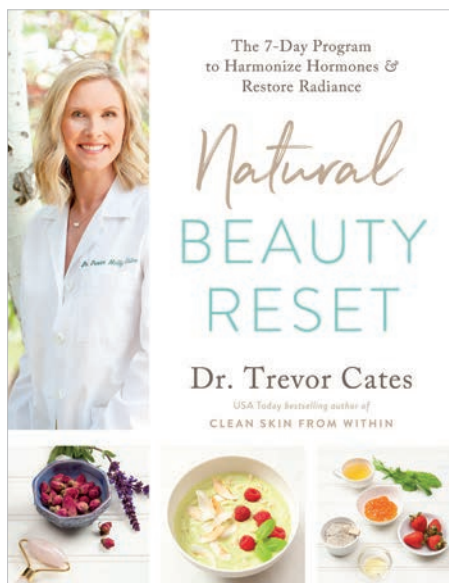
- Dr. Cates is the owner and founder of The Spa Dr. skincare and supplement lines
- Author's *The Spa Dr.* podcast has 450K downloads, 1M views on YouTube, and 12.2K subscribers
- Author's previous book, *Clean Skin from Within* (70K sold across all formats), was a *USA Today* bestseller

PUBLICITY AND MARKETING

- Author has partnered with Dr. Pedram Shojai, *New York Times* bestselling author and cofounder of Whole TV, to launch a hormone-focused docuseries to be released at the time of the book launch (projected 300K registrants)
- Author has been featured on *The Doctors*, *Extra*, *First for Women*, CNN Health, *Good Housekeeping*, mindbodygreen, *Prevention*, StyleCaster, *Bustle*, *Organic Life*, *SpaWeek*, *She Finds*, Mom.me, Well + Good, and Livestrong.com
- Website: TheSpaDr.com
- Facebook: /DoctorTrevorCates (29K followers, plus private "clean skin" group of 4K+ members)
- Instagram: @TheSpaDr (31.1K followers)
- Twitter: @DrTCates (19.4K followers)



Dr. Trevor Cates is author of the *USA Today* bestselling book *Clean Skin From Within* and founder of TheSpaDr.com. She received her medical degree from the National University of Natural Medicine and was the first woman licensed as a naturopathic doctor in the state of California. She has been featured on various TV shows, including *The Doctors* and *Extra TV*. Dr. Cates is the host of the *Hormones, Health and Harmony* docuseries and *The Spa Dr.* podcast and hosted the Public Television special, *Younger Skin From Within*. She currently works in Park City, Utah where she helps patients from around the world, and she's also the mother of three children plus one dog and two cats. Residence: Park City, Utah.



The Spa Doctor brings a revolutionary plan to the table that will allow you to optimize your health, balance hormones, and revitalize your skin.

NATURAL BEAUTY RESET is the essential guide for women to restore radiance and hormonal harmony from the inside out. In this book, *USA Today* bestselling author of *Clean Skin from Within*, Dr. Trevor Cates guides readers toward revitalized health with a root cause and seasonal approach.

In Part 1, Dr. Cates dives into the root causes of women's health concerns, including hormonal fluctuations and skin issues—like those experienced with pregnancy, menstrual irregularities, perimenopause, and more—the foods we eat, the health of our microbiome, environmental toxin exposures, and other lifestyle elements like sleep and stress.

In Part 2, she presents her practical, customizable 7-Day Reset for each season, designed to address root causes and support optimal nutrition, gut health, and mindfulness, focusing on four aspects crucial for lasting beauty that glows from the inside out:

- Food
- Movement
- Mindset
- Skin Care

Combining traditional wisdom with credible scientific research, *Natural Beauty Reset* is the ultimate holistic resource to help women feel empowered—physically, mentally, and emotionally—and to step fully into the dazzling beauty they have possessed all along.

9781637741269 • 7X9 • TRADE PAPERBACK • SEPTEMBER 2022
264 PAGES • US \$28.95 / \$38.95 CAN • HEALTH
EBOOK: 9781637741276 • DISTRIBUTION: WORLD
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Halibut Tacos with Red Cabbage Slaw

SERVES 3 TO 4

Brighten up your fall days with this colorful, flavorful recipe. Fresh halibut is easier to find this time of year, and paired with ripe peppers and red cabbage, it allows you to savor the tastes of fall.

Red Cabbage Slaw:

- 3 tablespoons red onion, diced
- 1 cup shredded purple cabbage
- ½ cup stemmed, seeded, and diced red, orange, or yellow bell peppers
- 1 tablespoon lime juice
- 1 tablespoon avocado oil
- 2 cloves garlic, minced
- 2 tablespoons chopped fresh cilantro
- Sea salt to taste

Halibut Tacos:

- 10 to 12 small collard greens leaves, thick stem trimmed
- ½ teaspoon sea salt
- 2 teaspoons garlic powder
- 1 teaspoon onion powder
- ¼ teaspoon chili powder
- 4 4- to 5-ounce skinless halibut fillets cut into two to three pieces each
- 2 to 3 tablespoons avocado oil
- Lime wedges, for garnish

For the Slaw:

In a medium bowl, combine the red onion, purple cabbage, bell pepper, lime juice, avocado oil, garlic, and cilantro, and mix to combine.

For the Tacos:

In a large saucepan, heat water to a boil over high heat. Prepare an ice bath of water to the side of the stove. Carefully blanch the collard greens leaves for ten seconds in the boiling water until bright green and softened. Immediately place the leaves into the ice water to stop the cooking process. Once cool, move to a paper towel and pat dry.

Combine the salt, garlic powder, onion powder, and chili powder in a small bowl. Season the fish pieces on both sides by dipping it in the bowl until well coated.

In a large skillet over medium-high heat, heat the avocado oil. Carefully place the fillets in the pan. Cook for 2 to 3 minutes on each side, carefully flipping, until the fish is opaque and easily flakes with a fork.

Place one piece of fish on a collard greens leaf, top with the slaw, and fold the collard greens leaf like a taco. Serve with a lime wedge and repeat with the remaining ingredients



PROCESS!

How Discipline and Consistency Will Set You and Your Business Free

MIKE PATON AND LISA GONZÁLEZ

KEY SELLING POINTS

- Targeted marketing to EOS Worldwide channels and fans/customers of Traction Library series
- Promotion on EOS digital communication channels, including social media advertising
- The Traction Library has sold 1.5M books across nine titles

PUBLICITY AND MARKETING

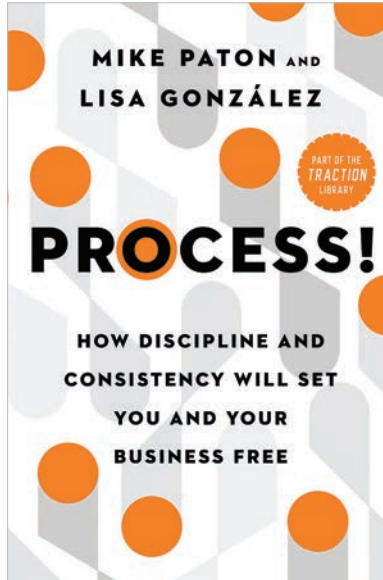
- Website: EOSWorldWide.com
- LinkedIn: /EOS-Worldwide-LLC (17K followers)
- Facebook: /EOSWorldwide (9K followers)
- Twitter: @EOSWorldwide (5K followers)
- YouTube: /EOSWorldwide (17.2K subscribers)



Having grown up in a home full of teachers and entrepreneurs, it's no surprise that **Mike Paton** has spent much of his nearly 40 years in business helping entrepreneurs and leaders get what they want from their businesses. One of the first EOS Implementers on the planet, Paton has helped the leadership teams of more than 150 companies run better businesses and live better lives, cowrote *Get A Grip* with Gino Wickman, and succeeded Gino in the Visionary role at EOS Worldwide. He's now a sought-after speaker, host of *The EOS Leader* podcast, and continues to create and share content with EOS fans around the world. Residence: Minneapolis, Minn.



Lisa González grew up in California supporting the operational side of her entrepreneurial family's many businesses. She was eventually recruited to join another family start-up where she successfully implemented EOS. Residence: Denver, Colo.



Dive deep into the revolutionary EOS method to strengthen your company's process component.

PART OF THE Traction Library, *Process!* proves that a high-level, 20/80 approach to getting your core processes “followed by all” will help you:

- **Get consistently exceptional results**
- **Improve and innovate as necessary**
- **Free yourself to live your ideal life**

If you own, run, or lead in a fast-moving business, you're likely driven by passion and a desire to be free. Many leaders mistakenly believe instilling rigor and discipline for processes throughout your organizations will inhibit freedom.

They couldn't be more wrong.

It's when you're stuck in the day-to-day, putting out fires and cleaning up messes, that passion turns to frustration. Freedom seems somewhere between elusive and impossible. The secret to getting unstuck is **process**. This inspiring, informative field guide will prove it's possible to establish rigor and discipline for processes while also increasing creativity, flexibility, and innovation.

Process! will help you identify a handful of core processes that make your business uniquely valuable. You'll learn how to document and simplify the major steps in those processes so they can be done the right and best way, every time. Finally, you'll execute a simple, step-by-step plan that is helping more than 10,000 entrepreneurs around the world consistently get the results they want.

“Process! gives you the tools for documenting processes that your people will actually follow. Stop doing the work and have your business do the work for you.”

—MIKE MICHALOWICZ, author of *Profit First* and *Clockwork*

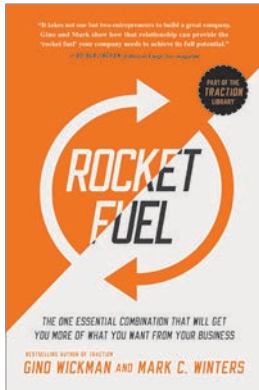
9781637741368 • 5.5X8.25 • PAPER OVER BOARD • SEPTEMBER 2022

184 PAGES • US \$26.95 / \$35.95 CAN • BUSINESS

EBOOK: 9781637741375 • DISTRIBUTION: WORLD

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TRACTION LIBRARY



ROCKET FUEL

GINO WICKMAN
AND MARK C. WINTERS

Visionaries have groundbreaking 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, *Rocket Fuel* also features assessments so you're able to determine whether you're a Visionary or an Integrator.

TRADE PAPERBACK
9781942952312
EBOOK: 9781941631164
US \$16.95 / \$22.95 CAN
BUSINESS • APRIL 2016

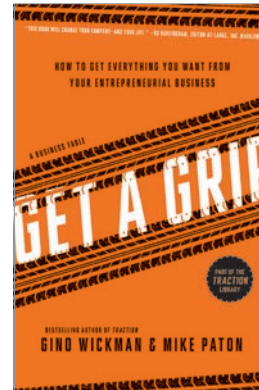


TRACTION

GINO WICKMAN

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

TRADE PAPERBACK
9781936661831
EBOOK: 9781936661824
US \$16.95 / \$22.95 CAN
BUSINESS • APRIL 2012

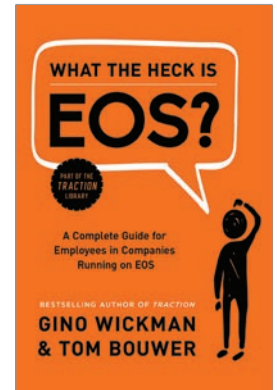


GET A GRIP

GINO WICKMAN AND MIKE PATON

It's time to take your business to the next level. The story of Swan Services is a fable, but the Entrepreneurial Operating System is very real and has helped thousands of businesses worldwide. In *Get A Grip*, discover how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients.

TRADE PAPERBACK
9781939529824
EBOOK: 9781937856090
US \$16.95 / \$22.95 CAN
BUSINESS • APRIL 2014



WHAT THE HECK IS EOS?

GINO WICKMAN AND TOM BOUWER

Has your company struggled to roll out EOS to all levels of your organization? Do your employees understand why EOS is important or even what it is? *What the Heck Is EOS?* is for the millions of employees in companies running their businesses on EOS. 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. An easy and fast read, this book answers the questions many employees have about EOS and their company.

PAPER OVER BOARD
9781944648817
EBOOK: 9781944648831
US \$19.95 / \$25.95 CAN
BUSINESS • SEPTEMBER 2017

HOW TO HAVE DIFFICULT CONVERSATIONS ABOUT RACE

Practical Tools for Necessary Change in the Workplace and Beyond

KWAME CHRISTIAN

KEY SELLING POINTS

- Author is the host of the podcast *Negotiate Anything* (1.5M downloads and listeners in 180 countries) and has been a guest on over 80 podcasts
- Author is the founder and CEO of the American Negotiation Institute where he conducts trainings that help make difficult conversations easier
- Author has spoken and conducted workshops throughout North America and abroad

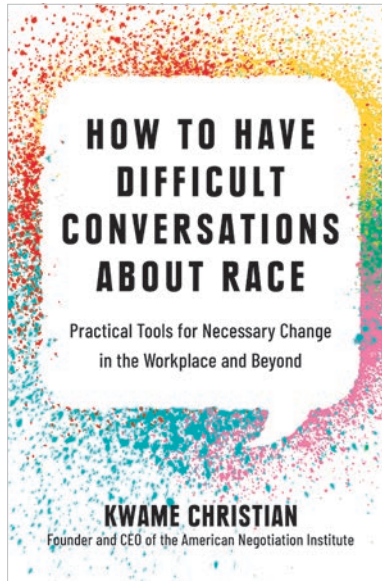
PUBLICITY AND MARKETING

- Author's TEDxDayton talk, "Finding Confidence in Conflict," has been viewed 185K times
- Author is a contributor at *Forbes*, and his work has been featured on/in CNBC, BuzzFeed, and *USA Today*
- LinkedIn: /KwameChristian (72K followers)



Kwame Christian is the founder and CEO of the American Negotiation Institute where he conducts trainings that help make difficult conversations

easier. He's the host of the world's most popular negotiation podcast, *Negotiate Anything*, and his bestselling book, *Finding Confidence in Conflict: How to Negotiate Anything and Live Your Best Life*, has helped countless individuals navigate difficult conversations. He also serves as a business lawyer at Carlile Patchen & Murphy LLP, a contributor at *Forbes*, professor of negotiation for The Ohio State University's Moritz College of Law (the top-ranked dispute resolution program in the country) and professor of communication and negotiation at Otterbein University. Residence: Columbus, Ohio.



Established negotiation expert Kwame Christian has mastered the art of having difficult conversations and is now sharing his expertise with readers—to help us effectively communicate about racial inequalities in our nation.

IF WE WANT A MORE EQUITABLE WORKPLACE—and a more equitable world—we have to talk to each other about race. But, for so many of us, that's easier said than done.

When we avoid conversations about race, it's often because of fear: fear of discomfort, or of damaging important relationships; fear of being misunderstood, "canceled," ostracized. *How to*

Have Difficult Conversations About Race equips you with the skills you need to make these crucial conversations both easier and more productive. You'll not only gain the confidence to talk about race, but also learn how to actually make a difference when you do.

Whether you're looking to create change for yourself and other BIPOC, or are a White ally seeking to support your coworkers or clients, you'll learn how to:

- **Overcome your internal barriers to talk about diversity, equity, and inclusion (DEI).**
- **Work around others' barriers to productive discussion.**
- **Be strategic about the outcome you want and guide the conversation accordingly.**
- **Use "Compassionate Curiosity" to connect and persuade.**
- **Avoid common mistakes.**
- **Tackle some of the most common race-related conversations that come up in the workplace.**

9781637741306 • 6X9 • HARDCOVER • SEPTEMBER 2022

256 PAGES • US \$26.95 / \$35.95 CAN • SOCIAL SCIENCE

EBOOK: 9781637741313 • DISTRIBUTION: WORLD

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HELP HEAL YOURSELF FROM CANCER

Partner Smarter with Your Doctor, Personalize Your Treatment Plan, and Take Charge of Your Recovery

WILLIAM SEARS, MD, AND MARTHA SEARS, RN

KEY SELLING POINTS

- Dr. Sears is the international bestselling author of *The Baby Book* (1M copies sold) and numerous other titles

PUBLICITY AND MARKETING

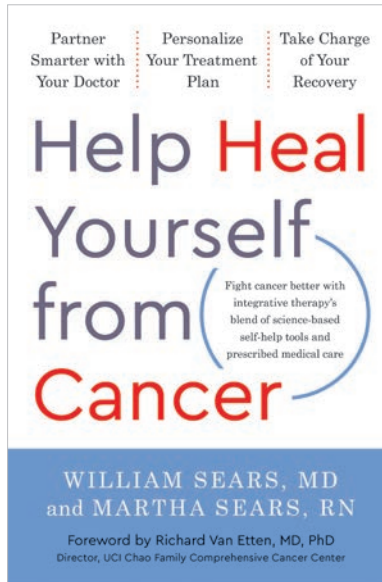
- Authors plan to partner with some noteworthy cancer centers and to teach a Certified Cancer Coach session online through the Dr. Sears Wellness Institute
- Promotion to the 11K certified health coaches in the Dr. Sears Wellness Institute
- Digital marketer hired to develop a social media plan
- Support from the Dr. Sears Wellness Institute marketing department
- Website: AskDrSears.com
- Facebook: /AskDrSears (168K followers)
- Instagram: @AskDrSears (6K followers)
- Twitter: @AskDoctorSears (8.9K followers)



William Sears, MD, a survivor of colon cancer and leukemia, has been advising busy parents on how to raise healthier

families for more than 40 years, and now turns his attention to the specialty of lifestyle medicine. Together with his wife, Martha, he has written more than 40 books and countless articles on parenting, nutrition, and healthy aging. He serves as a consultant for TV, magazines, radio, and other media, and his website AskDrSears.com is one of the most popular health and parenting sites. Dr. Sears and his contribution to family health were featured on the cover of *TIME* magazine in May 2012. Residence: Dana Point, Calif.

Martha Sears, RN, is a breast cancer survivor, mother of their eight children, and co-healer in this book. Residence: Dana Point, Calif.



Armed with personal stories from their own cancer journeys, the bestselling coauthor of *The Dr. Sears T5 Wellness Plan* is back with a science-based guide on getting the best from your cancer treatment.

CANCER CAN MAKE YOU FEEL POWERLESS. Survival rate statistics can leave you feeling helpless and afraid.

But you are a person, not a percentage. And you are not powerless.

In *Help Heal Yourself from Cancer*, cancer survivors and medical-profession veterans William and Martha Sears help you go from

patient to partner in your cancer-healing journey. They outline the steps you can take, both in working with your cancer-care providers and on your own, to maximize your chances of not just beating cancer, but thriving in its wake.

This comprehensive guide will help you:

- **Develop a “conquer cancer” mindset.** The science is clear: cancer healing begins with the brain. Believing you will heal is the first step.
- **Personalize your treatment plan.** Find out what tests to ask for, which advice to pay attention to (and what to ignore), and how to talk to your oncologist about designing a plan that’s perfectly tailored to you and your cancer.
- **L.E.A.N. in to supporting your immune system.** Learn how to best support your natural cancer-fighting army through lifestyle, exercise, attitude, and nutrition—giving chemotherapy and radiation the best chance of success.

With eye-catching illustrations to boost understanding and special sections on breast, colon, lung, and brain cancers, this book gives you the tools you need to stop fearing your cancer and start boosting your immune system, fine-tuning your treatment plan, and taking charge of your healing—all so you can ultimately *Help Heal Yourself from Cancer*.

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256 PAGES • US \$26.95 / \$35.95 CAN • HEALTH

EBOOK: 9781637741450 • DISTRIBUTION: WORLD

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THE SECRET SCIENCE OF BABY

The Surprising Physics of Creating a Human, from Conception to Birth—and Beyond

MICHAEL BANKS

KEY SELLING POINTS

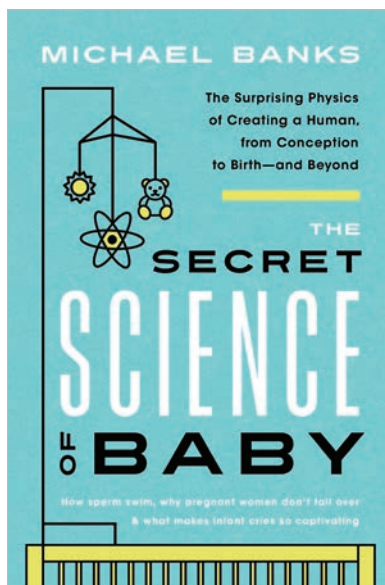
- Banks is the news editor of *Physics World* magazine, the monthly member publication from the UK's Institute of Physics
- Author has written for *Nature*, BBC's *Science Focus*, and *Science Uncovered* and has appeared on BBC Radio 4
- Author speaks on science journalism around the world, with talks planned at the Institute of Physics main and Southwest branches

PUBLICITY AND MARKETING

- *Physics World* will run book review, promote on social media, and feature author on the magazine's podcast
- Website: MichaelBanks.me
- Twitter: @PhysicsWorld (285.2K followers)
- Facebook: /PhysicsWorld (607K followers)
- YouTube: /PhysicsWorldTV (81.9K followers)



Michael Banks was born in Oldham, Lancashire, UK. After an undergraduate degree in physics from Loughborough University, UK, Michael did a PhD in condensed-matter physics at the Max Planck Institute for Solid State Physics in Stuttgart, Germany, studying magnetism. For over a decade, Michael has been news editor of the international monthly magazine *Physics World*, where he covers the latest developments in physics. Michael has given talks worldwide about science and science journalism in China, Japan, and the US. In addition to *Physics World*, Michael has written for *Nature*, *BBC Focus*, and *Science Uncovered* as well as appeared on BBC Radio 4. Michael is based in Bristol, UK, where he lives with his wife and two boys. Residence: Bristol, England.



For present and future parents, this book offers a journey through the fascinating, unusual, and often funny science of pregnancy.

THE SECRET SCIENCE OF BABY answers these questions and many more, revealing the fascinating physics behind conception, birth, and babyhood.

Parents and parents-to-be are bombarded with information, from what to expect to what to do (and not to do) when it happens. But what they may not realize is that from the chemistry of pregnancy tests to the vacuum physics of breastfeeding, there is fascinating science at the heart of every aspect of creating and raising a new human.

Written by science journalist Michael Banks, *The Secret Science of Baby* won't tell you how to raise a perfect violin-playing, Mandarin-speaking toddler, but it will shed a new light on how and why things happen as they do—from conception and pregnancy to cooing and pooing.

Exploring the hidden physics behind uterine contractions, the fluid dynamics of diapers, and more, both parents and curious nonparents (who, after all, were once babies themselves) will gain a fresh perspective on the infant universe... and the thrilling science that makes it possible.

In these pages, readers will discover:

- The physics of the playground and common toys—from the swing to the Slinky
- What it really means to “sleep like a baby”
- The surprising shared vocal cord features of lions and (human) infants
- The miracle of a baby's first breath and how surface tension provided the key to helping preemies breathe

Banks draws from his own experience, interviews with scientists, and the latest research (including some involving conception inside an MRI machine) to offer a book that focuses on “how?” rather than “how-to.” The result is an illuminating and hilarious journey through the everyday science of making, baking, and bringing up baby.

9781637741467 • 6X9 • TRADE PAPERBACK • OCTOBER 2022

304 PAGES • US \$18.95 / \$24.95 CAN • SCIENCE

EBOOK: 9781637741474 • DISTRIBUTION: WORLD

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THE AGE-PROOF BRAIN

New Strategies to Improve Memory, Protect Immunity, and Fight Off Dementia

MARC MILSTEIN, PhD

KEY SELLING POINTS

- Milstein earned his Bachelor of Science in Molecular, Cellular, and Developmental Biology and PhD in Biological Chemistry from UCLA
- Author is an internationally recognized speaker on optimizing brain health, lowering the risk of dementia, and boosting happiness and productivity; he gives 5–10 virtual talks per week to clients such as Wells Fargo and Four Seasons Hotels and Resorts

PUBLICITY AND MARKETING

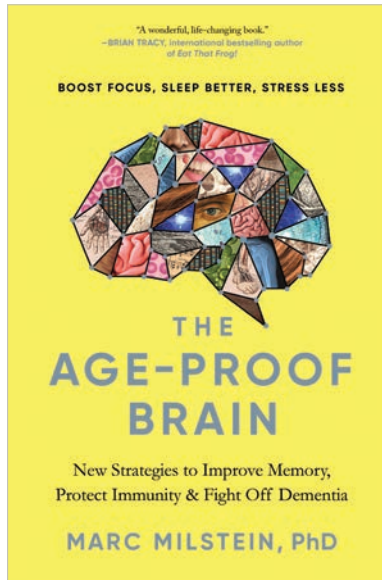
- Author is partnering with Cave Hendricks for an aggressive publicity campaign
- Promotion to author's media contacts at *The Dr. Oz Show* and *USA Today*, and to media that previously covered him, including Will Ferrell's *The Ron Burgundy Podcast*, *Engage with Andy Busch*, and *Inside Personal Growth*
- Aggressive podcast outreach to health, wellness, aging, productivity, happiness, and other self-development shows
- Promotion to author's email list (10K subscribers)
- Website: DrMarcMilstein.com
- Facebook: /DrMarcMilstein (11K followers)
- Instagram: @DrMarcMilstein (4K followers)



Marc Milstein, PhD,

specializes in taking the leading science research on brain health and presenting it in a way that entertains, educates, and

empowers his audience to live better. His presentations provide science-based solutions to keep the brain healthy, boost productivity, and maximize longevity. He earned both his PhD in Biological Chemistry and his Bachelor of Science in Molecular, Cellular, and Developmental Biology from UCLA. Dr. Milstein has conducted research on topics including genetics, cancer biology, and neuroscience, and his work has been published in multiple scientific journals. Residence: San Diego, Calif.



Full of surprising data, entertaining true-life examples, and easy-to-follow advice for preventing memory loss and other symptoms we have been led to believe are inevitable, while also dispelling some alarmingly widespread misconceptions about our brains that we should probably try to forget.

WHILE THERE'S NO MAGIC PILL that will turn an aging brain into a healthy, youthful one, you are far from powerless when it comes to keeping your brain in tip-top shape. By learning how your brain works, how to keep it working optimally, and identifying changes you can start making today, you can drastically improve your health—immediately and in the long term.

From Dr. Marc Milstein, known for his engaging talks on brain science, *The Age-Proof Brain* is a practical and accessible guide that turns cutting-edge medical research into easy-to-follow advice to help you fire on all cylinders—no matter your age.

The Age-Proof Brain offers integrative, science-supported strategies to:

- Increase your memory
- Fight off depression
- Improve your mood
- Boost day-to-day productivity
- Ignite energy
- Prevent dementia and nongenetic Alzheimer's

In the process, you'll also get an entertaining guide to what's really going on up there, how our brains are connected to our immune systems, and the surprising truth about what doctors previously got wrong about Alzheimer's and dementia.

By the end of this book, not only will you know how to manage your lifestyle for a healthier brain, but you'll already be living a happier and more fulfilling life.

9781637741429 • 6X9 • HARDCOVER • OCTOBER 2022

288 PAGES • US \$26.95 / \$35.95 CAN • HEALTH

EBOOK: 9781637741436 • DISTRIBUTION: WORLD

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SOUTHERN INSPIRED

More Than 100 Delicious Dishes from My American Table to Yours

JERNARD A. WELLS

KEY SELLING POINTS

- Wells is the host of *New Soul Kitchen* and *New Soul Kitchen Remix* (CLEO TV, 25M views per episode)
- Author is also a food contributor on *The Best Thing I Ever Ate* (Cooking Channel, 20M views per episode) and *Food Fantasies* (Oprah Winfrey Network, 15M views per episode)
- Author has been featured on *TODAY*, *People*, *The Steve Harvey Morning Show*, *Rick Smiley Morning Show*, *ESSENCE*, *Pickr & Ben*, *Home & Family*, Lifetime, and HLN

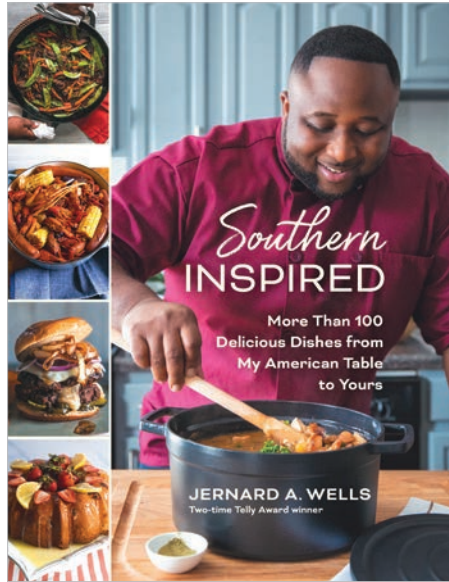
PUBLICITY AND MARKETING

- Influencer marketing planned to author's celebrity contacts, including Tyler Perry and Tom Joyner
- Author is a two-time Telly Award winner, Taste Award winner, and James Beard House honoree
- Website: HauteCuisine.store
- Instagram: @ChefJernard (142K followers)
- Facebook: /JernardWells (34K followers)
- Twitter: @ChefJernard (11.5K followers)



Jernard A. Wells is an award-winning TV host, celebrity chef, and bestselling cookbook author. He is the host of *New Soul Kitchen* and *New*

Soul Kitchen Remix on CLEO TV and is best known from numerous Food Network shows. Wells is also a contributor on *The Best Things I Ever Ate* on Cooking Channel and *Food Fantasies* on Oprah Winfrey Network. He has worked with Tyler Perry, TV One founder Cathy Hughes, Brandon Ingram, Tom Joyner, Bobby Brown, Bel Biv Devoe, and others. He has been featured on/in *TODAY*, *People* magazine, *The Steve Harvey Morning Show*, *Rickey Smiley Morning Show*, *ESSENCE*, *Daily Blast Live*, Hallmark Channel, Lifetime, HLN, and more. Wells is affectionately called “The Family Chef.” Residence: Atlanta, Ga.



Delicious and inventive recipes that remix the traditional flavors and classic dishes of Southern food and celebrate African American culinary contributions to tables around the world.

AFTER GROWING UP in Mississippi, Jernard Wells brought the familiar dishes and bold flavors of the South along on his culinary journey to chef, restaurateur, and TV host. With *Southern Inspired*, Jernard continues his journey—retracing the steps of generations of African American cooks whose creations contributed to global

kitchen tables since slavery. Southern food defines American food at large, and Jernard takes it to a whole new level while still honoring its roots. Jernard also introduces international flavors without losing his signature Southern flair.

This cookbook shares 100 approachable recipes for busy weekdays, backyard barbecues, slow-paced dinner parties, indulgent brunches, and holiday feasts, including:

- Blackened Catfish with Smoked Gouda Grits
- Sweet Tea–Brined Fried Chicken
- Oxtails and Bowties
- Creamy Collard Green Dip and Crostini
- Over-the-Top Lime BBQ Shrimp Tacos
- One-Pot Vegetable Caribbean Noodles
- Fried Green Tomatillos
- Georgia Peach Hot Chicken Sandwiches
- Cranberry Whiskey Glazed Pork Ribs
- BBQ Shrimp and Grits
- Granny Gwen’s Banana Pudding
- Mason Jar Raspberry Chocolate Trifles

Accompanied by beautiful color photography, *Southern Inspired* showcases Jernard’s American food: fresh, personal recipes packed with traditions and heart-warming family stories from an African American chef’s perspective.

9781637741504 • 7X9 • TRADE PAPERBACK • NOVEMBER 2022

256 PAGES • US \$26.95 / \$35.95 CAN • COOKING

EBOOK: 9781637741511 • DISTRIBUTION: WORLD

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Fried Green Tomatillos

SERVES 4

Although they look similar, tomatillos and tomatoes are different fruits altogether. Tomatillos keep their striking green color as they ripen and tend to be denser and less sweet than tomatoes. Their bright flavor and more acidic bite make them an excellent choice for this recipe when served with sriracha mayo or melted pimento cheese sauce. The key to this dish is double-dredging the sliced tomatillos in the cornmeal batter to enjoy the crispiest crust with each bite—works every time!

Ingredients

- 1½ cups whole milk
- 2 large eggs
- ¼ cup hot sauce
- 1 cup yellow cornmeal
- 1 cup all-purpose flour
- 2 tablespoons dried oregano
- 2 tablespoons garlic powder
- 2 tablespoons onion powder
- 1 tablespoon lemon pepper
- Kosher salt
- Vegetable oil, for frying
- 8 large tomatillos, sliced ¼–¾ inch thick
- Chopped fresh flat-leaf parsley, for garnish (optional)
- Sriracha mayonnaise or 1 cup melted pimento cheese, for serving

In a large, shallow bowl, whisk together the milk, eggs, and hot sauce. (Start with ¼ cup but if you want you can add a little more—my momma says one can never have too much hot sauce.)

In another large, shallow bowl, whisk together the cornmeal, flour, oregano, garlic powder, onion powder, and lemon pepper and season with salt as desired.

Pour vegetable oil into a large, heavy-bottomed pot or Dutch oven no more than halfway up the side. Prop or clip in a deep fry thermometer so that the bulb is submerged in the oil. Heat over medium-high heat until the thermometer registers 350°F. Line a large plate with paper towels.

Dip each tomatillo slice into the milk and hot sauce mixture, then dredge in the flour mixture. Dip again in the milk mixture and then again in the flour mixture.

Working in batches, gently lower the battered tomatillos into the hot oil and fry until golden brown, 8–10 minutes. Transfer to the paper towels.

Garnish the fried tomatillos with parsley, if you like, and serve with sriracha mayo or melted pimento cheese.



BRAIN ENERGY

A Revolutionary Breakthrough in Understanding Mental Health—and Improving Treatment for Anxiety, Depression, OCD, PTSD, and More

CHRISTOPHER M. PALMER, MD

KEY SELLING POINTS

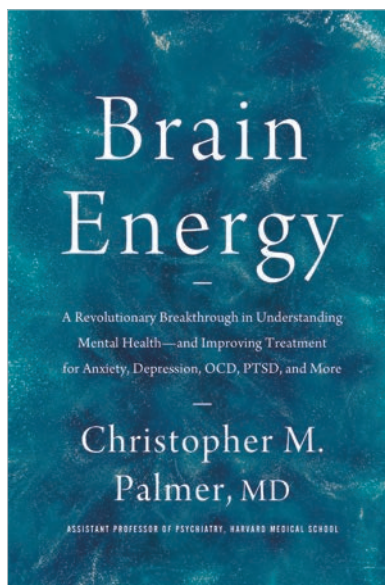
- Author has over 25 years experience as a neuroscience researcher, leader of mental health education, and a psychiatrist treating people who suffer from depression, anxiety disorders, schizophrenia, bipolar disorder, and other psychiatric diagnoses
- Author has published scientific articles in peer-reviewed journals and writes a popular blog for *Psychology Today*
- Author has appeared on National Public Radio, ABC News, and the *Dan Rea Show* and been quoted in the *Los Angeles Times*, *New York Magazine*, WebMD, and *Forbes*

PUBLICITY AND MARKETING

- Website: ChrisPalmerMD.com
- LinkedIn: /Christopher-Palmer (12.5K followers)
- Twitter: @ChrisPalmerMD (12.8K followers)
- Instagram: @ChrisPalmerMD (3.6K followers)



Christopher M. Palmer, MD, is a Harvard psychiatrist and researcher working at the interface of metabolism and mental health. He is the director of the Department of Postgraduate and Continuing Education at McLean Hospital and an assistant professor of psychiatry at Harvard Medical School. For more than 25 years, he has worked with people who have treatment-resistant mental illness using standard treatments. He has been pioneering the use of the medical ketogenic diet in the treatment of psychiatric disorders and developed the first comprehensive theory of what causes mental illness, integrating existing theories and research into one unifying theory—the brain energy theory of mental illness. Residence: Lexington, Mass.



Harvard psychiatrist and researcher Dr. Christopher Palmer ties together the biological, psychological, and social theories of mental illness into one unifying theory—one that centers on metabolism.

WE ARE IN the midst of a global mental health crisis, and mental illnesses are on the rise. But what causes mental illness? And why are mental health problems so hard to treat? Drawing on decades of research, Harvard psychiatrist Dr. Chris Palmer outlines a revolutionary new understanding that for the first time unites our existing knowledge about mental illness within

a single framework: Mental disorders are metabolic disorders of the brain.

Brain Energy explains this new understanding of mental illness in detail and sheds light on the new treatment pathways this theory opens up—which apply to all mental disorders, including anxiety, depression, ADHD, alcoholism, eating disorders, bipolar disorder, autism, and even schizophrenia. *Brain Energy* pairs cutting-edge science with practical advice and strategies to help people reclaim their mental health.

This groundbreaking book reveals:

- Why classifying mental disorders as “separate” conditions is misleading
- The clear connections between mental illness and disorders linked to metabolism, including diabetes, heart attacks, strokes, pain disorders, obesity, Alzheimer’s disease, and epilepsy
- The link between metabolism and every factor known to play a role in mental health, including genetics, inflammation, hormones, neurotransmitters, sleep, stress, and trauma
- New treatments available today that readers can use to promote long-term healing

Palmer puts together the pieces of the mental illness puzzle to provide answers and offer hope. *Brain Energy* will transform the field of mental health, and the lives of countless people around the world.

9781637741580 • 6X9 • HARDCOVER • NOVEMBER 2022

320 PAGES • US \$26.95 / \$35.95 CAN • PSYCHOLOGY

EBOOK: 9781637741597 • DISTRIBUTION: WORLD

TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

“In the mental health field, the reality is that most of our treatments are symptomatic. They don’t appear to address the root cause of the illness.”

WHEN DIAGNOSING SOMEONE with a disorder, we rely on *signs* and *symptoms*. People often use the term “symptoms” as a catch all, but the difference between signs and symptoms is a crucial one. Signs are objective indicators of an illness that can be observed or measured by someone else. Signs can include things like a seizure, a blood pressure measurement, a laboratory value, or an abnormality seen on a brain scan. Symptoms are subjective experiences that a patient must tell someone about. Symptoms can include things like moods, thoughts, or experiences of pain or numbness. There are very few signs in psychiatry. Instead, most of our diagnoses are based on symptoms, such as irritability, anxiety, fear, depression, abnormal thoughts or perceptions, and impaired memory. Mental disorders can also include things that seem more “physical” than “mental,” like sleep disturbances, slowed movements, fatigue, and hyperactivity. Some of these can be observed, but clinicians often rely on patients to tell them about these, too, putting them into the category of symptoms as opposed to signs. Unfortunately, there are no laboratory tests, brain scans, or other objective tests that can accurately diagnose any mental disorder.

Psychiatric diagnoses are all based on the concept of syndromes. A *syndrome* is a cluster of signs and symptoms that commonly occur together, with a cause that is not yet known. *In psychiatry, every diagnosis is a syndrome.* This is inherent to the definition of a psychiatric disorder. When mental symptoms are caused by a medical or neurological condition, that alone excludes classifying them as a psychiatric disorder. Neurological illnesses, cancers, infections, and autoimmune diseases can all affect the brain, but when people with these conditions have mental symptoms, they are not necessarily diagnosed with a psychiatric disorder. If a patient comes in suffering from irritability, depression, and memory loss, and further evaluation reveals that these symptoms are the result of an infection or cancer, they are diagnosed with that condition and treated by a medical specialist outside of psychiatry, even if their mental

symptoms are indistinguishable from those of a patient who “just” has depression. Psychiatrists and other mental health professionals are left with everyone else—the ones for whom we don’t know the exact cause.

This is at the heart of the difficulty we’ve had in making progress in mental health care. Without a clear cause, we end up treating symptoms as opposed to disorders.

Some treatments are designed to attack the root cause of an illness. The best example is an infectious disease. A bacterial infection can cause many signs and symptoms—fever, changes in blood cell counts, chills, pain, cough, and fatigue, to name a few. Definitive treatment for the infection is an antibiotic that eliminates the bacteria from the body. This type of treatment is sometimes referred to as a *disease-modifying treatment*. In this case, the treatment will cure the illness; after the course of antibiotics, the person will no longer have the infection. But there is another type of treatment commonly used in the medical field; treatments in this category are known as *symptomatic treatments*. They are designed to reduce symptoms, which can help people feel better, but they don’t directly change the course of the illness. For example, people with bacterial infections are commonly given symptomatic treatments like Tylenol to reduce fever. Symptomatic treatments can reduce suffering and allow people to work and function normally, but they are not addressing the root cause. In the end, with or without Tylenol, either the body will fight off the infection on its own, the person will get antibiotic treatment, or the infection will progress and the person will die. Tylenol won’t really make much of a difference in which of these outcomes occur.

In the mental health field, the reality is that most of our treatments are symptomatic. They don’t appear to address the root cause of the illness. For some, they can markedly reduce symptoms. In others, they can even put the illness into remission, meaning that all the symptoms get all the way better. However, given the extremely high rates of continuing symptoms and relapses in most people with mental disorders, our treatments don’t appear to be disease modifying.

HARDER TO BREATHE

A Memoir of Making Maroon 5, Losing It All, and Finding Recovery

RYAN DUSICK

KEY SELLING POINTS

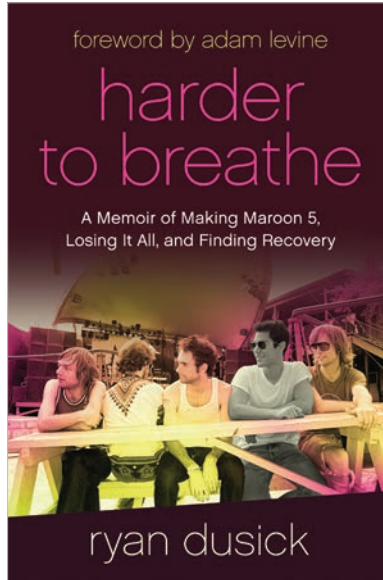
- An addiction and recovery memoir from the original drummer of Maroon 5
- Foreword by Adam Levine
- Maroon 5 is one of the most popular bands in the world, with 52.4M monthly listeners on Spotify (ninth overall, and the only band in the top 20)
- Covers the start and launch to stardom of Maroon 5, including their first album *Songs About Jane* (20.7M copies sold worldwide, reached #6 on the Billboard chart, won two Grammy Awards)
- Color photo insert planned, including never-before seen early photos of the band

PUBLICITY AND MARKETING

- 2022 is the 20th anniversary of *Songs About Jane*, and there is a tour with potential author involvement/book promotion in the works
- Maroon 5 still consistently sells over 1M concert tickets every world tour, and has performed in Europe, Asia, Australia, North America, and South America extensively for almost 20 years
- Facebook: /Maroon5 (38M followers)
- Twitter: @Maroon5 (14.2M followers)
- YouTube: /Maroon5 (35.8M subscribers)



In 1994, drummer **Ryan Dusick** founded a band with high school friends Jesse Carmichael, Mickey Madden, and Adam Levine. In 2002, Maroon 5 finally had its first hit record, *Songs About Jane*. Multiple hit songs, two Grammy Awards, and 20 million albums sold later, Ryan found himself suffering and without direction as his career as a performer came to an end, just as it was taking off. After struggling with physical and mental health challenges, Ryan began his journey of recovery in 2016 and earned an MA in Clinical Psychology. He now works as a mental health professional at The Missing Peace Center for Anxiety in Agoura Hills, CA, where he supports others in recovery. Residence: Los Angeles, Calif.



The original drummer and founding member of Maroon 5 details his struggles with anxiety, addiction, and eventual recovery that surrounded his abrupt moment in the spotlight.

IN THE NINETIES, Ryan Dusick and his friends Adam Levine and Jesse Carmichael dreamed about making it big . . . and against all odds, they did. This inside story recounts Maroon 5's founding and their road to becoming Grammy-winning megastars, told through the eyes of former drummer Ryan Dusick. He takes readers behind the scenes of the band's meteoric rise to success—and the grueling demands that came

with it—as well as his personal struggles with anxiety and addiction after his departure from the band.

For Maroon 5, fame came with a platinum debut record, jam sessions with Prince in his own living room, and encounters with celebrities such as Jessica Simpson, Justin Timberlake, John Mayer, and Bono. For Dusick, stardom came to an abrupt halt with the devastating loss of his ability to play drums due to chronic nerve damage.

Alongside Maroon 5's story of camaraderie and pressure, Dusick interweaves his own narrative: a decade lost to liquor and antianxiety medication, his ferocious commitment to recovery, and his current perspective as a professional counselor. With a candor that will speak to anyone who has struggled with mental health, *Harder to Breathe* moves beyond celebrity to examine the nature of human heartbreak and resilience, and to buoy anyone currently facing similar challenges.

Ultimately, *Harder to Breathe* is a roller-coaster memoir about how making it to the top sent Dusick to the bottom—and how he let go of the past and embraced a new future, one breath at a time.

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368 PAGES • US \$26.95 / \$35.95 CAN • AUTOBIOGRAPHY

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TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

“The thought of how well the band was doing without me would depress me to such an extent that only a stiff drink could distract me from the feelings of inadequacy.”

A WEEK OR TWO after I left the second headlining tour in 2004 due to chronic pain and discoordination, the band invited Matt Flynn to join them as my full-time replacement, until I was able to return. Sitting back home in LA, I couldn't help but feel jealous that the guys were enjoying the solid, heavy beats that Matt was surely providing onstage each night. Sometimes, the thought of how well the band was doing without me would depress me to such an extent that only a stiff drink could distract me from the feelings of inadequacy. I was retreating into a rather small life in the process of nursing a broken body (and a broken heart), lounging around my apartment and watching my band conquer the world from afar, and on some nights, a good drunken buzz was the only thing that could fill the void that seemed to be growing in me like a sinkhole. I tried combining the meds with wine for the first time, realizing that when I did so, my anxieties would subside for the moment.

The band came home to LA to shoot the video for our third single, “She Will Be Loved.” Shooting the video had its fun moments hanging out with the guys again, but as far as the performance element was concerned, I just had to fake my way through it, relying on very short, quick shots of my pretending to play, even though I really couldn't play at all any more. It was humiliating to have the whole crew of the production watching me as I tried and failed to simply drum along to the track coming through the playback monitors. There he is... the drummer of the hottest band in the world... and he can barely even hold a beat.

The band's next big tour was a co-headlining bill with John Mayer, and I decided to join them on the road for that, as an attempt to stay connected with my bandmates and to the excitement of everything going on in our career. I could do my physical therapy on the road, so I figured I

might as well be out there with the guys as much as I could, to feel like I was a part of the process. At least that way I could sing my backing vocals from the side of the stage, come out to sing “Highway to Hell” for the encores, and participate in the meet-and-greets, interviews, and other promotional appearances.

I was only half there, however. I had descended into a depressed state that was transforming and degrading my very spirit, making me a shell of my former self. At that point in my life, I had no real understanding of what was happening to me (other than that I was in pain and feeling sorry for myself), and for that reason, it became impossible for me to talk about it with anyone, even the band. The feelings were just too big and too agonizing to even allow myself to feel them fully, let alone share them or process them with my bandmates. So, the topic of my condition became “that of which we cannot speak.” It was the big elephant in the room that none of us wanted to acknowledge.

The vibe of the band on that tour felt somewhat different to me than it had when I was last out there with the guys. The magnitude of the stage on which the band was performing had grown both literally and figuratively, and the relationships between the members had evolved in some ways I couldn't yet understand. It was clear to me that the four of them had made a connection with Matt, both musically and personally. His metronomic consistency and driving intensity had brought the rhythmic “perfection” of the band to a new level, and his personality was also funny and charming; he made them laugh to a degree I hadn't seen in a while. Matt was extremely gracious and deferential to me and my place in the band, but it was impossible for me to not be jealous. These guys were my best friends and musical soulmates since we were 14 years old, and they were now having an exciting love affair with a new drummer.

LIVE LIFE KETO

100 Simple Recipes to Live a Low-Carb Lifestyle and Lose the Weight for Good

JENNIFER BANZ

KEY SELLING POINTS

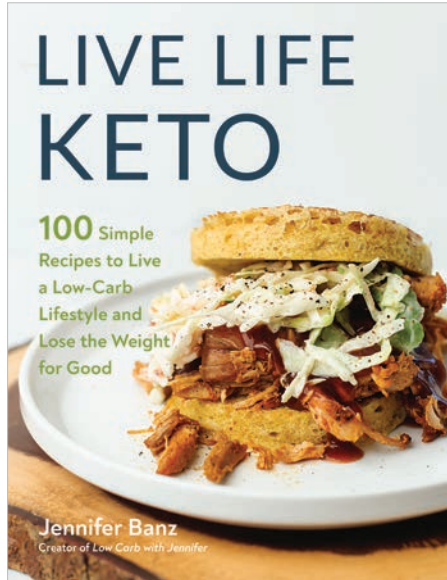
- Author founded Live Life Keto, where she teaches other women how to live keto for life and reach their goal weight (24K members in private a Facebook group)
- Live Life Keto paid membership program has more than 300 members
- Banz is a certified life coach and weight coach from The Life Coach School
- Includes nutritional information for every recipe
- Photographs for every recipe

PUBLICITY AND MARKETING

- Pre-order campaign and launch team planned
- Promotion to author's email list (40K subscribers)
- Website: JenniferBanz.com (1.5M unique views per month)
- Facebook: /LowCarbWithJennifer (1.2M followers; reaches over 6M people per month; weekly Facebook Lives average 30K views)
- Instagram: @LowCarbWithJennifer (68K followers)
- Pinterest: /JenniferBanz (110.7K followers; 6M monthly views)
- YouTube: bit.ly/J_Banz (144K subscribers)



Jennifer Banz is a blogger and lover of keto. She shares her experience with her loyal followers on her Facebook page Low Carb Recipes with Jennifer, on her Youtube channel under the same name, and on her popular recipe blog JenniferBanz.com. Jennifer is married to her amazing husband Matt, and they have two wonderful children, Hayden and Audrey. Residence: Little Rock, Ark.



This essential cookbook and expert guide will help you start—and stick with—the ketogenic diet.

THE BENEFITS OF THE KETO DIET are well established: It's proven to lower insulin levels, increase metabolism, and control hunger. For many of us, though, it can be intimidating to start—and extremely difficult to stay on plan.

Author Jennifer Banz, a certified life coach and the founder of Low Carb with Jennifer, has not only lost 50 pounds with keto, but she has also helped hundreds of people do the same with her simple 5 “fail-stops” to keto success. *Live Life Keto*

shows how to change your mindset so you can reap the rewards of keto—weight loss, reduced cravings, increased energy, and more.

Accompanied by full-color photographs, *Live Life Keto* shares a huge variety of delicious, uncomplicated recipes the whole family can enjoy, including:

- **Energizing breakfasts like Cinnamon Crunch Bread, Biscuits and Sausage Gravy, and Blueberry Noatmeal**
- **Hearty soups, including Steak and Fauxtato Soup, Egg Roll Soup, and Spicy Poblano Chili**
- **Power lunches such as Sloppy Joe–Stuffed Portobellos and Meal-Prep Bang Bang Chicken**
- **Quick dinners such as Taco Cornbread and Bruschetta Salmon**
- **Craveable desserts like No-Bake Chocolate Chip Protein Bites and White Chocolate Macadamia Cranberry Cookies**
- **Low-carb sauces, spice rubs, dressings, and jams**

With a focus on convenient ingredients, plus tried-and-true advice to help you live keto for life, this book will become an indispensable companion on your health journey.

9781637741528 • 7X9 • TRADE PAPERBACK • NOVEMBER 2022

288 PAGES • US \$28.95 / \$38.95 CAN • COOKING

EBOOK: 9781637741535 • DISTRIBUTION: WORLD

TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

Cinnamon Crunch Bread

MAKES 1 LOAF; 8 SERVINGS

When your non-keto dad doesn't want to share a piece of this bread with anyone, you know you've got a winner on your hands. Store the bread in an airtight container in the refrigerator for up to one week or keep frozen for up to two months!

Ingredients

- 2 cups almond flour
- ½ teaspoon kosher salt
- ½ cup granulated sweetener
- 1 teaspoon baking soda
- 3 large eggs, beaten
- ¼ cup butter, melted

Crumble Topping

- ⅓ cup almond flour
- 2 tablespoons granulated sweetener
- 1 teaspoon cinnamon
- 2 tablespoons melted butter

Preheat the oven to 350°F and grease an 8 x 4-inch loaf pan with butter or cooking spray.

In a large mixing bowl, stir together the dry ingredients until well combined. Stir in the beaten eggs and melted butter; the batter will be thick.

Spread the batter into the greased loaf pan and bake for 35 minutes. Bread will not be cooked through.

Meanwhile, in a small mixing bowl, stir together the ingredients for the crumble topping until well combined.

At 35 minutes, use a spoon to top the bread evenly with the crumble. Place back in the oven for 20 minutes, until the crumble browns and a toothpick inserted in the center of the loaf comes out clean. Let cool in the pan for 20 minutes before cutting into 8 (1-inch) slices and serving.



Per serving: Calories: 293, Fat: 27g, Protein: 9g, Total CARBS: 6g, Fiber: 4g

THE SUSTAINABLE MEDITERRANEAN DIET COOKBOOK

110 Easy, Healthy Recipes to Reduce Food Waste, Eat in Season, and Help the Earth

SERENA BALL, MS, RD, AND DEANNA SEGRAVE-DALY, RD

KEY SELLING POINTS

- Ball and Segrave-Daly are both registered dietitians, each with over 20 years of food, nutrition, and culinary communications experience, and co-owners of Teaspoon Communications
- Authors' previous book *The 30-Minute Mediterranean Diet Cookbook* sold 134K copies across all formats
- Authors have been featured in/on *Parade*, WebMD, FOX2 St. Louis, *US News Health & World Report*, *Philadelphia Style*, NPR Grand Rapid's *WGVU Morning Show*, St. Louis Post-Dispatch, WPHL-17, Philadelphia, Food Network, *Women's Health*, *Men's Health*, and Yahoo!

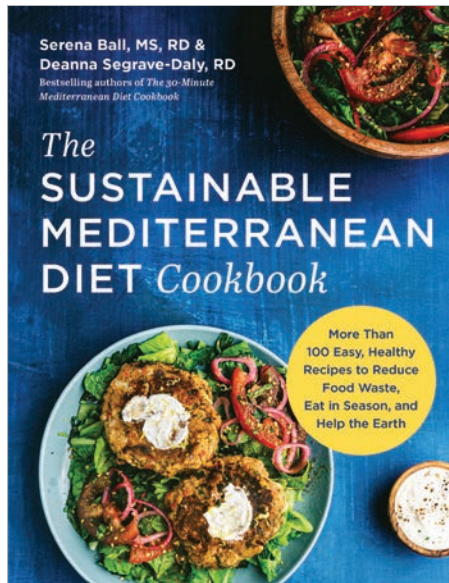
PUBLICITY AND MARKETING

- Aggressive influencer outreach planned to personal contacts (combined reach of 100K+ followers)
- Facebook: /TeaspoonofSpice (6.4K followers)
- Instagram: @Tsp_Basil (3.6K followers)
- Twitter: @TspBasil (5.9K followers); @TspCurry (4.3K followers)



Serena Ball, MS, RD, and **Deanna Segrave-Daly, RD**, each have over 20 years of culinary nutrition experience

and have dedicated their careers to helping people make delicious and nutritious meals. Together, they are the authors of *The 30-Minute Mediterranean Diet Cookbook* and the *Easy Everyday Mediterranean Diet Cookbook*. You can find them online at TeaspoonofSpice.com and doing weekly livestream recipe demonstrations on their Facebook page, Teaspoon of Spice. Residence: Philadelphia, Pa. and St. Louis, Mo.



Eating sustainably can be as delicious as it is easy thanks to the tips, tricks, and recipes from your favorite Mediterranean-influenced dietitians.

FOLLOWING THEIR BESTSELLING *The 30-Minute Mediterranean Diet Cookbook* and *Easy Everyday Mediterranean Diet Cookbook*, food-loving dietitians and culinary instructors Serena Ball and Deanna Segrave-Daly are back, serving up delicious climate cuisine with a Mediterranean spin.

The science is clear: a Mediterranean-

style diet is one of the healthiest and most sustainable in the world.

The Sustainable Mediterranean Diet Cookbook is a comprehensive guide, with 10 steps to a more eco-friendly kitchen including helpful guidance on more sustainable ingredient choices, energy-saving cooking methods, smarter storage, and food waste reduction. Recipes include:

- Tahini Swirl Yogurt Parfait with Grapes
- Broiled Halloumi with Mint Cucumber Salad
- Turkish Tomato Flatbreads
- Smoked Seafood Farro Risotto
- North African Chicken Couscous Bowls
- Ricotta Lentil "Meat" Balls with Marinara
- Baklava Frozen Yogurt Bark
- Olive Oil Polenta Berry Cakes

Each recipe includes detailed nutritional information, as well as helpful ingredient substitutions, prep tips, and time-saving suggestions. Recipes were triple-tested by real home cooks and are adaptable for gluten-free, dairy-free, egg-free, nut-free, vegetarian, and vegan lifestyles. With beautiful, inspiring full-color photographs throughout, this cookbook is an indispensable resource for a climate-friendly kitchen.

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TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

Summer Cherry Caprese Panzanella Salad in Jars

EGG-FREE, NUT-FREE, VEGETARIAN • SERVES 6

During peak summer months, this portable salad is Deanna's favorite lunch to pack into glass jars, toss into a cooler bag, and take to the beach. It's quick to whip up and super versatile. You can use any combination of fresh seasonal fruit you may have on hand beyond cherries—like berries, balled melon, diced peaches, chopped plums, and/or grapes—with any crusty or multigrain bread that may be getting too hard.

Ingredients

- 1 lemon
- 1 cup thinly sliced red onion
- 1 pint cherries, pitted, stemmed, and cut in half (about 1½ cups)
- 1½ cups chopped tomatoes or cherry/grape tomatoes, cut in half
- 8 ounces fresh mozzarella cheese, cubed
- 2 tablespoons extra-virgin olive oil
- 1 tablespoon balsamic vinegar
- ¼ teaspoon kosher or sea salt
- ¼ teaspoon black pepper
- 3 cups cubed baguette or other crusty bread (1-inch pieces)
- 1 cup fresh mint or basil (or a combination), leaves and stems, gently torn

Using a Microplane or citrus zester, grate the zest from the lemon into a medium bowl. Cut the lemon in half and squeeze the juice into the bowl. Stir in the onion and set aside for at least 5 minutes. (This step helps tame the pungency of the onion.)

In a large mixing or serving bowl, toss together the cherries, tomatoes, mozzarella, oil, vinegar, salt, and pepper. Add the onion with the lemon juice and zest, then toss again. Refrigerate until ready to transfer to large glass jars with lids.

(If you're eating this at home, when ready to serve, simply add the cubed bread and mint or basil to the bowl and toss well.)

When you are ready to pack the salads, arrange the cubed bread in the bottom of two or more jars. Layer on the mint or basil and then the cherry tomato mixture, leaving about 2 inches of air space at the top. Cover and pack in a cooler. Before eating, shake vigorously until well blended.

Healthy Kitchen Hack: While Deanna's husband often grumbles about the jars taking up space in their cupboards, both she and Serena love to repurpose empty condiment jars. From large pickle or mayonnaise jars to smaller ones from jam or mustard, they use them for portable meals like this recipe or for leftover food storage. You can also look for Mason Jar and Ball canning jars at yard sales—a super inexpensive way to recycle and repurpose!



PLANTPURE COMFORT FOOD

Over 100 Plant-Based and Mostly Gluten-Free Recipes to Nourish Your Body and Soothe Your Soul

KIM CAMPBELL

KEY SELLING POINTS

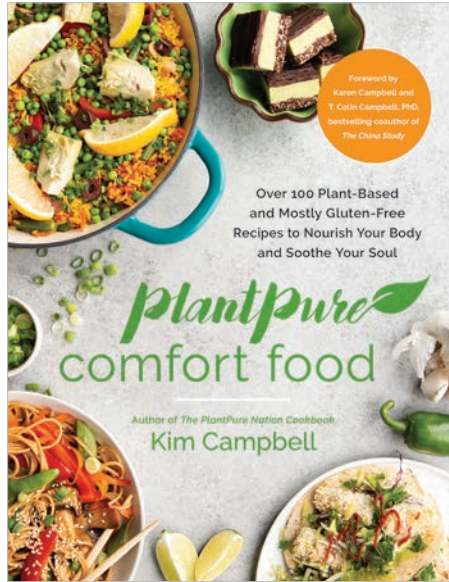
- Campbell's previous books include *The PlantPure Nation Cookbook* (59K) and *The PlantPure Kitchen* (17K)
- Foreword by T. Colin Campbell, PhD, bestselling coauthor of *The China Study*, and Karen Campbell
- Author's work and recipes have been featured in top plant-based outlets including *VegNews*, PETA, Humane Society of the United States, *One Green Planet*, *VegWorld*, and *Vegan.com*

PUBLICITY AND MARKETING

- Pre-order campaign planned
- Author is working with her husband Nelson on a new documentary about post-COVID healing
- Promotion through BenBella Vegan's newsletter (14K) and social media (8K across platforms)
- Website: PlantPureNation.com ; PlantPureCommunities.org
- Facebook: [/PlantPureNation](https://www.facebook.com/PlantPureNation) (85K followers)
- Instagram: [@PlantPureNation](https://www.instagram.com/PlantPureNation) (53.7K followers); [@PlantPureCommunities](https://www.instagram.com/PlantPureCommunities) (4.2K followers)
- YouTube: [/PlantPure](https://www.youtube.com/PlantPure) (29.7K subscribers)



Kim Campbell is the author of the *PlantPure Nation* and the *PlantPure Kitchen* cookbooks. She developed more than 250 delicious whole-food plant-based recipes using no processed oils. Kim is also the Director of Culinary Education and Development at PlantPure, where she helps to develop new food products and deliver educational programming. Kim graduated from Cornell University with a BS in Human Service Studies and a concentration in Nutrition and Child Development. Kim has been a plant-based cook for more than 35 years cooking for her family and friends. Residence: Efland, N.C.



From the coauthor of *The PlantPure Kitchen* and *The PlantPure Nation Cookbook* comes a new whole food, plant-based cookbook that celebrates classic comfort foods that have been served across generations.

GOOD HEALTH BEGINS in the kitchen, and great recipes make switching to—or maintaining—a plant-based diet easy.

In *PlantPure Comfort Food*, Kim Campbell—Director of Culinary Education and Development at PlantPure and daughter-in-law of Dr. T. Colin

Campbell, the “science father” of the modern plant-based nutrition movement—offers comfort food recipes to satisfy a wide range of palates, making a healthy, plant-based lifestyle more accessible than ever. From enchiladas to pho bowls to buffalo pot pie, the possibilities for plant-based eating are endless—and delicious!

This third PlantPure cookbook offers over 100 reinventions of comforting culinary classics, including:

- Southern Style Polenta and Greens
- Lasagna Stew
- Spinach Quesadillas
- Chickpea Tikka Masala
- Samosa Burritos
- Pad Thai Zoodles
- Sweet Potato Spice Muffins
- Apple Cranberry Crisp

Plus, Campbell offers helpful suggestions on how to switch out flavors and ingredients to truly make these recipes your own, as well as detailed guidelines for swapping meat, dairy, and egg for whole plant substitutes in your own family's favorite dishes.

Food is a vital part of who we are. It's what brings us together, connects us to tradition, and feeds us, physically and spiritually. Create for your family a new tradition of delicious, sustaining, health-promoting whole plant foods. Give them the gift of a plant-pure table.

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272 PAGES • US \$29.95 / \$39.95 CAN • COOKING

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TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

Seaside Lime Tacos

PREP TIME: 20 MINUTES • COOK TIME: 15 MINUTES

YIELD: 4 SERVINGS

We love this easy, fun, plant-based take on the ever-popular California fish taco. The special components in this recipe are the artichokes and creamy lime dressing.

Ingredients

- 1 cup whole wheat flour (or oat flour)
- 1 cup unsweetened plant-based milk
- 2 cups panko bread crumbs (or gluten-free bread crumbs)
- ¼ cup nutritional yeast flakes
- 2 teaspoons Old Bay Seasoning
- 1 teaspoon garlic powder
- 1 nori sheet, toasted and crumbled
- 2 (15-ounce) cans artichokes, drained, rinsed, and quartered

Lime Dressing

- 1 large ripe avocado, pitted and peeled
- 2 garlic cloves, peeled
- 1 jalapeño pepper, seeded
- ½ cup cilantro leaves, loosely packed
- ½ cup water
- 2 tablespoons lime juice
- 2 tablespoons apple cider vinegar
- 1½ tablespoons pure maple syrup (or other liquid sweetener)
- ¼ teaspoon ground cumin
- ¼ teaspoon sea salt

Preheat the oven to 400°F. Line a rimmed baking sheet with parchment paper or a silicone mat.

Line up three shallow bowls. In the first bowl, put the flour. In the second bowl, put the milk. In the third bowl, combine the bread crumbs, nutritional yeast, Old Bay, garlic powder, and crumbled nori.

One at a time, dip the artichoke quarters in the flour, covering completely; then in the milk; and then in the panko mixture, coating well. Place on the lined baking sheet. Bake for 10–15 minutes or until the breading is golden brown.

Meanwhile, combine all the dressing ingredients in a blender and blend until smooth and creamy.

Put the cabbage or coleslaw in a bowl, add half of the dressing, and toss until thoroughly combined. Reserve the remaining dressing to drizzle over the tacos.

Put 4 tortillas on a plate, cover with a damp paper towel, and microwave on high for 30–60 seconds or until they are warm and pliable. Repeat with the remaining tortillas.

To assemble the tacos, put several artichokes in each warm tortilla and top with slaw and lime dressing. Garnish with sriracha, limes, and cilantro.

Tip: Breaded artichokes are a delicious appetizer all alone with almost any type of dipping sauce. If you like them more or less “fishy” flavored, simply add more nori or omit it depending on personal preference.



For Serving

- 1 (8-ounce) package shredded cabbage or coleslaw mix
- 8–10 (6-ounce) corn tortillas
- 1–2 tablespoons sriracha
- 2 limes, sliced
- ¼ cup chopped fresh cilantro

THE MINIMUM METHOD

The Least You Can Do to Be a Stronger, Healthier, Happier You

JOEY THURMAN

KEY SELLING POINTS

- Thurman is the host of the *Fad or Future* podcast; recent guests include Dr. John Jaquish, Dr. David Sinclair, Dr. Paul Saladino, Adam Greenfield, Dr. Ian Smith, Dr. Joel Seedman, Dr. Ben Lynch, Brian Kent, Stan Efferding, Ryan Glatt, Matt Wan, and Peter Kraus
- Author has been a guest on podcasts including *Growth Mindset University* with Jordan Paris, *Sweat It Out*, *The Steve Jordan Experience*, *The Devan Kline Show*, and *The Jessica Altieri Podcast*
- Author is a trainer on the OpenFit app (1.5K–2K new participants per week)
- Author is a regular contributor to *People*, *Men's Health*, *Women's Health*, *Thrive Global*, *Shape*, *PopSugar*, *Livestrong*, *Parade*, and *New York Post*, and a guest editor for Business Insider online

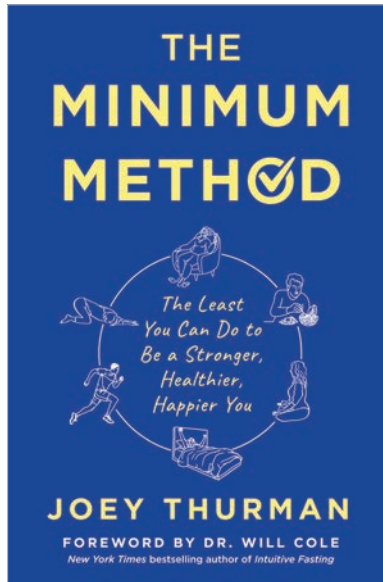
PUBLICITY AND MARKETING

- Author is a frequent guest on *Good Morning America*, *TODAY*, *Live with Kelly and Ryan*, *The Doctors*, ABC News, CBS, and NPR
- Website: JoeyThurman.com
- Instagram: [@JoeyThurmanFit](https://www.instagram.com/JoeyThurmanFit) (91.7K followers)
- Facebook: [/JoeyThurmanFit](https://www.facebook.com/JoeyThurmanFit) (10.8K followers)
- Twitter: [@JoeyThurmanFit](https://twitter.com/JoeyThurmanFit) (5K followers)



Joey Thurman is a health, fitness, and nutrition expert, and a television contributor. He is the author of *365 Health & Fitness Hacks That Could Save Your Life* and the host of *The Fad or Future*

podcast. Joey was named the best trainer in Chicago by the *Chicago Sun Times* in 2015 and NEWBEAUTY.com's top three favorite celebrity trainers. He has appeared on *Good Morning America*, *Live With Kelly and Ryan*, *TODAY*, TEDx, CBS, FOX, ABC, and his own Facebook Watch series *Home Sweat Home*. Joey's work has been featured in publications such as *Men's Health*, *Women's Health*, *PopSugar*, *Fitness Magazine*, NPR, and many more. Residence: Chicago, Ill.



Take charge of your health with guidance from a celebrity fitness trainer and highly sought-after health, fitness, and nutrition expert.

THE TRUTH IS most people don't actually need grueling, extreme workouts or aggressively limited diets to lose weight and feel proud to flaunt their bodies in bathing suits. What they need is a plan that is focused on efficiency—the best results for the least amount of time and effort—and one that is actually designed to be maintained for more than 30 days.

In *The Minimum Method*, by nutrition expert and celebrity fitness trainer Joey Thurman, you'll learn a wealth of practical advice, simple

nutrition truths, and how to exercise smarter, not harder. Instead of unrealistic workouts and time-consuming meal plans, Thurman's science-backed method is based on getting the maximum benefit out of things like quick and simple "exercise snacks" and sleep hygiene hacks.

Thurman doesn't shy away from the shortcomings of the mainstream health/fitness/diet industry—in fact, he acknowledges and apologizes for his own past experience in perpetuating the harmful myth that everyone should be pushing their bodies to the limit in order to improve. Now, he's on a mission to help others prioritize *genuine health* instead of some imaginary and unattainable standard of perfection.

Ultimately, *The Minimum Method* teaches how to adopt a healthier mindset and lifestyle: feeling your best when you don't get enough sleep, working fitness into your busiest days, getting back on track when you slip up, and celebrating your progress.

With *The Minimum Method*, you'll have the key to better health, using small, easy changes that add up to huge, life-altering results.

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YOUR CONSENT IS NOT REQUIRED

The Rise in Psychiatric Detentions, Forced Treatment, and Abusive Guardianships

ROB WIPOND

KEY SELLING POINTS

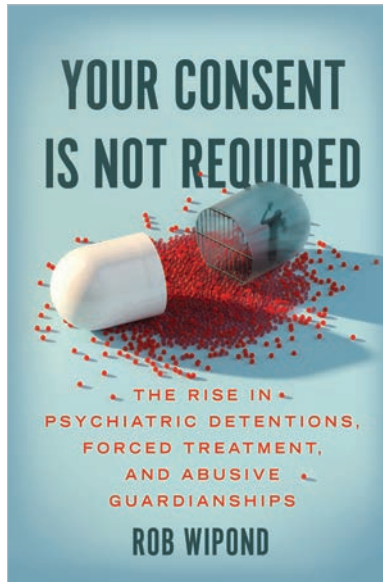
- Wipond has written for the *British Medical Journal* and *Mad Magazine* and was a long-time contributor to *Monday* and *Focus* magazines
- Author's work has appeared in *Today's Seniors*, *Queen's Quarterly*, *Chatelaine*, *European Journal of Law and Technology*, *Explore*, and *AlterNet*
- Author is the cofounder of the Inner Compass Initiative and The Withdrawal Project (15K unique monthly visitors), websites providing self-guided manuals for safer psychiatric drug withdrawal
- Author has permission to use the Mad in America website (225K monthly visitors) to blog about his ongoing research; MadInAmerica.com

PUBLICITY AND MARKETING

- Author pitching op-eds and investigative features to online and print periodicals
- Author intends to create a number of podcasts and videos based on short excerpts from the book
- Websites: RobWipond.com; TheInnerCompass.org
- Blog: Withdrawal.TheInnerCompass.org



Rob Wipond is an award-winning freelance investigative community-issues journalist and writer of creative nonfiction. Wipond's journalism has appeared in nearly a hundred outlets including *The BMJ*, *Adbusters*, *Queens Quarterly*, and *MAD*. For 10 years, he was a regular columnist and feature writer for *Focus*, and currently contributes investigative journalism to the science, psychiatry, and community website *Mad In America*. Wipond has also worked as an instructor in creative nonfiction and journalism at the University of Victoria and Royal Roads University. Residence: Calgary, Canada.



Journalist Rob Wipond shares his in-depth investigation into the prevalence of forced treatment today, details the permanent harm it causes, and makes the case for long-overdue reform.

THE IDEA THAT we're living in a "deinstitutionalized" world and only dangerous people ever get forcibly treated is wrong. Across the nation, individuals from all walks of life are subjected to constant surveillance and the rampant use of powerful tranquilizing drugs, restraints, seclusion, and electroshock. Some justify these practices as necessary, but for many people, they do more harm than good.

This mental health policing isn't limited to hospitals and psychiatric wards—it's occurring in emergency rooms, long-term care facilities, troubled teen and residential treatment centers, and even in people's own homes under outpatient commitment laws.

Driven on one hand by individuals' genuine concerns for the well-being of others, and on the other by a toxic system that prioritizes power, profit, and social control, psychiatric coercion and force are used to:

- "Clean" the streets
- Manage complaints in shelters, group homes, prisons, and long-term care facilities
- Control school children
- "Settle" family conflicts
- Increase hospital profits (often through fraud)
- Quash workplace disagreements
- Discredit whistleblowers

Thoroughly researched, with alarming true stories and hard data from the United States and Canada, Rob Wipond's *Your Consent Is Not Required* builds an unassailable case for the need for vigilance and reform.

9781637741481 • 6X9 • HARDCOVER • JANUARY 2023

304 PAGES • US \$26.95 / \$35.95 CAN • ETHICS

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AMERICAN AUTOPSY

One Medical Examiner's Decades-Long Fight for Racial Justice in a Broken Legal System

MICHAEL M. BADEN, MD

KEY SELLING POINTS

- Dr. Baden is former Chief Medical Examiner of New York City and former Chief Forensic Pathologist for the New York State Police
- During his career, author has been involved in key legal and prison reforms and is frequently called on for second opinions in high-profile police violence cases, including the deaths of Eric Garner, Michael Brown, and George Floyd
- Author's TV show, *Autopsy*, ran for 13 years on HBO
- Author is a forensic science contributor to FOX News and reviewer for the *New England Journal of Medicine*
- Author was Chairman of the Forensic Pathology Panel of the US Congress Select Committee on Assassinations that reinvestigated the deaths of JFK and Dr. Martin Luther King, Jr.
- Writer Mitch Weiss is a Pulitzer Prize-winning investigative journalist, currently working for the Associated Press

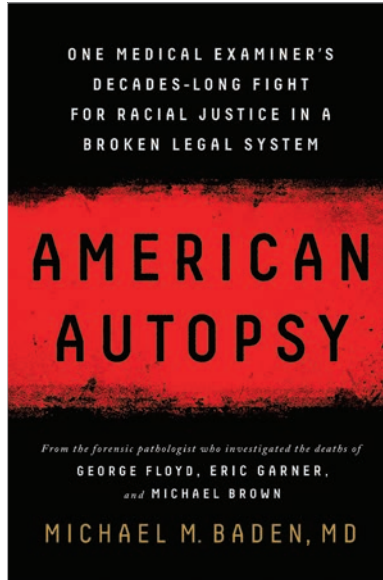
PUBLICITY AND MARKETING

- Promotion to author's strong contacts in law enforcement and civil rights groups
- Website: DrMichaelBaden.com



Michael M. Baden, MD,

was chairman of the Forensic Pathology Panel of the US Congress Select Committee on Assassinations and has been consulted as an expert in the international investigations of the deaths of many high-profile individuals. He was the host of HBO's *Autopsy* series for 13 years, has written two nonfiction books on forensic science, and is coauthor, with his wife, attorney Linda Kenney Baden, of two forensic thrillers. He is the forensic science contributor for FOX National News and is a reviewer for the *New England Journal of Medicine*. Residence: New York, N.Y.



From the forensic pathologist whose work changed the course of the George Floyd, Eric Garner, and Michael Brown cases comes a shocking history of the cover-ups for true causes of BIPOC deaths in police custody.

DR. MICHAEL BADEN has been involved in some of the most high-profile civil rights and police brutality cases in US history, from the government's 1976 reinvestigation of the assassination of Martin Luther King Jr. to the 2014 death of Michael Brown, whose case sparked the initial Ferguson protests that grew into the Black Lives Matter movement.

The playbook hasn't changed since 1979, when Dr. Baden was demoted from his job as New York City's chief medical examiner after ruling that the death of a Black man in police custody was a homicide.

So in 2020 when the Floyd family, wary of the same system that oversaw George Floyd's death, needed a second opinion—Dr. Baden is who they called.

In these pages, Dr. Baden chronicles his six decades on the front lines of the fight for accountability within the legal system—including the long history of medical examiners of using controversial rulings like excited delirium (a term that shows up in the pathology report for George Floyd) to explain away the deaths of BIPOC restrained by police.

In the process, he brings to life the political issues that go on in the wake of often unrecorded fatal police encounters and the standoff between law enforcement and those they are sworn to protect.

Full of behind-the-scenes drama and surprising revelations, *American Autopsy* is an eye-opening—and enraging—read that is both timely and crucial for this turning point in our nation's history.

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“It became clear to me just how far some medical examiners would go to protect cops from facing the consequences of their actions.”

WHEN I CAME to work that morning, the body of a young Hispanic man was waiting for me in the autopsy room. Police said they had arrested him the night before for buying heroin. They brought him to the precinct, put him in a cell, and he fell asleep. When officers tried to wake him up, he wouldn't budge. After checking his vital signs, they discovered he was dead.

They called the victim's family, and an aunt came down to the police station. She couldn't speak English, so they found someone who did. The stranger broke the sad news to her. Her nephew died of a drug overdose. And that's what the cops told us when he was transported to the morgue.

Of course, medical examiners are the ones who make that determination—not police officers. When I began the postmortem examination, I discovered that the man had marks on his neck. It looked like he had been choked. Something was obviously wrong with the police narrative. So, I called the station. The officer there repeated the story, but I stopped him.

“Are you telling me nothing happened?”

“Yeah . . .”

“Well, I found marks on his neck,” I said.

I could hear the officer sigh over the phone. “Let me ask around and I'll call you back.”

A few minutes later, he got back to me—this time with a different version. He said police “struggled” with the man. They had to subdue him, but the rest of the story stayed the same. They put him in a cell; he fell asleep and didn't wake up.

By now, I didn't believe them. Was it a struggle on the street? In the police car? In the cell? I knew the autopsy could only answer some of my questions.

And it didn't take long before I discovered that the man's hyoid bone had been crushed. It was the kind of injury someone would have sustained from a chokehold. But before I could issue my opinion on the cause of death, I'd have to wait for the results of toxicology tests, which could take weeks.

When the tests came back, they showed only trace amounts of heroin in his system. He didn't die of an

overdose. He died of traumatic asphyxia. So, I ruled his death a homicide.

Armed with my findings, I asked my boss, New York City Chief Medical Examiner Milton Helpert, if I should call the man's family. Wouldn't they want to know that he hadn't died of a drug overdose? Shouldn't there be an investigation? Shouldn't the police officers involved be held accountable?

“No,” Helpert said. It wasn't our policy to notify victims' families and share our findings with them. If they called us, we could disclose the cause of death. But we couldn't “volunteer” that information.

“We don't want to unnecessarily create a lawsuit,” he said.

The family was under the impression that their loved one had died of a drug overdose. They assumed what the police told them was true. And the man's body was already buried. So, why would they call us? Helpert and others knew that. They understood that most of the people we were dealing with were Black or Hispanic. They were poor. They weren't going to question the police's version of events. Even if they suspected something was wrong, they didn't have money to hire an attorney. The system was rigged.

I was angry. What we were doing was wrong. I was discouraged by Helpert's response and disillusioned with the whole damn system.

Working in the medical examiner's office taught me a valuable lesson: Forensic pathologists are scientists in a political position. We have to fight political pressure, not bow to it. We have to tell the truth, no matter what the personal cost.

As the years passed, that became my north star, my guiding principle. I would eventually study how other medical examiners handled fatal police encounters, particularly the ones involving restraints like handcuffs and chokeholds, back pressure, and spit masks—causes of death that are not as obvious as shootings. And when I did, it became clear to me just how far some medical examiners would go to cover up possible police misconduct and protect cops from facing the consequences of their actions.

CHEATING DEATH

The New Science of Living Longer and Better

DR. RAND McCLAIN

KEY SELLING POINTS

- Dr. McClain is the founder and head of Regenerative & Sports Medicine in Santa Monica, CA, and the Chief Medical Officer of LCR Health
- Author has a DO from Western University–College of Osteopathic Medicine of the Pacific and a master's degree in Chinese Medicine from Yo San University of Oriental Medicine
- Author's professional affiliations include the American Medical Association, American Osteopathic Association, American Society for Bariatric Physicians, Endocrine Society, American Academy for the Advancement of Science, and National Academy of Sports Medicine
- Author has been featured on/in MSN, *Shape*, *Well + Good*, *New Living*, and FOX Denver

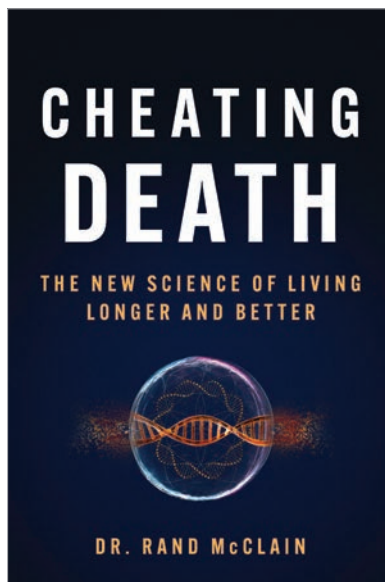
PUBLICITY AND MARKETING

- Golden Hippo hired for digital marketing promotion, including influencer campaign, publicity through Asylum PR, and email support
- Promotion through author's email list (200K subscribers)
- Website: PSRMed.com



Dr. Rand McClain earned his medical degree at Western University and completed his internship at the University of Southern California's Keck

School of Medicine residency program and has worked with some of the best and original innovators in sports, rejuvenative, regenerative, cosmetic, and family medicine. As the founder of Regenerative & Sports Medicine, Dr. McClain works with elite athletes, celebrities, CEOs, and anyone else who wants to make the most of what is available to optimize their health. Additionally, Dr. McClain is a media staple with frequent appearances on TV, radio, podcasts, and online features around all things health and longevity. Residence: Malibu, Calif.



For the first time ever, celebrated medical practitioner and pioneer Dr. Rand McClain shares his tips to increase longevity and better your health outside of his private practice.

IN THIS GOLDEN AGE of medical discovery, cutting-edge treatments are emerging that increase longevity, stave off disease, and enhance our appearance and quality of life—our “healthspan.” But chances are, these advances are not readily available at most doctor’s offices, in stores, or easy to find online.

Medical practitioner and pioneer Dr. Rand McClain, takes a fresh approach to genetics,

natural aging, and proactive medical treatments. For the first time outside his private clinic, he shares how you can take advantage of those treatments at home or at your doctor’s office.

In *Cheating Death*, Dr. McClain shares the best drugs and supplements, treatment methods, and devices—approaches that are backed by extensive research as well as Dr. McClain’s own work with his patients—including:

- **Little-known treatments that can reverse the effects of new and old injuries**
- **Emergent diagnostic and screening technologies that detect early onset disease sooner**
- **Breakthrough methods (some DIY) to slow down or reverse aging in the body**
- **Steps you can take now to enhance gene expression and sidestep your “sins of the past” and poor family genetics**

Best of all, McClain shows how you can get access to these therapies and jumpstart your body’s regenerative processes—everything from stabilizing mood swings, relieving depression and anxiety, extending hormone balance and sexual function, improving muscle strength and stamina, relieving debilitating pain, and restoring a youthful appearance.

Bolstered with research and recovery stories from real people, *Cheating Death* gives readers the tools to live healthier, longer lives.

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208 PAGES • US \$24.95 / \$33.95 CAN • HEALTH

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DEAR READER,

We couldn't be more excited about the amazing authors and books we have for you this season. To say that this list is diverse would be an understatement. You are going to learn how to be a better leader, a better parent, a better artist, and a better person. You're going to sit on the shoulders of a hall of fame athlete, a world class songwriter, a college president, and entrepreneurs who have helped create billion dollar companies.

Here are some highlights of just a few of these amazing authors and their wonderful books.

Global bestselling author Patrick Lencioni's *The 6 Types of Working Genius* is sure to be an instant classic. Do you ever wonder why you're great at some activities and other activities seem to suck the life out of you? Pat has cracked the code in this powerfully simple fable, written in a way that only he can.

When I was a kid, Larry Csonka was a gridiron god, bashing his way down the field through the defense. This year is the 50th anniversary of Larry's Miami Dolphins perfect season—the only NFL team to ever accomplish this feat. In *Head On*, Larry tells his story, from small town farm boy to NFL legend and more. You're going to be amazed by Larry's heartwarming and inspiring story.

Speaking of sports, Jeff Smulyan, the creator of sports radio and WFAN, has an incredible story to share with our readers. Dig deep into the birth of sports radio and learn all about the highs and lows of one of America's favorite entertainment sectors in *Never Ride a Rollercoaster Upside Down*.

Have you ever dreamed of a life where you have control over how you spend your time? Brady Johns, high-tech leader and rental property savant has done just that. Check out *Flip-Flops and Fortunes*, and learn how Brady, and now you, can live the life of your dreams.

SNHU president Paul LeBlanc leads the largest private university in the US with over 130,000 students. In *Broken*, Paul shows how the very systems that were created to serve people often fail miserably, and what can be done to correct course. *Broken* is an enlightening and exciting read on how we can all serve and become better.

As you'll see, there are many amazing books available this season that will help you learn, grow, and serve.

Enjoy!

MATT HOLT

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

**MATT
HOLT**

UNLOCK YOUR POTENTIAL

The Ultimate Guide for Creating Your Dream Life in the Modern World

JEFF LERNER

KEY SELLING POINTS

- Lerner is regarded as one of the most inspirational voices online in business and personal development
- Author has been featured on many podcasts and on KTNV, ABC 4, and Beyond TC
- Author is the owner and founder of the ENTRE Institute, the School for Entrepreneurs (over 50K students); book will be referenced in courses and prominent in marketing for the company, including special offer promotions for book purchasers
- Author's podcast, *Unlock Your Potential with Jeff Lerner*, has had 167 episodes with an average 1K downloads per episode

PUBLICITY AND MARKETING

- Promotion to author's email list (2M subscribers)
- LinkedIn: /JeffLernerOfficial (6.5K followers)
- Tik Tok: @JeffLernerOfficial (38.5K followers)
- YouTube: /JeffLerner (79K subscribers)
- Facebook: /JeffLernerOfficial (42K following)



From being a broke jazz musician to building eight- and nine-figure companies from his kitchen table, **Jeff Lerner's** story and message are now inspiring millions.

After a decade as a successful entrepreneur, including twice landing on the Inc. 5000, Jeff turned his focus to building the world's first unified physical, personal, and professional development platform. In 2019, he founded ENTRE Institute, which enrolled over 200,000 users in its first 3 years. He is now regarded as one of the most inspirational voices online in business and personal development and, along with actively leading ENTRE, spends his time speaking, writing, hosting a top-rated podcast, and being a committed husband and father to his four children. Residence: Las Vegas, Nev.



Learn how a broke jazz pianist opened unexpected doors by utilizing our education, employment, and retirement systems to become a \$100 million entrepreneur.

TODAY, 54 PERCENT of college graduates regret choosing to invest in a degree, more than 70 percent of Americans detest their jobs (part of why they change jobs every 20 months on average), and 2 out of 3 of Americans will never be able to stop working and retire.

But what are we supposed to do? Is there an alternative to the “system of systems” we live in: school, college (debt), job, different job,

more different jobs, 401(k)/pension, retire (hopefully but probably not)? And if there is an alternative can it really work for everyone regardless of where they currently are in the system?

In *Unlock Your Potential*, author and entrepreneur Jeff Lerner answers these questions with a resounding *Yes!* He shows readers how the failings of our education, employment, and retirement systems have opened doors most people didn't even know exist. And, most important, he'll show you how to step through those doors—where they exist, how they work, what it takes to go through them, and what's on the other side.

Jeff is the founder and Chief Vision Officer of ENTRE Institute, the world's fastest-growing education company and the first institute of higher learning dedicated to entrepreneurialism. Now, he is sharing his story and lessons learned from his own rags-to-riches journey from a broke musician to a \$100 million entrepreneur. In this book, you'll discover “digital real estate”—an asset that generates income, builds wealth, and supports any life you choose to live—along with strategies any employee, business owner, retiree, child, etc. can use to escape the broken system and create their dream life in the modern world.

Let *Unlock Your Potential* serve as the blueprint: a master key to unlocking your full potential and living a life no one told you was possible. Herein lies the key for anyone, anywhere in the world to escape the broken system and create a quality of life that was unimaginable a generation ago.

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368 PAGES • US \$28.00 / \$37.00 CAN • BUSINESS

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NO POINT B

New Rules for Leading Change in the New Hyper-Connected, Radically Conscious Economy

CALEB GARDNER

KEY SELLING POINTS

- Gardner was the lead digital strategist for President Obama's political advocacy group, OFA
- Author brought unique insights to growing one of the largest digital programs in existence, with a millions-strong email list and massive social media following—including the President's Twitter account, the largest account in the world
- Author has written columns for *Forbes*

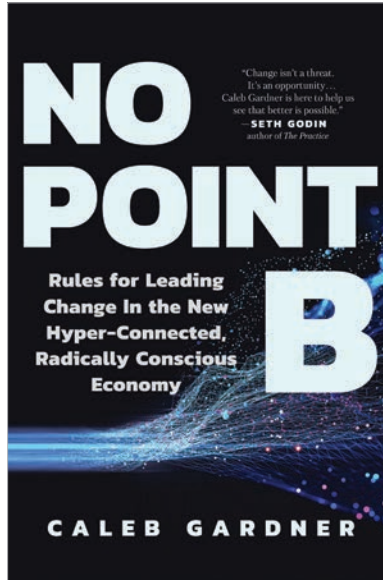
PUBLICITY AND MARKETING

- Outside publicity firm hired
- Promotion to media outlets that have covered the author, including NBC News, *Wired*, BBC, and *Entrepreneur*
- Influencer and social media campaign planned
- Website: CalebGardner.com
- Twitter: @CalebGardner (6K followers)



Caleb Gardner is an insatiably curious innovation and change expert. For more than three years, he was the lead digital strategist for OFA, President

Obama's political advocacy group—including managing the most followed Twitter account in the world, @BarackObama. In 2016, Caleb was a founding senior advisor of Swing Left, helping the scrappy start-up become a political powerhouse. He's built content strategies and operational frameworks for organizations in the public and private sectors, including at Bain & Company and Edelman. Now as cofounder and managing partner of 18 Coffees, an innovation consulting firm, Caleb helps businesses with a mission to change the world get a foothold in the future, including global clients such as United Way Worldwide, Bose Corporation, and Pandora. Residence: Chicago, Ill.



How can leaders manage disruption when disruption never stops coming?

OUR FUTURE DEPENDS on changing the way we change. But because technology has forever altered our relationship with what's coming next, the tomorrow we envisioned is too often totally different by the time it arrives—there is no linear path from where we are to where we are going. How can leaders manage disruption when disruption never stops coming?

No Point B is a paradigm-shifting look at transforming change into something we do, not for some vague brighter future, but as a practice for making a better world right now.

Drawing upon his vast experience in business leadership and social activism, author Caleb Gardner shows how the simple idea of embracing constant change as a core competency for living in a complex world could revolutionize our relationship with modernity and transform our approach to effective leadership.

Through stories from his career advising everyone from Fortune 100 CEOs to politicians and political leaders, and advice from experts in sociology, psychology, and management, *No Point B* proposes nine principles for mobilizing the next generation of effective change leaders, including:

- **Focusing on effective communications to navigate our reality-distorting media**
- **Building adaptive capability and tackling cross-disciplinary problems**
- **Never resting on our assumptions about how best to navigate the world**

The only way we'll make significant progress on building a better world is by recognizing better is a process of constant adaptation, not an end point.

No Point B is the ultimate playbook for a new generation of leaders striving to dig in and give their companies and communities a better future, today.

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TRANSLATION RIGHTS: SUSAN RAIHOFFER, SRAIHOFFER@DBLACKAGENCY.COM

THE LEADERSHIP SECRETS OF NICK SABAN

How Alabama's Coach Became the Greatest Ever

JOHN TALTY

KEY SELLING POINTS

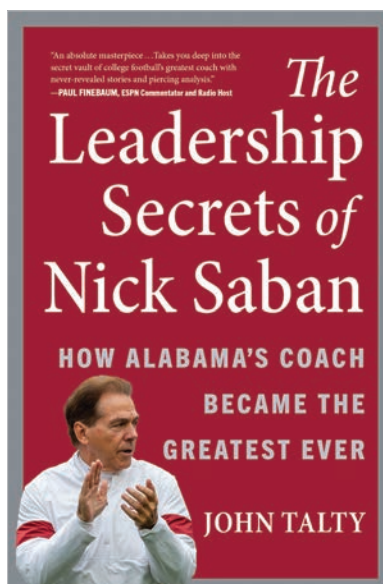
- Talty is the senior sports editor and SEC Insider for Alabama Media Group covering college football, recruiting, high school sports, and professional sports
- Author specializes in Alabama and Auburn football coverage, and has built deep relationships with former players, coaches, and staffers near to Saban
- Author has produced award-winning journalism that elicited national attention
- Author previously worked at the *International Business Times*

PUBLICITY AND MARKETING

- Author will promote on sports radio and programs, including the *Paul Finebaum Show* on the SEC Network
- Outreach to author's many media contacts
- Aggressive outreach to print and online media, podcasts, and sports influencers
- Targeted media outreach to ESPN, *USA Today*, *Sports Weekly*, *Sports Illustrated*, and other sports-centered outlets
- Robust influencer campaign focused on Auburn and Alabama sports fans
- Twitter: @JTalty (10K followers)



John Talty is the senior sports editor and SEC Insider for Alabama Media Group, the leading statewide news organization, which includes *AL.com*, *Birmingham News*, *Press-Register*, and *Huntsville Times*. He is an award-winning journalist who has covered college sports for nearly two decades, with a specific focus on the Southeastern Conference for most of the last decade. John has primarily covered SEC football since joining the *Jackson Clarion-Ledger* in 2012. Residence: Birmingham, Ala.



For almost every year of the last decade, any college team coveting a national championship has had to reckon with going against the Crimson Tide.

WITH NICK SABAN at the helm, Alabama has won 6 of the last 12 national titles. The 2020 championship team showcased Saban's evolution as a leader and further solidified what many long suspected was true: Saban is college football's greatest coach ever.

Leaders of any kind, including coaches and beyond, stand to gain great wisdom and inspiration by learning from his success.

In *The Leadership Secrets of Nick Saban*, senior sports editor and SEC Insider for

Alabama Media Group, John Talty, highlights the keys to Saban's winning strategy and offers readers a blueprint for paving their own paths to success using the esteemed coach's leadership lessons.

Through original interviews and never-before-heard anecdotes, Talty charts Saban's journey to college football's mountaintop and reveals some of the magic behind what keeps him atop it. You'll get an inside look at what it's like to work or play for Coach Saban, including the mottos and motivation strategies he uses to inspire his organization.

Competing universities commit tens of millions of dollars to hiring coaches who might unlock a little of Saban's magic for their teams. With this book, you'll learn the key traits and habits that propel Alabama football without having to foot the hefty bill others have.

Whether you want to build a winning culture on the football field or as a leader in a range of professional arenas, this book is a comprehensive guide to refusing complacency amid success and how to find the right people committed to building a legacy with you.

9781637740835 • 6X9 • HARDCOVER • AUGUST 2022
256 PAGES • US \$25.00 / \$34.00 CAN • BUSINESS
EBOOK: 9781637740842 • DISTRIBUTION: WORLD
TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

FLIP-FLOPS AND FORTUNES

Buy Your Life Back Through Real Estate Investing and Passive Income Strategies

BRADY JOHNS

KEY SELLING POINTS

- Author is connected to Tim Ferriss and will be featured on his show
- Author is connected with several top tastemakers and influencers in the business space
- Plans to provide books at seminars
- Airport placement
- Sizeable speaking and seminar tour planned, and books will be available at engagements

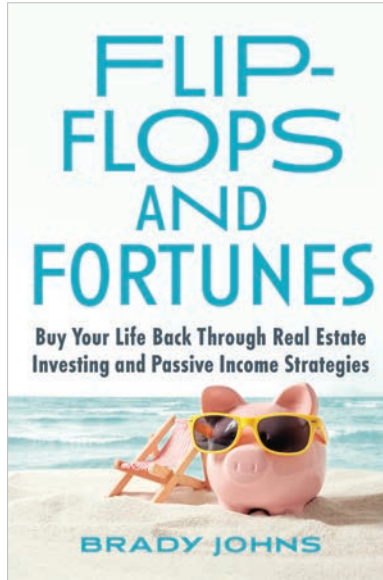
PUBLICITY AND MARKETING

- Robust digital advertising campaign planned
- Outreach to print publications, podcasts, local and national TV, and online media, including author contacts
- Plans to launch a weekly newsletter
- Website: FlipFlopsandFortunes.com
- LinkedIn: /BradyJohns
- Facebook: /Brady.Johns



Brady Johns is a real estate investor and a global tech executive whose resume includes tenure with three of the world's most storied companies: Google,

Sun Microsystems, and Dell. He's traveled to more than 60 countries, climbed four of the world's highest mountains, hiked volcanoes, swam with whale sharks, and run countless marathons. He has many more destinations on his wish list, but most days you'll find him researching real estate, stocks, and cryptocurrencies. A born teacher, he hopes that his first book's mix of funny, heartwarming stories and practical financial advice will reach a new generation of investors who struggle to manage their earnings. Residence: Austin, Texas.



Real estate ventures helped this successful entrepreneur break out of his cubicle and into a life of adventure comfortably supported by his millions of dollars in passive income.

THE WORLD HAS enough cutthroat, hypercompetitive, and exhausted millionaires. You can gain that fortune without all that toil—making money work for you on the way to finding security and happiness, wealth and joy.

Brady Johns was tired of spending countless hours staring at the three walls of his cubicle at his job in the tech world. He craved adventure, travel, and the ability to do big, generous things for the people he loved. So he decided to take

his fate into his own hands and build the life he wanted, brick by brick.

In *Flip-Flops and Fortunes*, he shows you how to do the same through a combination of real estate investing and passive income strategies. These are the strategies that have enabled Brady to travel to the world's favorite islands, climb the highest mountains, and live on the millions of dollars he brings in each year in passive income. He believes anyone can do what he's done.

If you're ready to gain financial freedom while enjoying your life in the process, *Flip-Flops and Fortunes* is an essential guide for your journey.

"Brady Johns helped OneAffiniti expand into North America by building an outbound sales engine that way outperformed any of our expectations. His sales acumen and his ability to motivate sales teams are second-to-none."

—JOEL MONTGOMERY, Founder and CEO, OneAffiniti

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208 PAGES • US \$25.00 / \$34.00 CAN • BUSINESS

EBOOK: 9781637741795 • DISTRIBUTION: WORLD

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GLOBAL CLASS

How the World's Fastest-Growing Companies Scale Globally by Focusing Locally

AARON McDANIEL AND KLAUS WEHAGE

KEY SELLING POINTS

- Authors are cofounders of 10X Innovation Lab which helps entrepreneurs across the globe validate new markets through their consulting services and accelerations programs

PUBLICITY AND MARKETING

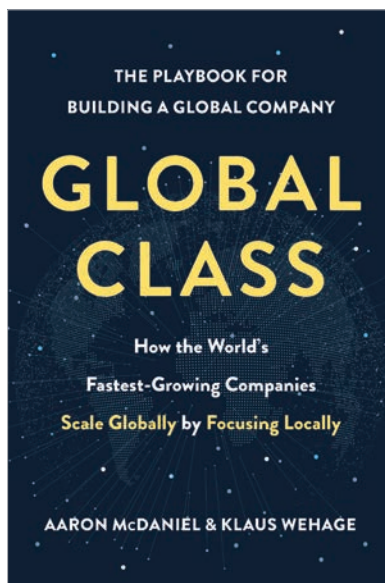
- Promotion through the 10X Innovation Lab email list (25K subscribers) and social media
- Promotion at authors' keynote and speaking opportunities
- Authors have launched the podcast *Global Class* (on Anchor), where they interview top business leaders from some of the fastest growing companies in the world; will have 25-30 episodes (released biweekly) by the time of book launch
- Pre-order campaign planned
- Website: GlobalClassBook.com
- LinkedIn: /Mr10X (Wehage, 12.1K followers); /MrBiz (McDaniel, 8.7K followers)



Aaron McDaniel is a corporate leader, entrepreneur, professional speaker, start-up advisor, author of *The Young Professional's Guide* book series, and the co-founder of global innovation ecosystem builder 10X Innovation Lab. Residence: Lafayette, Calif.



Klaus Wehage is an entrepreneur, start-up advisor, professional speaker, and author, and the cofounder & CEO of 10X Innovation Lab. Residence: Lafayette, Calif. and Alameda, Calif.



This is the playbook that helps professionals with global aspirations develop the mindset, culture, and strategies to successfully build global businesses.

THE BUSINESS WORLD has changed, and to stay ahead, companies have to think, operate, and scale differently. Companies need to adopt a new mindset and build distributed teams with a unique set of skills to succeed in new markets. A revision to the agile methodology is necessary to better balance the need to localize with the complexity that localization and managing a global footprint creates.

To date, business leaders have had to learn how to scale globally the hard way, through trial, error, and failure, since no guidebook existed to light the way ... until now.

Enter *Global Class*.

Global Class is the playbook that teaches professionals with global aspirations how to develop the mindset, culture, and strategies to successfully build global businesses. Through case studies and insights from more than 200 of the world's fastest-growing companies, Aaron McDaniel and Klaus Wehage illuminate *what* the new class of successful global businesses ("Global Class Companies") do to succeed, *who* are part of their high-performing teams, and *how* they do it. From market entry to global growth, *Global Class* introduces a comprehensive tool kit of practical frameworks that provide a blueprint for how to build and manage a company at global scale.

No matter whether you are considering entering your first international market, have a mature global presence, or are looking to build a career in international business, *Global Class* is the essential playbook for reaching global scale for businesses of all sizes and stages.

9781637742181 • 6X9 • HARDCOVER • AUGUST 2022

352 PAGES • US \$28.00 / \$37.00 CAN • BUSINESS

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“Home turf success and the presumptions it often brings don’t necessarily translate into success away from home, and the strategies that work in one market don’t always translate to another. Walmart’s entry into Germany provides a textbook example of how not to approach building a global organization.”

THE KEY TO success in Germany is the sausage.

After much success in conquering the American retail market, the retail giant Walmart set its sights on international markets. A new avenue for business growth was the discussion among leadership and employees at the halls of HQ in Bentonville, Arkansas. With a proven track record and dominance in the home market, Walmart’s confidence and belief in its own ability to translate local success into global success was a no-brainer—who doesn’t want products at low prices, impeccable customer service with friendly greetings, and who doesn’t love America and American products overall?

While incredibly effective in the US market, the value proposition of low prices didn’t resonate with Germans, who already had some of the lowest grocery prices in Europe. Walmart had established operational scale in the United States (US), but even with the purchase of local retailers Wertkauf and Interspar (two of the largest retail chains in Germany), it couldn’t outmaneuver the strong supplier relationships its competitors had, making it impossible to build any kind of advantage.

Walmart also neglected to localize its products and company culture to fit the market. While its prepackaged meats were perennial best sellers for American consumers, Germans didn’t like them, viewing them as inherently lower quality. They preferred fresh meat from the local butcher, which they could see being cut. Neither did German consumers like the unfamiliar Walmart-branded products the company promoted in store.

Since Germans typically maintain a more stoic and reserved demeanor, the smiling greeters standing at the door and friendly cashiers at the checkout didn’t develop a sense of community, as they did in the US; in fact, they freaked Germans out, since that level of friendliness was culturally uncomfortable.

Home turf success and the presumptions it often brings don’t necessarily translate into success away from home, and the strategies that work in one market don’t always translate to another. Walmart’s entry into Germany provides a textbook example of how not to approach building a global organization.

Instead of success in bringing “the American way” to new places, the story, instead, was about how Walmart overlooked the nuances of German culture, local buying behavior, and existing market competition. If Walmart had paid attention to these factors, the company would have found ways to adapt their business model to the market (or possibly decided not to enter the market at all). But they didn’t, instead serving as a perfect example of how prioritizing the company way of doing things can ultimately lead to failure. In the case of Walmart, it led to a fire sale of its 85 retail stores to the local competitor, Metro, at a loss of around \$1 billion.

In the end, Walmart learned that there are no substitutes for adapting the business to be an authentic fit in market; as Robyn Larsen, international growth and marketing leader at Shopify explained, quoting a German partner, “to be good enough it needs to look, taste, and smell like a German sausage.”

Bottom line, much of the problems Walmart faced stemmed from their mindset when scaling internationally, not being sensitive to local culture but instead prioritizing the Walmart way of doing things and imposing their company values on local employees and consumers; a fatal misstep. Instead of raising an American flag as a signal of success, the company had to raise a white flag of defeat with the admission that it failed to successfully enter the German market, leaving a massive loss, reduced confidence, and questioned whether Walmart’s model could work and be scaled beyond the US.

Challenges like the ones Walmart faced in Germany are relevant whether you have over two million employees or just a handful. Making just one of the mistakes Walmart did would have spelled failure for many other companies.

What’s clear is that expecting your model to work exactly the same in your home market and abroad is a losing mindset.

You can’t lump entering markets across continents and cultural divides into a single bucket. Effective global growth does not stem from a cookie-cutter process that leads to market dominance everywhere. It requires understanding individual local markets and consideration for local nuances.

THE REVOLUTIONARY GUIDE TO ACTING

A Transformational Journey to Achieving Success in Show Business and Life

BERNARD HILLER FOREWORD BY PETER FARRELLY

KEY SELLING POINTS

- The author has a wide network of media contacts that he will leverage to secure coverage at outlets such as *Entertainment Weekly*, *The Hollywood Reporter*, *People*, and more
- Will use extensive client list to secure endorsements and social media support from A-level celebrities such as Leonardo DiCaprio, Samuel Jackson, and others
- The author will sell his book as a part of his online and in-person classes and will additionally offer bulk sales for universities and corporations
- Extensive international sales potential as the author has a big following in Italy, Spain, Russia, Germany, Israel, and England

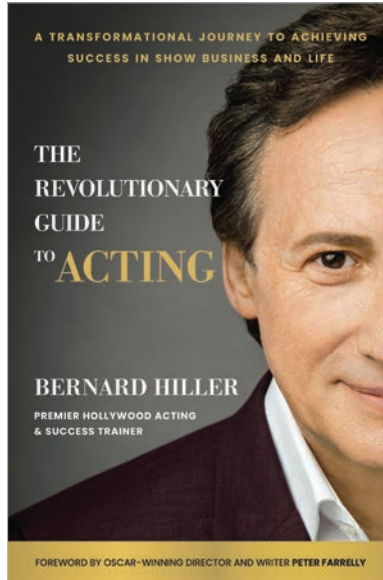
PUBLICITY AND MARKETING

- Website: BernardHiller.com
- Promotion to author's email list (9K subscribers)
- TikTok: [@BernardHiller](https://www.tiktok.com/@BernardHiller) (264.4K followers)
- Instagram: [@Bernard.Hiller](https://www.instagram.com/Bernard.Hiller) (35.1K followers)
- Facebook: [/BernardHillerStudio](https://www.facebook.com/BernardHillerStudio) (7.6K followers)



Bernard Hiller is an author, actor, screenwriter, producer, director, interviewer, teacher, and success trainer. He started as a performer in NYC and

Europe, doing Broadway musicals. From his Los Angeles studio, Bernard has helped stars, performers, and actors succeed to the highest level in the industry. His sought-out Masterclasses are taught in more than 24 countries. Residence: Beverly Hills, Calif.



Become the actor you must be to turn your dreams into reality. For more than 25 years, Bernard Hiller's revolutionary techniques and exercises have produced unprecedented success for actors, artists, and performers all around the world.

ACTING IS ALWAYS evolving, and in *The Revolutionary Guide to Acting*, Bernard shares the latest methods to help you gain vital skills for success in this competitive industry.

Set yourself apart at your next audition by using Bernard's unique techniques, and uncover the secrets to delivering unforgettable performances.

Acting is a journey to self-awareness that will lead you to discover your true authenticity, empowering you to become unstoppable in show business.

Cultivate the tools you will need for a long-lasting career and, ultimately, a more accomplished and happier life.

"Bernard helps artists attain success and a healing of the heart. In his Masterclasses, I have witnessed actors undergo amazing transformations!"

—APRIL WEBSTER, casting director,
Star Wars: Episode VII, IX, and Star Trek Beyond

9781637742204 • 5.5X8.25 • HARDCOVER • AUGUST 2022
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HUMANIZING HUMAN CAPITAL

Invest in Your People for Optimal Business Returns

SOLANGE CHARAS, PhD, AND STELA LUPUSHOR

KEY SELLING POINTS

- Authors plan on launching a podcast around pub
- Authors currently speak about 4–8 times a month

PUBLICITY AND MARKETING

- Planned promotions to business and education media
- Promotion to author's email list (32K subscribers)
- Websites: HCMoneyBall.com; Reframe.work
- LinkedIn: /DrSolangeCharas (6.6K connections); /SLupushor (9.2K followers)



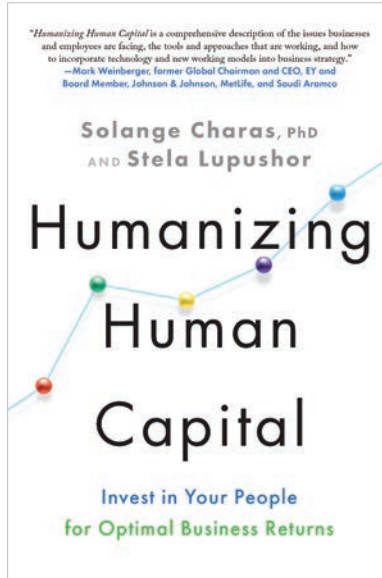
Solange Charas, PhD, is on a mission to facilitate positive quantifiable human capital transformation. She works with hundreds of boards and C-suite

executive clients at EY, Arthur Andersen, and her own consulting firm, HCMoneyball, focusing on how to optimize the impact of human capital from a brand and financial perspective. Solange is a Distinguished Principal Research Fellow at the Conference Board, and is a faculty member at Columbia, USC, and NYU, teaching in their Masters of Human Capital Management programs. Residence: New York, N.Y.



Stela Lupushor is on a mission to humanize the workplace. She leads Reframe.Work Inc., consulting on how to create inclusive workplaces through

the use of design thinking, technology, and analytics, as well as amazing.community, a nonprofit expanding the work horizon for women 45+. Residence: Summit, N.J.



The key to thriving through disruption is understanding and practicing human capital strategies that will drive enterprise performance and value creation.

RENOWNED BUSINESS THOUGHT LEADERS Solange Charas, PhD, and Stela Lupushor reframe traditional HR practices into a future-forward strategy to optimize human capital. Charas and Lupushor shift decision-making about people from a gut sense to an evidence-based approach—a critical and much-needed departure from the cross-your-fingers-and-hope-for-the-best approach of most traditional HR programs today.

Through the authors' dozens of case studies, real-world situations, and 20 invaluable business principles, you will learn to:

- Adopt a best-evidence versus best-practice approach to decision-making
- Shift your thinking so that you view human capital as a crucial investment rather than as a sunk cost
- Balance human capital analytics with the more human-centric elements of people management
- Increase value for all key stakeholders, including investors, management, workers, customers, partners, and the community at large
- Utilize methods to measure and optimize human capital efficiency, increasing your ROI

The road ahead may seem unpredictable and even treacherous, but *Humanizing Human Capital* provides leaders of any organization a new framework to create resilient, responsive, and innovative organizations with tangible and sustainable business results.

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304 PAGES • US \$28.00 / \$37.00 CAN • BUSINESS

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THE STRATEGY ACTIVATION PLAYBOOK

A Practical Approach to Bringing Your Strategies to Life

ARIC WOOD + XPLANE

KEY SELLING POINTS

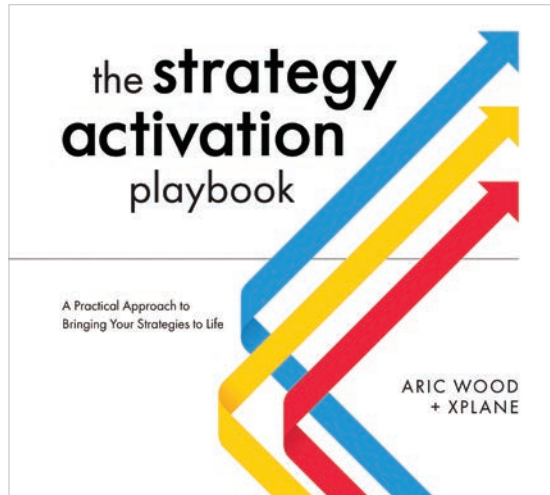
- Author speaks about 12 times a year and will incorporate the book into his new programming and messaging
- The book is centered in the XPLANE brand, and the author will leverage all XPLANE connections for media, publicity, and bulk sales opportunities

PUBLICITY AND MARKETING

- Sizeable speaking and seminar tour planned with 6-12 stops
- Outreach to print publications, podcasts, local and national TV, and online media, including author contacts
- A sought-after expert in the strategy activation space
- Author will explore writing opportunities with leading industry publications
- Promotion to author's email list (40K subscribers)
- Website: XPLANE.com



Aric Wood is the CEO of global design consultancy XPLANE, where he leads the firm's Strategy Activation practice. With over 25 years of experience working with over 100 of the Fortune 500, as well as federal and local governments, non-profit organizations, and global NGOs, Aric has a unique perspective on what it takes to successfully lead change through people in organizations of all sizes. Aric has shared his experience and knowledge as an author, keynote speaker and university instructor, and has served on numerous commercial and non-profit boards. He previously served in leadership roles at Intuit and Epinions.com, and as a strategy consultant at Bain & Company. Residence: Portland, Ore.



This guide primes business leaders for success within their organization's strategies—by breaking down how to empower employees to work toward a common goal.

OUR OLD MODELS of change management and strategy execution assume that organizations are monolithic and can move directly from strategy-making to

strategy-doing. But the modern organization is made up of increasingly more diverse, empowered, and free-thinking people, and we need to evolve how we launch our strategies to ensure we engage, align, and empower diverse groups of people to move forward together.

If you want to be part of the 20 percent of leaders who succeed, then you need a new playbook for bringing your strategy to life.

With *The Strategy Activation Playbook*, author Aric Wood, CEO of XPLANE, teaches you how to do what he's helped organizations around the world accomplish: align and activate the people in your organization to execute your strategy and realize your vision.

Inside, leaders will find a clear methodology for:

- **Communicating a strategy in such a way that everyone understands it, sees how it benefits them, and becomes willing to take the journey**
- **Equipping employees with the tools and training that enable new ways of working**
- **Embedding a strategy as “the new way of work” that everyone can embrace**

The Strategy Activation Playbook is the indispensable desk reference to strategy activation, and is filled with practical tools, exercises, and methods you can implement immediately to align your teams and empower individuals to move forward together toward a common goal.

9781637741825 • 9X8 • TRADE PAPERBACK • SEPTEMBER 2022

208 PAGES • US \$40.00 / \$54.00 CAN • BUSINESS

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RELATIONSHIPSHIFT

Unleash the Surprising Power of Relationships to Change Yourself,
Remake Your Life, and Achieve Any Business Goal

JUSTIN BLANEY, D.M.

KEY SELLING POINTS

- Blaney plans to aggressively self promote and use his following to boost pre-orders, including by appearing on podcasts he has connections with, hosting a launch party, and speaking at live events
- The author has a daily meditations app that features his writing with a large following where he will promote his book

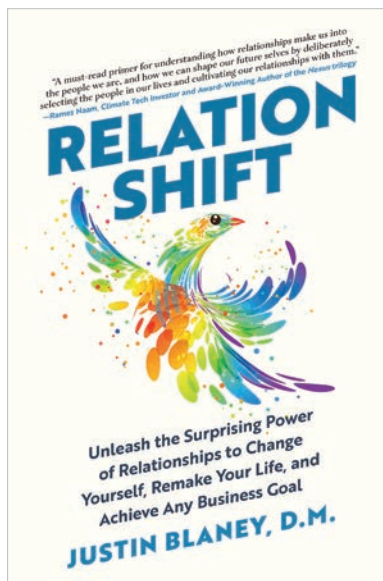
PUBLICITY AND MARKETING

- Website: JustinBlaney.com
- Instagram: @JustinBlaney (76.4K followers)
- Facebook: /JustinBlaney (1.1M followers)



Justin Blaney, D.M., is a professor, serial entrepreneur, and author of 12 books with 100,000 copies sold, including *Will Post for Profit: How Brands and*

Influencers Are Cashing in on Social Media. Justin has founded and sold multiple companies in industries ranging from advertising to consumer goods. Currently, Justin runs a digital marketing agency that has generated more than \$250 million in revenue growth. He teaches at Foster School of Business at the University of Washington and created the first course on influencer marketing at a major university. One million people follow him on social media, and his work has received over one billion views. He created an app that features daily meditations on living well, which you can find along with all his other links at Blaney.app. Justin lives in Seattle with his wife, Anya, and the world's cutest mini Bernedoodle, Arlo. Residence: Seattle, Wash.



Learn to leverage your relationships so you can dream bigger, achieve whatever you want, and build a life that makes you happier with each passing day.

NO GREATER FORCE for change exists than the people we surround ourselves with. This book explores how the people in your life have colored your worldview, how this limits or expands your options, and what to do about it.

Through the stories of British explorer Gertrude Bell, abolitionist hero Frederick Douglass, music icons the Beastie Boys, and many others, this book will help you:

- Learn how to connect with high-caliber people who can help you go further in life
- Understand the rules of life as handed down through countless generations—then learn how to recognize which ones can be bent
- Grow in happiness, thankfulness, peace, and contentment while eliminating the power of negative emotions
- Explore how our minds reject new concepts like our bodies reject viruses
- Build a personal tribe that can help you achieve any goal in work, health, or relationships
- Make better choices by learning to see your options more clearly and honing your ability to move quickly with less information

With dozens of illustrations and practical examples, *Relationshipshift* will help you take greater control of your life and uncover a path to your best possible future.

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250 PAGES • US \$27.00 / \$36.00 CAN • BUSINESS
EBOOK: 9781637741856 • DISTRIBUTION: WORLD ENGLISH
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THE 6 TYPES OF WORKING GENIUS

A Better Way to Understand Your Gifts, Your Frustrations, and Your Team

PATRICK LENCIONI

KEY SELLING POINTS

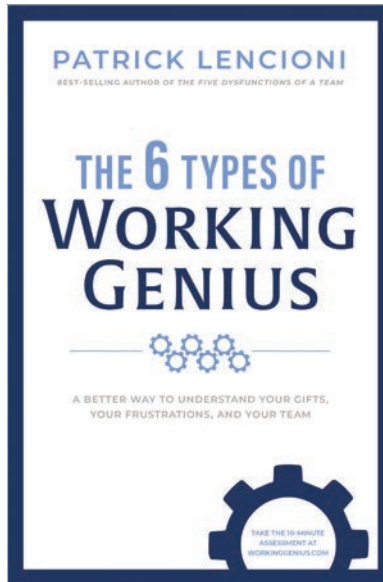
- Lencioni's previous books have sold more than 3M copies worldwide and been translated into over 30 languages
- The author's leadership models have yielded a diverse base of clients, including a mix of Fortune 500 companies, professional sports organizations, the military, non-profits, universities, and churches

PUBLICITY AND MARKETING

- Lencioni is slated to speak at World Business Forum's 2022 event on November 2-3, 2022 in New York City.
- Author has a network of consultants and other partners that will be purchasing the book for training and consulting purposes.
- Author has a large presence in Hudson and has traded store space for speaking engagements in the past.
- Website: TableGroup.com
- Twitter: [@PatrickLencioni](https://twitter.com/PatrickLencioni) (64.1K followers)
- Facebook: [@PatrickMLencioni](https://facebook.com/PatrickMLencioni) (9.8K followers)
- Instagram: [@PatrickLencioni_](https://instagram.com/PatrickLencioni_) (7.1K followers)



Patrick Lencioni is one of the founders of The Table Group and is the pioneer of the organizational health movement. He is the author of 11 books, which have sold over 6 million copies and been translated into more than 30 languages. As president of the Table Group, Pat spends his time speaking and writing about leadership, teamwork, and organizational health and consulting with executives and their teams. Prior to founding the firm in 1997, Pat worked at Bain & Company, Oracle Corporation, and Sybase. Pat lives in the Bay Area with his wife and four boys. Residence: San Francisco, Calif.



New York Times best-selling author Patrick Lencioni unveils a truly groundbreaking new model that will change the way we think about work and teams forever. *The Six Types of Working Genius* is the fastest way to help people identify the type of work that brings them joy and energy, and avoid work that leads to frustration and burnout.

BEYOND THE PERSONAL DISCOVERY and instant relief that Working Genius provides, the model also gives teams a remarkably simple and practical

framework for tapping into one another's natural gifts, which increases productivity and reduces unnecessary judgment.

In classic Lencioni fashion, Pat brings his model to life in a page-turning fable that is as relatable as it is compelling. He tells the story of Bull Brooks, an entrepreneur, husband, and father who sets out to solve his own frustration at work and stumbles into a new way of thinking that changes the way he sees his work, his team, and even his marriage.

What sets this book—and the model behind it—apart from other tools and assessments is the speed at which it can be understood and applied, and the relevance it has to every kind of work in life, from running a company to launching a product to managing a family.

In addition to this book, Lencioni and the Table Group have created a 10-minute assessment that helps individuals quickly identify their gifts and apply this model to themselves and their teams. Join the hundreds of thousands of people who have already discovered their Working Genius, and experience the transformation in your work, your team, and your life.

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181 PAGES • US \$25.00 / \$34.00 CAN • BUSINESS

EBOOK: 9781637743300 • DISTRIBUTION: WORLD

TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

“We wrapped up the review, and true to the hardheaded nature of my name, I went back to my office and decided to handle this quietly, and on my own. So, for the next six months, I grinded. And spent less time at home. And when I was home, I was kind of grumpy. Hell, I was pretty grumpy at work, too.”

THAT’S RIGHT. More money. A real office. More responsibility. I was ecstatic.

For about a month.

Slowly, and almost imperceptibly, my joy at work began to fade.

At some point, every day became just a little less satisfying.

An issue here. A conversation there. A difficult client over there. I found myself having just the slightest twinge of dread while watching a movie with Anna one Sunday evening. What was happening?

Of course, I didn’t dare mention anything to her. Now that she was working part-time and we were trying to have another baby, Anna needed me to be stable in my job. And so, I wrote it off as a temporary, minor hiccup, a small bump on my never-ending road toward vocational Oz.

And then came the annual performance review cycle. I had only been in the new role for two months, so I wasn’t even sure I would have to go through the process. But I did, and it wasn’t pretty.

Okay, it wasn’t exactly a train wreck. But almost every area where I was evaluated had earned me a “meets expectations” grade, with a few falling in the “needs some work to meet expectations” category. Still, I was pissed. I mean, I had never gotten anything lower than a B– in any class in school. And as bad as I was in banking and finance, I actually loved advertising. This was a serious dip in the upward slope of my career graph.

My manager, Chaz Westerfield III (and yes, his name was perfectly suited to his personality), said that my “unspectacular” review was probably just because I was new, and that he “would rather be hard on me and have me improve than go easy and allow me to fade.”

“I’m not going to fade, Chaz. This is just a surprise.”

He tried half-heartedly to console me. “Well, you’re generally meeting expectations.”

“Come on, man. That’s a pretty low bar. I just don’t see where the problem is. My clients are happy.”

“Are you happy?”

I responded reflexively. “Yeah, I’m happy. I mean, do I seem like I’m not happy? I’m doing—”

Chaz interrupted, shaking his head. “Bull, you don’t seem happy.” He paused as I digested his surprising comments. “And your people don’t seem all that happy.”

I started to get defensive. “They don’t seem all that happy?

What does that even mean? How does someone even know—”

He interrupted again. “I asked them.”

I was frozen. What could I say?

Years later, I would learn from one of my employees who would eventually work with me again that Chaz had misrepresented my team’s feedback, and that they had told him they were concerned about my unhappiness, not theirs. But I didn’t know that; I just assumed I was out of touch and that he was telling the truth. Regardless, I wasn’t feeling warm toward Chaz at that moment.

“Well, Chaz. What kind of name is that, by the way? I mean, it fits you because you’re a pompous ass, and you were probably given a trust fund and a Range Rover when you were sixteen.”

I’m so glad I didn’t actually say that. I wanted to, but even in my confused and defensive state, I knew it wasn’t true or fair. I mean, he probably did get a Range Rover when he turned 16, and he would definitely justify the use of the term pompous, but who was I to judge him? This wasn’t all Chaz’s fault—as far as I knew at the time—even if I didn’t like the guy.

“Listen, Chaz. What you’re saying is right, and this is my challenge. And, darn it, I’m going to take responsibility for myself and my team and use this disappointing review to motivate me to get better.”

I didn’t say that, either. I wish I had, but I didn’t. I just sat there frowning and wondering what I was going to tell Anna.

We wrapped up the review, and true to the hardheaded nature of my name, I went back to my office and decided to handle this quietly, and on my own. So, for the next six months, I grinded. And spent less time at home. And when I was home, I was kind of grumpy. Hell, I was pretty grumpy at work, too.

Anna was swamped and stressed with Matthew—oh, after he got over his colicky stage, we learned he had a peanut allergy—and less than patient with my new attitude. And though I won’t go into the details here, it was causing problems. Or I should say, I was causing problems.

I wasn’t as attentive as I should have been to Anna’s challenges at home. I was often short with her. I even started complaining about having to change Matthew’s diaper, though my share of that dirty work couldn’t have been more than 3 or 4 percent. The truth was, I was behaving neither rationally nor patiently. Though Anna could see it more clearly than I could, I was certainly not proud of myself.

BROKEN

How Our Social Systems are Failing Us and How We Can Fix Them

DR. PAUL J. LeBLANC

KEY SELLING POINTS

- LeBlanc is President of Southern New Hampshire University (SNHU) and has grown SNHU into the largest nonprofit provider of online higher education in the country (over 170K students)
- Promotion through SNHU's marketing (the largest marketer in higher education in terms of budget and share of voice)
- Author speaks frequently, including ASU/GSV main stage (4K attendees), World Bank Global Education meeting (thousands of attendees), NACUA (hundreds of higher education attorneys), and international conferences

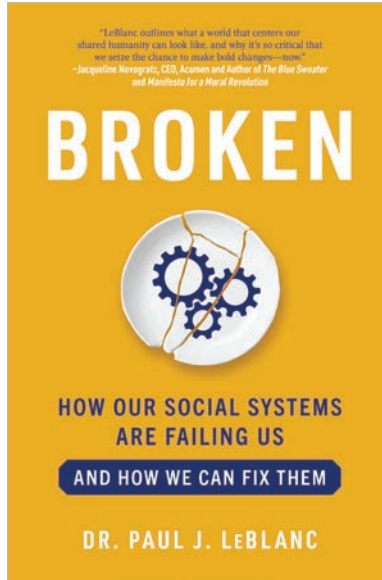
PUBLICITY AND MARKETING

- Promotion to author's media contacts, including the *New York Times*, *Washington Post*, *Boston Globe*, *Wall Street Journal*, and *Forbes* (author is a contributor)
- Website: President.SNHU.edu
- Twitter: @SNHUPrez (10.5K followers)
- LinkedIn: /PaulJLeBlanc (15K connections)



Dr. Paul J. LeBlanc is President of Southern New Hampshire University (SNHU). Paul served as senior policy advisor to Under Secretary

Ted Mitchell at the U.S. Department of Education, working on competency-based education, new accreditation pathways, and innovation. He serves on the National Advisory Committee on Institutional Quality and Integrity (NACIQI) and on the National Academies of Sciences, Engineering and Medicine's Board on Higher Education and Workforce. Paul immigrated to the United States as a child, was the first person in his extended family to attend college and is a graduate of Framingham State University (BA), Boston College (MA), and the University of Massachusetts (PhD). Residence: Manchester, N.H.



From the president of Southern New Hampshire University, *Broken* charts the course for rebuilding and reinhabiting better systems across education, healthcare, criminal justice, government, and more.

THE UNITED STATES spends enormous sums on helping people—\$3.8 trillion on healthcare, \$182 billion on prisons, and \$604 billion on higher education—and yet these systems routinely fail us.

When we seek to improve how they function, our efforts focus on policy debates, technical solutions, funding, and data. But if

these systems are to truly improve, we have to start with the human values that fuel decision making.

Broken explores the deeply human dimensions we must consider—aspiring, discovering, mattering—if we want to rebuild the policies, technologies, processes, and, most importantly, the heart we use to serve people.

Over the course of 25 years as a college and university president and higher education innovator, Dr. Paul LeBlanc has encountered innumerable wonderful people who want to do the right thing for students but whose efforts cannot overcome the shortcomings of the system. Now, he shares what he's learned, and continues to learn, about the opportunities and necessity to put humanity and care at the center of all our systems.

With *Broken*, LeBlanc outlines the distinctly human questions that education—and all systems that serve—must start asking to reframe what is broken in order to make lasting repairs and to better care for those they serve.

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240 PAGES • US \$26.00 / \$35.00 CAN • EDUCATION

EBOOK: 9781637741771 • DISTRIBUTION: WORLD

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RECONSTRUCTING INCLUSION

Making DEI Accessible, Actionable, and Sustainable

AMRI B. JOHNSON

KEY SELLING POINTS

- Johnson is the Global Head of Cultural Intelligence and Inclusion at Novartis and the CEO/founder of Inclusion Wins
- Author has 20+ years of experience helping organizations with DEI
- The author speaks frequently on panels and will incorporate the book into his programming

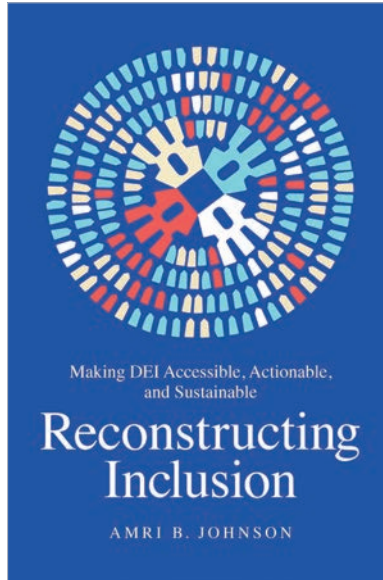
PUBLICITY AND MARKETING

- The author speaks frequently on panels and will incorporate the book into his programming
- Promotion to author's email list (2K subscribers)
- Website: InclusionWins.com
- Twitter: @AmriJohnson
- LinkedIn: /AmriJohnson (10.6K followers)



For more than 20 years, **Amri B. Johnson** has been instrumental in helping organizations and their people create extraordinary business outcomes. He is a social

capitalist, epidemiologist, entrepreneur, and inclusion strategist. Amri's dialogic approach to engaging all people as leaders and change agents (most recently at the research division of Novartis, as Global Head of Cultural Intelligence and Inclusion) has fostered the opening of minds and deepening of skill sets with organizational leaders and citizens enabling them to thrive and optimally contribute to one another and their respective organizations. As CEO/founder of Inclusion Wins, Amri and a virtual collective of partners converge organizational purpose to create global impact with a lens of inclusion. Born in Topeka, Kansas, Amri has worked and lived in the United States, Brazil, and currently lives in Basel, Switzerland, with his wife Martina and their three kids. Residence: Basel, Switzerland.



From the CEO of Inclusion Wins comes a direct blueprint for successfully and sustainably incorporating DEI efforts into organizations in order to create more inclusive work environments.

ORGANIZATIONS OF ALL TYPES are making unprecedented investments in unconscious bias training, diversity recruitment, and anti-racism education. Words like belonging and equity are on the list of aspirational outcomes for these efforts, but the pathways to those goals are unclear because their implementation has been reactionary, supplemental, and, in too many

instances, cosmetic rather than systemic.

In *Reconstructing Inclusion*, Amri Johnson, CEO of Inclusion Wins, explores why that reactionary stance persists and provides a framework for designing a systematic approach that empowers all stakeholders in these efforts—everyone—to thrive.

In deconstructing and rebuilding inclusion's most fundamental concepts, Johnson illustrates an "Inclusion System" that outlines the conditions critical to inclusion becoming normative—accessible, actionable, sustainable, and positively contributing to the organizational mission.

Reconstructing Inclusion offers a guide to better understanding the historical context of inclusion, a rethinking of the efforts organizations are undertaking now, and an actionable, robust approach to carrying this work into the future.

"Amri Johnson has gifted us with a worthy exploration of the current state of DEI work, and more importantly, has challenged our thinking with this substantive and thoughtful work... This book is a powerful resource for anybody who is looking at forging pathways to inclusion and belonging."

—HOWARD J. ROSS, author of *Everyday Bias* and *Our Search for Belonging*

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256 PAGES • US \$27.00 / \$36.00 CAN • BUSINESS

EBOOK: 9781637741894 • DISTRIBUTION: WORLD

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HEAD ON

A Memoir

LARRY CSONKA

KEY SELLING POINTS

- A member of the Dolphins' 17-0 perfect season (1972), 2x Super Bowl champion (1972 & 1973), Super Bowl VIII MVP, and the Professional Football Writers Association's "Super Athlete of the Year" (1973)
- An advocate for Chronic Traumatic Encephalopathy (CTE) education and awareness
- As the Miami Dolphins and Baptist Health break ground on a state-of-the-art wellness and medical complex that will be open to the public across the street from Hard Rock Stadium

PUBLICITY AND MARKETING

- Exclusive feature coverage by *USA Today* and the *Miami Herald* confirmed ahead of publication day
- Early promotion at the Pro Football Hall of Fame Enshrinement Weekend in Canton, Ohio (August 4-7, 2022)
- Website: LarryCsonka.com
- Facebook: [@LarryCsonka39](https://www.facebook.com/LarryCsonka39) (37K followers)
- Twitter: [@Larry_Csonka39](https://twitter.com/Larry_Csonka39) (18.2K followers)
- Instagram: [@LarryCsonka39](https://www.instagram.com/LarryCsonka39) (9K followers)



Larry Csonka is a hall-of-fame, former professional American football fullback who played for the Miami Dolphins, and shortly with the New York Giants. He is mostly remembered for being a member of the Dolphins 17-0 perfect season in 1972, and winning Super Bowl Championships in 1972 and 1973. He currently lives in North Carolina with his life partner Audrey Bradshaw; they also maintain a home in Florida and a farm in Ohio. He is also an advocate for CTE education and awareness. Residence: Oak Hill, Fla.



This unfiltered biography from a football legend is filled with honest observations of the NFL and the dangers associated with the sport.

LARRY CSONKA ran the football with audacity and authority. He lived his off-the-field life with equal abandon. As part of the NFL's 100th Anniversary, the undefeated 1972 Miami Dolphins were named the best team in NFL history; in *Head On*, Csonka pulls back the curtain to share how he and his teammates achieved their legendary Perfect Season. From quitting football at a young age, to his often combative relationship with Coach Don Shula, to brazen exploits with his NFL pals, Csonka narrates a

life that is colorful, unbridled, and thrilling.

Csonka, a gifted storyteller more at home in the wilderness than on a football field, found himself hanging out with Burt Reynolds, Dick Butkus, Lee Majors, Joe Namath, and Elvis Presley during his football years. But his moments outside the spotlight reveal the most about this larger-than-life figure—early run-ins with the law, confronting thieves with a sawed-off shotgun, taking sniper fire on a USO tour of Vietnam, meeting a daughter 25 years after her birth, and being adrift on the Bering Sea at night with gale-force winds raging.

Csonka's authentic voice and unfiltered brand of storytelling is insightful, compelling, humorous, vulnerable, and refreshingly frank. For fans of the game—or anyone who loves high adventure—Csonka's *Head On* is a captivating, nostalgic account of grit, grace, and gumption told by an iconic Hall of Famer who continues to gain ground—figuratively, literally, and unapologetically—every day.

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256 PAGES • US \$30.00 / \$40.00 CAN • MEMOIR

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NEVER RIDE A ROLLERCOASTER UPSIDE DOWN

The Ups, Downs, and Reinvention of an Entrepreneur

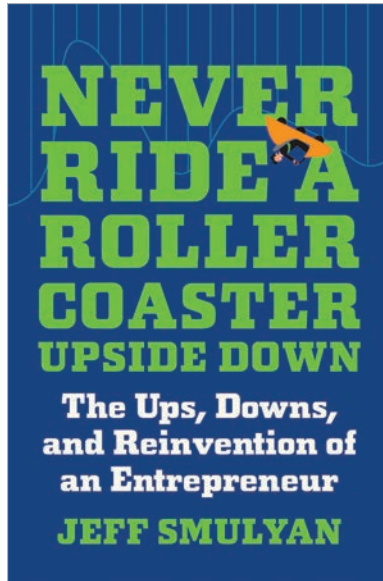
JEFF SMULYAN

KEY SELLING POINTS

- The author will have an outside PR team that specializes in sports PR assisting with media for his book
- The author is a frequent public speaker at both corporate and academic events and will incorporate his book into his programming

PUBLICITY AND MARKETING

- The author started WFAN and is known as “The Father of Sports Radio”
- Author has appeared on nearly every sports network and can easily book appearances on top shows, including ESPN Radio and CNBC
- Promotion to author's email list (5K subscribers)
- Website: Emmis.com



From the father of sports radio comes an amusing behind-the-scenes look at the unpredictability of entrepreneurship and explores what it's really like to build a business in the glamorous industries of sports, media, and technology.

FOR FOUNDER AND CEO of Emmis

Communications Jeff Smulyan, the path to success has been anything but straightforward. When you've owned a Major League Baseball team, started America's first all-sports radio station, created the world's two largest hip-hop radio stations, and managed everyone from

David Letterman to Ken Griffey Jr. and Don Imus—you've seen the rollercoaster ride of an entrepreneur from every side.

Aspiring entrepreneurs, radio and media industry insiders, and avid sports fans alike will appreciate Smulyan's honesty as he shares the countless lessons he's learned from decades of entrepreneurship. Smulyan offers readers priceless insight into navigating the twists and turns of growing a business and teaches how to build a culture based on both trust and humor—the essential keys to surviving almost anything.

Never Ride a Rollercoaster Upside Down details Smulyan's journey: from taking over his cousin's failing country music radio station and founding his own company, to guiding his company through the Golden Age of Radio. Alongside his humorous, eventful, and dramatic stories, Smulyan presents valuable pointers and tips for anyone else brave enough to try their own hand at starting a business.

The journey to booming business is a rollercoaster. Learn from someone who has experienced all the ups and downs—and knows that what's most important is to hold on while keeping your sense of humor intact.



Jeff Smulyan serves as founder, CEO, and chairman of the board of Emmis Communications Corporation, an Indianapolis-based publicly traded diversified media company. A cum laude graduate of USC with a BA in history and telecommunications, Jeff earned a JD from the USC Gould School of Law, where he served as note and comment editor of the Southern California Law Review. Jeff is a former director of the National Association of Broadcasters, and a member of numerous civic boards and committees. Residence: Indianapolis, Ind.

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320 PAGES • US \$28.00 / \$37.00 CAN • BUSINESS

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28 DAYS TO SAVE THE WORLD

Crafting Your Culture to Be Ready for Anything

DAN PURVIS WITH JASON SMITH

KEY SELLING POINTS

- Authors speak 2–3 times a month at trade shows that average 90K attendees and roundtables, and will include the book in future programming
- Author is a sought-after expert in the engineering field

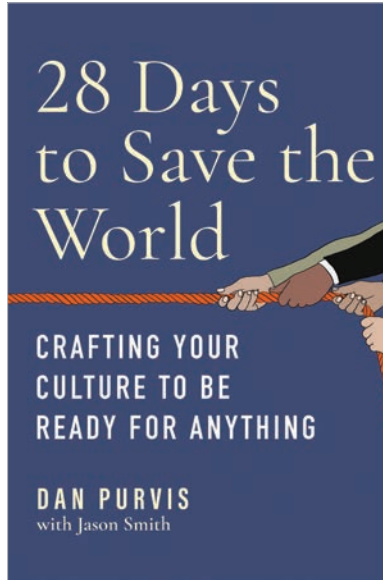
PUBLICITY AND MARKETING

- Author plans on launching a podcast to promote the book around pub
- Promotion to authors' email list (1.8K subscribers)
- Outreach to print publications, podcasts, local and national TV, and online media, including author contacts
- Author will explore writing opportunities with leading industry publications
- Website: Velentium.com



A serial entrepreneur and the founder of six companies, **Dan Purvis** has deep experience with small business. He brings 25 years of practical know-how

in creating corporate environments that people want to work in and clients want to engage. Dan realized that if you seek revenue first, relegate “culture” to a poster slogan, and shoehorn in customer care, you’ll reap dysfunction. But if you make promises you keep, put client success ahead of your own, protect your people, and keep operations human—then loyalty, referrals, growth, and profit will follow. And the way you do that is through culture. Velentium, Dan’s current firm, began as a two-person operation in 2012. It now ranks #32 on the Inc. 5000 list of fastest-growing engineering companies nationwide, and has averaged 50 percent annual growth for nearly a decade. Residence: Katy, Texas.



This incredible true story demonstrates how a small business can not only prepare to survive a crisis but achieve remarkable results in unprecedented circumstances.

SERVING ON THE front lines of pandemic response is enough pressure to cause any size business to buckle, but the small firm thrived and even doubled in size to complete their manufacturing scale-up known as Project V: seven months of work in six weeks.

Velentium’s cofounder Dan Purvis attributes their extraordinary success to their decade-in-the-making company culture. In *28 Days to Save*

the World, he lays out how to harness the power of organizational culture to prepare your small business to weather any challenges ahead.

Drawing from his 25 years of experience as a small-business leader, and with gripping stories from Project V, Purvis reveals crisis-tested methods for turning challenges into opportunities.

He shows how a well-crafted culture:

- **Reveals the right path in a crisis**
- **Taps into team members’ inner motivation**
- **Unites leaders and followers**
- **Compels action in “made for you” moments**
- **Enables you to step up to global challenges**
- **Catalyzes deep connections between people inside and outside your organization**

When a defining moment arrives for your organization, will your team be ready? *28 Days to Save the World* is an essential resource for ensuring that you are.

9781637741900 • 6X9 • HARDCOVER • OCTOBER 2022

288 PAGES • US \$25.00 / \$34.00 CAN • BUSINESS

EBOOK: 9781637741917 • DISTRIBUTION: WORLD

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RAISING KIDS

Your Essential Guide to Everyday Parenting

SHERI GLUCOFT WONG, LCSW, AND OLAF JORGENSEN, EdD; FOREWORD BY JULIE LYTHCOTT-HAIMS

KEY SELLING POINTS

- Sought-after experts in the parenting realm
- Active members in the education space
- Slated to pub during national bullying

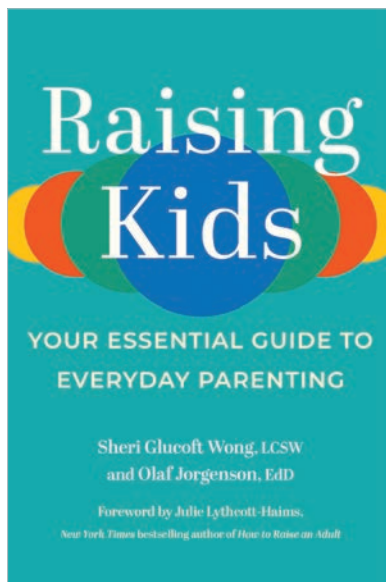
PUBLICITY AND MARKETING

- Jorgenson's parenting expertise was included in the *New York Times* best-selling parenting book, *How to Raise an Adult: Break Free from the Overparenting Trap and Prepare your Kid for Success* (Henry Holt, 2015) by Julie Lythcott-Haims.
- Wong lectures at universities including Stanford, U.C. Berkeley, and U.C. San Francisco, consulted with faculty at Yale University's Center for Emotional Intelligence, and was a featured speaker at the "Pediatrics in the Pandemic Age" national conference for pediatricians.
- Wong's parenting advice has been showcased in the media, including KTVU television in San Francisco, *The Wall Street Journal*, *The San Francisco Chronicle*, and HuffPost.
- LinkedIn: /Olaf-Jorgenson (5.2K followers)



Sheri Glucoft Wong, LCSW,
San Francisco Bay Area family therapist and parenting

consultant, and **Olaf Jorgenson, EdD,** Silicon Valley private school head, bring decades of experience to everyday parenting tools that focus on relationship-building as the basis for effective parenting. Thousands of parents, educators, and health-care providers at Stanford, UC Berkeley, UC San Francisco, Apple, Gymboree, and multitudes of Pre-K–12 schools have benefited from the wisdom and experience that is now available in this easy-to-follow, down-to-earth parenting guide. Author residences: Berkely, Calif. and San Jose, Calif.



Coauthored by a parenting expert and a seasoned educator, this practical guide will help parents navigate the daily challenges of raising kids—by strengthening their relationships with their children.

PARENTING APPROACHES only work when they're supported by the relationships parents have with their children.

In *Raising Kids*, family therapist and parenting consultant Sheri Glucoft Wong and Silicon Valley private school head Olaf Jorgenson team up to deliver an easy-to-follow, down-to-earth guide to building relationships by being on your

kids' side and getting them on yours.

This isn't a typical parenting book packed with theories or quick fixes. Instead, it offers approaches that work because they take into account who you are, who your child is, and how you relate to one another.

You'll discover how being "on your spot" leads to fewer conflicts and replaces threats, nagging, and punishment with clear, effective messages that make sense to your kids. Learn how to: be involved (but not too involved) in your children's school life, manage transitions and upsets, support their self-esteem, and more.

With its easy-to-grasp language and techniques, *Raising Kids* will help you build on what you're already doing well to maximize the good times in your family, so you can enjoy your kids even more. After all, isn't that the whole point of being a parent?

"Using powerful yet simple principles, *Raising Kids* offers clear, unambivalent strategies that get results in the moment. This book is a must-have for parents."

—**PETRA H. STEINBUCHER, MD, Child and Adolescent Psychiatrist and Director,**
UC San Francisco Child & Adolescent Psychiatry Portal

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208 PAGES • US \$22.00 / \$29.00 CAN • FAMILY & RELATIONSHIPS
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THE INVISIBLE PROMISE

A Field Guide to Marketing in an Upside-Down World

HARRY BECKWITH

KEY SELLING POINTS

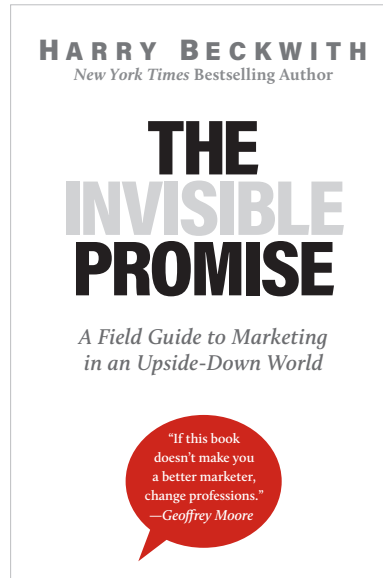
- Beckwith is a *New York Times* and *Businessweek* bestselling author, and his books on marketing have sold over 1M copies and been translated into 23 languages
- Previous books include:
 - *Selling the Invisible*, named one of the top 10 business and management books of all time (584K)
 - *What Clients Love* (109K)
 - *You, Inc.* (96K)
 - *The Invisible Touch* (72K)
- Author headed Beckwith Partners, a Minneapolis-based consulting firm, with clients including Progressive, Hewlett-Packard Europe, China Fashion Council, and over three dozen national and local law and accounting firms

PUBLICITY AND MARKETING

- Aggressive media outreach planned to engage reporters who have covered the author's past titles
- Website: BeckwithPartners.com



Harry Beckwith headed Beckwith Partners, a Minneapolis-based consulting firm. His clients included Progressive, Hewlett-Packard Europe, China Fashion Council, and more than three dozen national and local law and accounting firms. A native of Oregon and Phi Beta Kappa graduate of Stanford University, his *New York Times* and *Businessweek* best-selling books on marketing have sold more than a million copies and been translated into 23 languages. He has addressed audiences in 22 countries, including graduate business students in India, China, and the United States at Wharton, NYU, and Chicago. Residence: Bend, Ore.



The *New York Times* bestselling author of *Selling the Invisible* returns with updated guidance that aligns with modern digital marketing strategies to grow your business while saving money.

IT'S HARD TO blame them for thinking this way. Thanks largely to the reduced cost of promoting a business online, our lives are flooded with totally unregulated online advertisements and professional-looking but misleading websites.

Meanwhile, business owners and marketers must sift through the glut of promises that these digital tools will transform their business. As a result, it is easy to be duped, to fail, and then

wonder if digital marketing—and indeed any marketing—might work at all.

In *The Invisible Promise*, Harry Beckwith, *New York Times* bestselling author of the iconic marketing classic, *Selling the Invisible*, applies his 40-plus years of advising businesses on every continent and his research in the last 10 years to impart the proven guidance that businesses of all sizes desperately need. In this new age in marketing, he details how to build digital and nondigital messages that enhance your reputation for integrity, that stand out from the clutter, and that can produce exponential growth while saving you both time and money.

“Harry Beckwith is not just one of my favorite thinkers about branding and service marketing; he’s one of my favorite writers. His tight, clean, storytelling prose drives forward to key insights to improve your business.”

—**DAVID GARDNER**, Cofounder and CEO, The Motley Fool

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272 PAGES • US \$25.00 / \$34.00 CAN • BUSINESS
EBOOK: 9781637741931 • DISTRIBUTION: NORTH AMERICA ENGLISH
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“We rarely take product failures personally. But a service is provided to us by someone we have come to know. So when a service fails us, we take it and often address it personally. ‘How could you do this to me?’”

IN 1997 IN *Selling the Invisible*, I pointed out that 75 percent of Americans worked in service companies and that by 2005 that figure would top 80 percent. But if you wanted to know how to market a service, there was little to be found. Searching *Harvard Business Review*’s compendium of marketing case studies, I found that only one in four dealt with services. We were a services economy, I realized, living with a product marketing model.

And this trend to service has accelerated. In 2000, seven of America’s Fortune 10 companies were product manufacturers. Today, there is only one: Exxon.

We live in a nation dominated by services, but by a marketing model from the world of products, most famously from Proctor & Gamble: features and benefits, Unique Selling Propositions, positioning. It’s the world of the famous four P’s: product, price, place, and promotion.

But if you are responsible for marketing a service, you soon begin to wonder if those principles fit. And then you realize that they don’t. You need to alter your approach radically.

And there is a good reason for this: a service is nothing at all like a product.

Start with the first P, product. A service is not a P at all. A product is tangible. Take a new car. You can see it, touch it, feel it. You even are seduced by its smell and its sounds: the nice roar of its engine, the famously satisfying thud of its closing car door. Often, you are delighted with products like that car—the perfect black dress, that new carbon fiber driver with the head the size of a waffle iron, the latest Air Jordans—before you even buy it. Products are immediately satisfying.

Now compare this to a service. At the time you agree to purchase a service, it is invisible to you.

Now the second P, price. Products have price tags. Services usually do not. Instead, a representative of the service promises to “go back to work up an estimate.” As a prospect at that moment, you are not sure you will be willing or able to pay the amount the service rep eventually quotes.

And if a product fails, you know it: your computer screen goes blank, the headphones go silent, your milk goes sour. But knowing when a service fails, or even if it has failed, is much harder. Are those wedding photographs you received

as nice as the ones you were shown? Should your knee still be aching four weeks after surgery? And was that a good tax return? If you know enough to question a tax return an accountant does for you, you know enough to do it yourself.

And because product failures are obvious and provable, most products can be warrantied. Few services can be. As a result, your only recourse for most service failures is a long and painful negotiation or even longer and more expensive litigation.

Even more critical today, in the last 30 years we have lived through a quality revolution. Manufacturers make products using well-tested and computer-monitored processes that ensure ever more remarkable quality. As just one example, the word “lemon” for a bad car has disappeared from our vocabulary.

Service companies, by contrast, deliver their “products” through a series of acts that rarely can be routinized into a fail-safe process for producing a superior outcome. No one has devised a method, for example, for turning out consistently effective radio commercials.

So compared to products, services are loose cannons on decks, capable of breaking free and wreaking havoc aboard your ship at any moment. As the poor captain, you never feel in perfect control, and your poor prospect or client worries even more.

And there is another critical difference that affects how you design, distribute, and promote a service. The products you buy are made by people miles away, even continents away. So we rarely take product failures personally. But a service is provided to us by someone we have come to know. So when a service fails us, we take it and often address it personally. “How could you do this to me?”

So every day as a service marketer—doctor or dog walker or dry cleaner—you face prospects sensitive to any mistake you might make, added cost you might charge, or promise you might not keep.

And this is where service marketing, unlike product marketing, begins. It begins with a clear understanding of the salient traits of every service prospect:

Fear, uncertainty, and doubt.

21-HIT WONDER

Flopping My Way to the Top of the Charts

SAM HOLLANDER

KEY SELLING POINTS

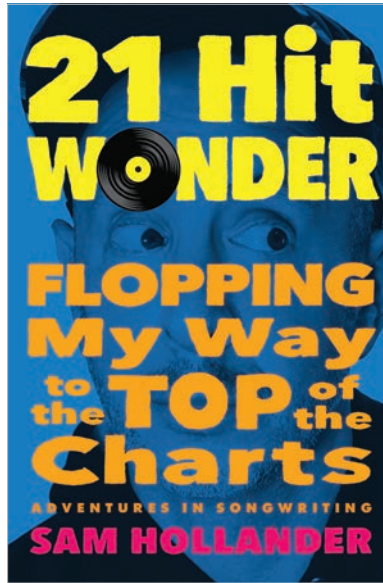
- Hollander is one of the most renowned songwriters and producers of the modern age
- Has written for Panic! At The Disco, Fitz and the Tantrums, Weezer, Katy Perry, Train, One Direction, Daughtry, Pentatonix, and Gym Class Heroes, among many others
- To date, he has achieved 22 US Top 40 Hits, as well as 10 Number 1's, 10 Top 5's, and 87 Top 10 chart positions globally

PUBLICITY AND MARKETING

- The author will leverage his extensive media network to secure A-level coverage for his book with outlets like *Entertainment Weekly*, *Billboard*, *Variety*, and more
- Celebrity endorsements planned, including Carole King, Ringo Starr, Rivers Cuomo, Jimmy Fallon, and Brendon Urie
- Website: SamHollanderSongs.com
- Instagram: @SamHollander (7.2K followers)



As one of the most renowned songwriters and producers in the game, **Sam Hollander** has had multiplatinum success writing and producing for the likes of Weezer, Katy Perry, Train, One Direction, and Gym Class Heroes. His songs have been streamed more than five billion times, and in 2019, he held the #1 position on the Billboard Rock Songwriters chart for nine weeks. Hollander's career has recently hit new heights from collaborations with Fitz and the Tantrums' multiplatinum worldwide hit, "HandClap" and eight songs he co-penned on Panic! At The Disco's Billboard 200 No. 1 album *Pray for the Wicked*, including the five-time platinum, billions-streamed, record-breaking global hit "Hey Look Ma, I Made It!". He's currently writing and producing the music for NBC's 2021 drama series *Ordinary Joe*. Residence: New York, N.Y.



Turns out rising up to the top of the charts isn't always a straight shot—this is the unlikely story of how one of the most renowned songwriters and producers in the game failed his way up.

SAM HOLLANDER has spent 30 years trudging through the peaks and valleys of a songwriting career. Before he was stacking Billboard hits, he was piling up bad luck, calamitous flops, false starts, and feeling like the world was moving on and up without him while he spun in place. Now he wears his failures like a badge of honor.

In *21-Hit Wonder*, he's collected anecdotes from his weird waltzes around the banquet of

pop to help aspiring songwriters and other creatives learn about survival, endurance, scheming, hustle, and the importance of laughing even on the worst days of the journey. Music lovers spanning generations and genres will find stories about many of their heroes and industry icons.

21-Hit Wonder is one part chronicle of a songwriter's storied career and another part love letter to anyone who has been counted out—from no-hit wonders and one-hit wonders to the novelties and the never-beens—and just needs a bit of inspiration to persevere. Sam's inspiring story is proof that setbacks are just steps on the road to success.

"Sam is a Goldilocks type of writer/producer—I mean that his porridge is just right. The right mix of dark humor, telling you how it really is, and getting down to writing a big song."

—PETE WENTZ, bassist and lyricist for Fall Out Boy

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304 PAGES • US \$28.00 / \$37.00 CAN • MEMOIR

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“I started to sound like a creative version of myself that I hadn’t met yet—lyrically sharper and melodically tighter.”

NOW HERE I was, stuck in an endless, smoggy traffic hell, and I actually began crying. And I started yelling at myself, punching the steering wheel. This was so out of character; historically I’d been a pretty bottled-up cat. This time, I couldn’t contain it. I’d finally hit the proverbial wall. I grabbed a JetBlue ticket, and flew to New York to decompress.

I still remember that trek back east and all the insecurities racing simultaneously through my brain.

Was there actually a shelf life for this job?

Had my moment expired?

If sleepwriting was all I had left, what would be the result of me just biding my time?

I didn’t have a plan B.

A couple days after we arrived in the Village, I got a call from my old friend Jeremy Piven, who asked me if I wanted to join him for dinner at the Minetta Tavern. Though I was still knee-deep in a stupor, I’d had some of the greatest nights of my adult life with Jeremy, so it was somewhat of a no-brainer.

When I arrived, though, it seemed another fella was joining us.

Steve Nash.

That would be NBA Hall of Famer, and current head coach of my beloved Brooklyn Nets, Steve Nash.

From minute one, Steve was a lovely, inspirational hang. At one point midway through the meal, Jeremy asked Steve how, at the tender age of 39, he could still dominate infinitely more athletic kids—some young enough to be his own spawn.

His response fascinated me.

He said that back in the early days of his career, his game began to plummet, so he went to see a sports psychologist. That doctor broke it down in very basic terms. He explained to Steve that after a few years in the league, he’d probably traveled to the same cities on loop at least six times. The novelty and luster had most likely worn off. How can one stay mentally focused when every day is a shade of the same? He immediately prescribed

Nash an exercise routine that included yoga, Pilates, swimming, tai chi, stretching and core, running, balance training, et cetera. The key would be no more days off during the regular season. When everyone else was partying or just sleeping it off, he would always train. From the moment he began this new regimen, his game returned to elite level, and it stayed there for two decades.

I left that dinner and walked back through Washington Square Park, letting it all soak in.

Then it hit me like a first-class brick.

Why couldn’t I apply this same technique to my writing?

I decided to recommit to my writing by never taking a day off during those lengthy “in-season” periods. My main writing stretch had always been Labor Day to Thanksgiving, then late January to Memorial Day. Historically, the summers and holidays had yielded nothing particularly fruitful because my collaborators were usually on tour or vacationing.

So from September 1 to the first day back on the beach, I began putting something on paper every single day. As soon as the coffee kicked in, I’d open my dusty computer and dive into stream-of-consciousness typing. Interesting phrases and couplets suddenly flowed out of me. Lyric sheets full of more intricate wordplay. I started to sound like a creative version of myself that I hadn’t met yet—lyrically sharper and melodically tighter.

I furiously stockpiled voice note after voice note. On good days, I truly felt like I was levitating. On the days I felt uninspired or just shitty in general, I still forced myself to lay something down. On those occasions of writer’s block, I’d pen a short story. I even crafted a volume of narrative poems—seriously! There’d be no more laying back and tucking away in sessions—interjecting but not leading.

That was all fear.

There would be no more sleepwriting.

That dinner with Steve Nash completely salvaged my career.

THERE IS NO BOX

A Practical Guide for the Relatable Leader

MARISA CLEVELAND AND SIMON CLEVELAND

KEY SELLING POINTS

- Dr. Simon Cleveland is faculty director and associate professor at Georgetown University
- Dr. Marisa Cleveland is a *New York Times* bestselling romance author and the executive director for The Seymour Agency

PUBLICITY AND MARKETING

- Aggressive academic outreach planned to Simon's established network
- Author will integrate the book into his classes at Georgetown
- Website: MarisaCleveland.com
- Twitter: @MarisaCleveland (3K followers)
- LinkedIn: /SimonCleveland; /MarisaCleveland (The Practical Project Manager (group owner): 4K members)



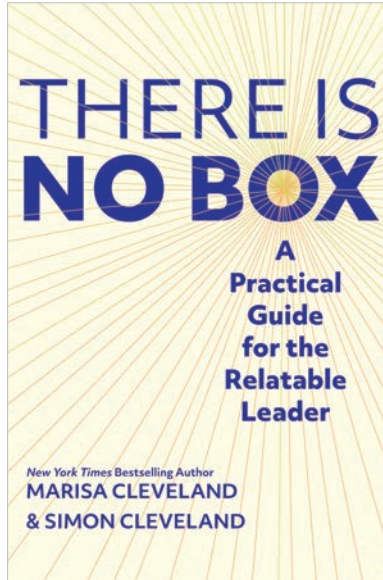
With more than two decades in the education and publishing industries, **Dr. Marisa Cleveland** is adamant about supporting efforts toward the

betterment of the human condition. She is the executive director for The Seymour Agency, a Hodges University Board of Trustees member, and a *New York Times* bestselling author. Residence: Naples, Fla.



Dr. Simon Cleveland is a faculty director and associate professor of the practice at Georgetown University. He has more than 20 years of experience in the fields

of corporate and government leadership, higher education administration, and project management. Residence: Naples, Fla.



Written to empower leaders in any industry, this guide takes a refreshing and modern approach to leadership, emphasizing agility and flexibility as crucial traits for success.

IN TODAY'S GLOBAL ECONOMY, effective leadership requires engaging in diverse interactions, meaning there is no one, predefined way to lead. Instead, leaders today must be culturally agile, and they must live that awareness and adaptability each and every day.

There Is No Box is a practical guide for leaders who recognize how critical it is to draw outside the lines of typical guidance in order to rethink

leadership development and gain competencies that make them more inclusive, culturally aware, and empowered to facilitate collaboration.

Authors Marisa Cleveland and Simon Cleveland draw on their combined 40 years of experience in corporate, government, and higher education leadership to answer a question they've been getting for over two decades: How do lauded leaders live? Through anecdotes and interviews paired with actionable takeaways, the book investigates where leaders start, how they become boxed in upon entering the workforce, and how they can break through those boundaries to become culturally agile leaders and meaningful contributors to our global society.

There Is No Box provides established and emerging leaders across all fields with the tools to make leadership their lifestyle.

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THE TAO OF THE SIDE HUSTLE

A Buddhist Martial Arts Approach to Your New Business

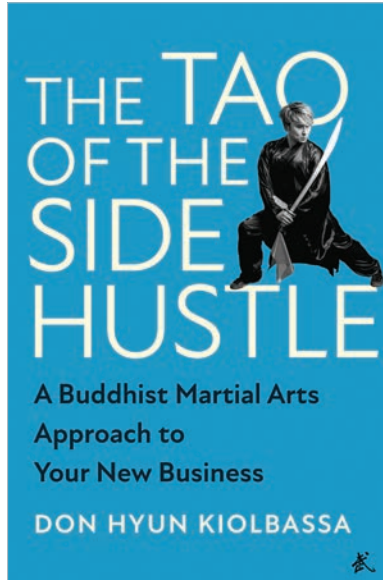
DON HYUN KIOLBASSA

KEY SELLING POINTS

- The author is a martial arts champion and the motion capture model for the character Scorpion in the *Mortal Kombat* franchise

PUBLICITY AND MARKETING

- The author plans on launching a podcast prior to pub to help promote his book
- The author plans to engage a social media assistant to run social media accounts and create original content for use on those accounts
- The author has plans to leverage his extensive entrepreneurship and small business podcaster and blogger connections to secure press coverage



Getting ahead has never been easier with this detailed framework that will help readers start and maintain a side gig suited to their individual strengths.

IN THIS BOOK, martial arts champion and serial side hustler Don Hyun Kiolbassa applies principles of Wushu Kung Fu—the Chinese War Art popularized by Sun Tzu in *The Art of War*—to provide a detailed framework for starting and growing your own venture.

When he was at his lowest professionally and financially, he had an epiphany that helped him grow a side hustle into a full-time business: the principles of Wushu Kung Fu apply to business just as they do to fighting. He

turned to the fundamental principles of strategy learned in a lifetime of martial arts, including his time living as a monk at the Shaolin Temple in China.

In *The Tao of the Side Hustle*, Don shares this martial arts wisdom, blends Buddhist martial arts stories with strategic business, tax, and legal principles, and explains how anyone interested in a side hustle or small business can follow in his footsteps.

Learn how to:

- Identify a side hustle suited to your skills and passions
- Join forces with family, friends, colleagues, and mentors to help launch successfully
- Deal with failure, rejection, and doubt
- Manage your time, including juggling your side hustle with your primary gig
- Decide if your side hustle should become your full-time income source
- Grow your side hustle into a full-fledged business
- Scale your business by establishing your mission, hiring, managing, and building a culture

If you know you want something better—a stronger financial picture, a better job, more control over your life—*The Tao of the Side Hustle* is your playbook for making it happen.

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Don Hyun Kiolbassa is a martial arts champion, the motion capture model for the character Scorpion in the *Mortal Kombat* franchise, a lawyer, a

CPA, a business owner, and a dynamic speaker and performer. Residence: Chicago, Ill.

HIGH-VELOCITY DIGITAL MARKETING

Silicon Valley Secrets to Create Breakthrough Revenue in Record Time

STEVEN MARK KAHAN

KEY SELLING POINTS

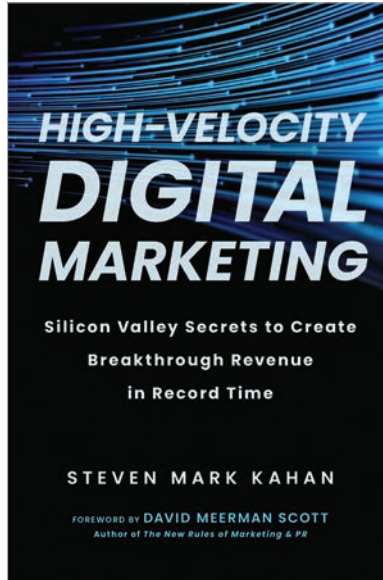
- The author is a regular contributor to several top-tier publications including *Forbes*, *CybersecurityVentures.com*, and *Start-upNation.com*
- The author is a frequent public speaker and has given many TEDx Talks and will again for this book
- Robust mailing campaign planned to send copies of the book to leading industry professionals and academic leaders

PUBLICITY AND MARKETING

- The author has previously appeared on more than 70 podcasts and plans to re-engage those contacts for his new book
- The author plans to send books to 537 incubators and technology accelerators in the United States
- Outreach to print publications, podcasts, local and national TV, and online media
- Outreach to print publications, podcasts, local and national TV, and online media
- Comprehensive digital marketing campaign centered around retailer advertising
- Website: StevenMarkKahan.com



Steven Kahan has successfully helped grow seven start-up companies from early stage to going public or being sold, resulting in more than \$4.5 billion in shareholder value. Steve inspires teams and their organizations to take on the impossible and succeed. He is best known for his ability to plan marketing strategies and execute them so that companies accelerate revenue, grow market share, and consistently deliver superior returns for shareholders. Residence: Sugarland, Texas.



This guide offers a blueprint for accelerating growth in brutally competitive markets from the most sought-after Silicon Valley marketer.

SIXTY-SEVEN PERCENT OF B2B buyers no longer prefer to interact with sales representatives when making purchasing decisions. Gathering information online is now the hallmark of the buying process.

During his 30-plus year career, Steven Mark Kahan has developed a digital marketing blueprint that helps companies quickly increase revenue in brutally competitive markets.

In *High-Velocity Digital Marketing*, he lays out how you can:

- **Set in motion a modern marketing strategy to dramatically increase revenue growth in record time**
- **Create content that resonates with your ideal target customers**
- **Drive more visitors to your website without paying for ads**
- **Build digital demand generation campaigns that quickly deliver more leads, sales pipeline, and revenue**
- **Improve your website to convert at least 5 percent of traffic to leads**
- **Leverage public relations so it contributes to revenue growth**
- **Synchronize your sales and marketing teams in order to close prospects faster and at a higher rate**

Marketing online is no longer one of the ways to market—it is the way to do marketing. *High-Velocity Digital Marketing* is your essential, easy-to-implement guide to getting found online, providing the most critical information, and getting your buyers to purchase—fast.

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TURN YOUR PASSIONS INTO PROFITS

The Proven Path for Building a Rewarding Online Business

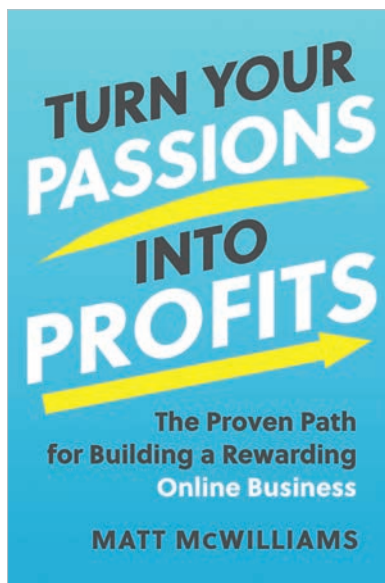
MATT McWILLIAMS

KEY SELLING POINTS

- Author has launched affiliate programs for *Shark Tank*'s Kevin Harrington, Michael Hyatt, Brian Tracy, Lewis Howes, Jeff Goins, Ray Edwards, Claire Diaz-Ortiz, Rich Schefren, and more
- The author is the host of *The Affiliate Guy* podcast and has interviewed legends such as Seth Godin, Mike Michalowicz, Kim Walsh-Phillips, Rich Schefren, Stu McLaren, and Ryan Levesque with more than 2.3 million downloads

PUBLICITY AND MARKETING

- Author will use podcast to promote the book for a minimum of six weeks leading up to and through the pre-launch period, as well as post-publication
- The author has himself previously managed multiple bestselling book launches and has helped clients sell more than 400K copies of their books, including more than 300K pre-orders
- Promotion to author's email list (24.7K subscribers)
- Website: MattMcWilliams.com
- Twitter: [@MattMcWilliams2](https://twitter.com/MattMcWilliams2) (4K followers)



Leading online business teacher Matt McWilliams shares his expertise on how to find a career that aligns with your passions and provides a sense of purpose.

TURN YOUR PASSIONS INTO PROFITS outlines step-by-step guidance for turning your passions into a profitable and lasting business.

Author Matt McWilliams, a successful entrepreneur and in-demand online business coach, shows you exactly how to do just that. He details how to find and attract your audience, build a following, and ultimately how to monetize your venture quickly and sustainably.

Turn Your Passions Into Profits will help you:

- Gain clarity on the exact steps it takes to start, grow, and monetize your online platform
- Build up the confidence necessary to share your message with the world
- Realize that you deserve to create a good income doing what you love
- Acquire the tools and strategies needed to succeed with an online business and compete against established platforms

McWilliams outlines ten steps to get you started and keep you going on the journey to success. Each chapter contains practical exercises that prompt you to clarify who you care about helping and discover how you can mobilize your passions to serve them.

So many entrepreneurs either run a profitable business but hate their work or run a business they love, with a message they're proud of, without making any money. There's a better way to build a business, one that helps you wake up every day excited and full of purpose, and make a profit.



Matt McWilliams is living proof that one can pursue one's passion in life, and do so while making a profit as well. He started his first online business in 2001

at the age of 22 and today is one of the leading online business teachers. In the 19 years between his first venture and living out his passion and purpose, he's worked with more than 300,000 online business owners while running affiliate programs, product launches, and book launches for well-known entrepreneurs. Today, he coaches other small business owners, solopreneurs, and wantrepreneurs on how to start the right online business, scale it, and eventually go full-time with it. Residence: Fort Wayne, Ind.

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FALL IN LOVE WITH THE PROBLEM, NOT THE SOLUTION

A Handbook for Entrepreneurs

URI LEVINE

KEY SELLING POINTS

- Author is the creator of Waze, the world's largest traffic and navigation app that helps drivers avoid traffic jams
- The author gives approximately 30 keynotes annually

PUBLICITY AND MARKETING

- The author plans on participating in book signings at bookstores, conferences, and industry events
- The author will use his well-established network to secure interviews in printed media, video, radio, and podcasts
- Public relations campaigns planned for A-level media coverage
- Website: UriLevine.com
- LinkedIn: [/bit.ly/UriLevine_LinkedIn](https://bit.ly/UriLevine_LinkedIn) (4.7K followers)



Uri Levine is a passionate entrepreneur and disruptor, a two-time “unicorn” builder (Duocorn). He is the cofounder of Waze, the world's largest community-based driving traffic and navigation app, which was acquired by Google for \$1.1 billion in 2013, and former investor and board member in Moovit, the “Waze of public transportation,” which was acquired by Intel for \$1 billion in 2020. Levine has built more than a dozen start-ups, and has seen everything ranging from failure to middle success to big success. He is also a world-class speaker on entrepreneurship and disruption. Motivated to encourage the next generation of thinkers and innovators, he leads an academic workshop titled “How to Build a Start-up”, aimed at undergraduate and graduate-level business students. Residence: Tel Aviv, Israel.



Unicorns—companies that reach a valuation of more than \$1 billion—are rare. Uri Levine has built two.

IN *FALL IN LOVE WITH THE PROBLEM, NOT THE SOLUTION*, he shows you just how he did it.

As the cofounder of Waze—the world's leading commuting and navigation app with more than 700 million users to date, and which Google acquired in 2013 for \$1.15 billion—Levine is committed to spreading entrepreneurial thinking so that other founders, managers, and employees in the tech space can build their own highly valued companies.

Levine offers an inside look at the creation and sale of Waze and his second unicorn, Moovit, revealing the formula that drove those companies to compete with industry veterans and giants alike. He offers tips on:

- Firing and hiring
- Disrupting “broken” markets
- Raising funding
- Understanding your users
- Reaching product market fit
- Making scale-up decisions
- Going global
- Deciding when to sell

Fall in Love with the Problem, Not the Solution offers mentorship in a book from one of the world's most successful entrepreneurs, and empowers you to build a successful business by identifying your consumers' biggest problems and disrupting the inefficient markets that currently serve them.

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EXPERIENTIAL INTELLIGENCE

Harness the Power of Experience for Personal and Business Breakthroughs

SOREN KAPLAN

KEY SELLING POINTS

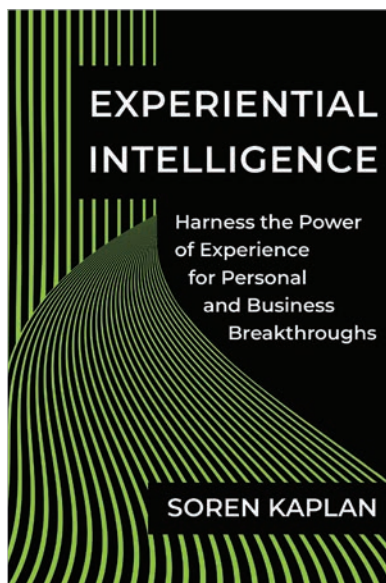
- The author is a writer and columnist for *Inc.*, *Harvard Business Review*, and *Thrive Global*
- Previous titles include *Leapfrogging* and *The Invisible Advantage*

PUBLICITY AND MARKETING

- Kaplan will leverage relationships across segment-specific channels, including *Chief Executive* magazine, *Chief Learning Officer* magazine, *Disruptor League*, and many more
- Planned advertising on major social media platforms, as well as targeted paid promotions from ATD, SHRM, and others
- Promotion to author's email list (20K subscribers)
- Websites: LeapFrogging.com; Innovation-Point.com; UpBoard.io
- LinkedIn: /SorenKaplan (12.5K followers)
- Twitter: @SorenKaplan (3.7K followers)



Soren Kaplan, PhD, is an award-winning author, an affiliate at the Center for Effective Organizations at the University of Southern California, a former corporate executive, founder of three Silicon Valley start-ups, and a columnist for *Inc.* magazine. He is an international keynote speaker and has led professional development programs for thousands of executives around the world, including Disney, NBCUniversal, Visa, PayPal, Colgate-Palmolive, Kimberly-Clark, Medtronic, Roche, Hershey's, Red Bull, and many others. Recognized by *Business Insider* and Thinkers50 as one of the world's top management experts and consultants, he has been quoted, published, and interviewed by *Harvard Business Review*, *Fast Company*, *Forbes*, CNBC, NPR, *Business Insider*, and *Vice*, among many others. Residence: Walnut Creek, Calif.



Harness your past personal experiences to both build greater emotional intelligence and achieve personal and professional success and satisfaction with the expertise from an award-winning author and management consultants across the world.

EMPOWER YOURSELF TO do just that by uncovering your Experiential Intelligence (XQ)—the mindsets and abilities gained from your unique personal life experiences.

In *Experiential Intelligence*, award-winning author, former corporate executive, Silicon Valley start-up founder, and sought-after speaker

Soren Kaplan reveals how our past experiences impact our present success and future opportunities in ways we often don't recognize.

Kaplan shares how his own life experiences covertly undermined his success and details how he transformed his own subconscious limitations into self-expanding strengths to become one of the world's top management experts. He also shows that XQ matters everywhere, including for:

- Teams
- Organizations
- Families
- Mental health
- Academic research

Your past experiences are just waiting to be combined into your own unique superpower—no one else has your same XQ.

Use *Experiential Intelligence* to tap into the power of your XQ, amplify your self-awareness, remove the invisible barriers that stifle your full potential, and uncover the unbounded opportunities for transforming yourself, as well as your teams, organizations, and communities.

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SMART POP BOOKS

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DEAR READER,

There's no better evidence of Smart Pop's commitment to publishing fun, accessible, and meaningful books that celebrate and advance pop culture than our Fall 22 list. So, if you're simply walking into Mordor, exploring strange new worlds, climbing the Cliffs of Insanity, or just want to make the world we live in a little bit better, Smart Pop has something for you.

The Smart Pop Explains series offers new fans a friendly and conversational on-ramp into a big pop culture property. *Smart Pop Explains Peter Jackson's Lord of the Rings and The Hobbit Movies* will be particularly helpful as it will hit shelves just as the brand-new prequel series is set to premiere. So, get prepared to learn all about "Things that were, things that are, and some things that have not yet come to pass!"

With more Star Trek on air than ever, fans of all ages are joyously and boldly going where no one has gone before. And though board book primers *Star Trek: My First Book of Colors* and *Star Trek: My First Book of Space* present—via all-new exclusive illustrations, real space photography, and accessible language—the entirety of the Star Trek franchise for the youngest fans, both books offer plenty of witty and deep-cut Easter eggs to make them must-haves for adult collectors.

There is no one alive (or mostly dead) who doesn't feel "twu wove" for *The Princess Bride*. It's one of the few films that offers something for everyone. Including, as it turns out, a lot of food! Timed to coincide with the film's 35th anniversary, *The Princess Bride: The Official Cookbook* includes more than 50 delicious recipes and party planning ideas for fans hungry for a taste of the film's unique blend of adventure, romance, drama, and comedy.

Whether it's window washers dressing up as superheroes at children's hospitals, battalions of Stormtroopers delivering food to the homebound, voter registration drives during conventions, or online watch parties that maintain a sense of community during a pandemic, it's clear that fandom can save the world! *Fandom Acts of Kindness* does more than tell the stories of the good fans have done. It serves as an inspirational, aspirational, and actionable guide to how to be a hero yourself.

As you wish!

ROBB PEARLMAN

EDITOR-IN-CHIEF, SMART POP BOOKS

ROBB@BENBELLABOOKS.COM



SMART POP EXPLAINS PETER JACKSON'S THE LORD OF THE RINGS AND THE HOBBIT MOVIES

THE EDITORS OF SMART POP

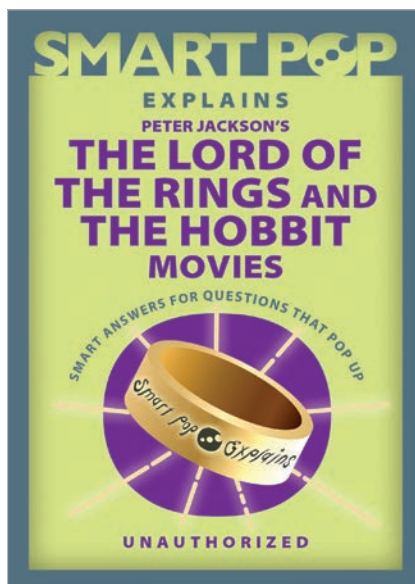
KEY SELLING POINTS

- Will cover the six Peter Jackson directed movies, including *The Hobbit* and *The Lord of the Rings* series
- An accessible celebration of fandom's biggest franchises
- The six *Lord of the Rings* films earned \$5.9 billion worldwide
- Amazon's epic fantasy series *The Lord of the Rings: The Rings of Power* coming in September 2022
- Sensational gift for a canon-loving, nitpicking fan to keep or share with the people in their life who wish to understand the films

PUBLICITY AND MARKETING

- Promotion at San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)
- Outreach to pop culture and geek media and *Lord of the Rings* fans
- Promotion to Smart Pop's newsletter and social media
- Facebook: /SmartPopBooks
- Twitter: @SmartPopBooks
- Instagram: @SmartPopBooks

The Editors of Smart Pop are pop culturalists with a passion for movies, TV, books, games, and theater. Dallas, Texas.



Readers will be as wise as Gandalf after reading this comprehensive introduction to the characters, plots, and interconnected stories found in Middle Earth.

IT'S BEEN OVER 20 YEARS since the Peter Jackson-directed *The Lord of the Rings: The Fellowship of the Ring* premiered in theaters. Since then, the world has enjoyed five other films and countless memes. Now, we're eagerly awaiting a brand-new series set to premiere on Amazon Prime! But it can be difficult to find an entry point into the entertaining and amazing world that is Middle

Earth. This first-of-its-kind explainer puts its arm around you for a casual stroll through Comic-Con! Specifically for new fans, old fans, or anyone who wants to understand what the fans in their life have been talking about, it's an easy, fun, and accessible introduction to the characters, plots, and interconnected stories that make up one of the greatest pop culture franchises of all time.

Do you not understand why you can't just walk into Mordor? Maybe you're wondering whether or not the differences between Gandalf the Grey and Gandalf the White are purely sartorial? Wondering how an elf can surf an elephant? Trying to figure out if Sauron and Saruman are related? And what, exactly, is the deal with those giant birds?

If you're looking for an easy-to-understand entry into the franchise that everyone is talking about, then this is the book for you! As the perfect and unauthorized resource to keep on hand when watching the new show, or any of the films for the first—or tenth—time, *Smart Pop Explains Peter Jackson's Lord of the Rings and The Hobbit Movies* like no one else could!

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128 PAGES • US \$16.95 / \$22.95 CAN • POP CULTURE

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STAR TREK: MY FIRST BOOK OF COLORS

ROBB PEARLMAN; ILLUSTRATED BY JASON KAYSER

KEY SELLING POINTS

- Robb Pearlman is a #1 *New York Times* bestselling author and well connected in the Star Trek fandom
- Features full-color illustrations by Jason Kayser

PUBLICITY AND MARKETING

- Promotional support from Viacom/CBS on official Star Trek platforms
- StarTrek.com
- Facebook: /StarTrek (3.1M followers)
- Instagram: @StarTrek (543K followers)
- Twitter: @StarTrek (526K followers)
- The new, 10-episode animated kids series *Star Trek: Prodigy* premiered on Paramount Plus in October 2021 and then on Nickelodeon
- Promotion at San Diego Comic-Con (150K+ attendees), New York Comic Con (250K+), and Star Trek conventions
- Outreach to sci-fi, pop culture, family, and Star Trek fandom media outlets
- Promotion to Smart Pop's newsletter and social media
- Facebook: /SmartPopBooks
- Twitter: @SmartPopBooks
- Instagram: @SmartPopBooks



Art, cosmology, and fandom beautifully come together in this full-color board book by an internationally recognized astrophysicist and Star Trek science consultant.

THANKS TO ITS INNOVATIVE storytelling, breathtaking special effects, and engaging characters, Star Trek has, for more than 55 years, captivated the imaginations of generations of fans. But

far more than simple entertainment, Star Trek has long been cited as the inspiration for countless writers, artists, philosophers, linguists, and politicians to enter and succeed in their chosen fields of study. And now with more series on air and in production, including *Star Trek: Discovery*, *Star Trek: Strange New World*, *Star Trek: Lower Decks*, and *Star Trek: Prodigy*, the first animated Star Trek series aimed at kids, we're living in what could only be considered a golden (or in this case, gold-pressed latinum) age of Star Trek.

Star Trek: My First Book of Colors lets even the youngest Trekkie explore a universe filled with infinite diversity in infinite combinations. Enjoy illustrations of a SHINY SILVER space station, a GORN GREEN captain wearing a GOLD lamé tunic and BROWN gauntlets, and of course Starfleet officers wearing BLUE, YELLOW, and RED shirts! And because this pop culture primer is filled with more visual Easter eggs and jokes than there are tribbles, it makes the perfect gift for the adult collector, too!

When enjoyed along with *Star Trek: My First Book of Space*, *Star Trek: My First Book of Colors* offers readers and fans of all ages an age-appropriate, entertaining, and energizing first contact with a comprehensive STEAM (Science, Technology, Engineering, Arts, and Math) education.



Robb Pearlman is a pop culturalist and #1 *New York Times* bestselling author of more than 50 books for adults and children, including ten Star Trek books.

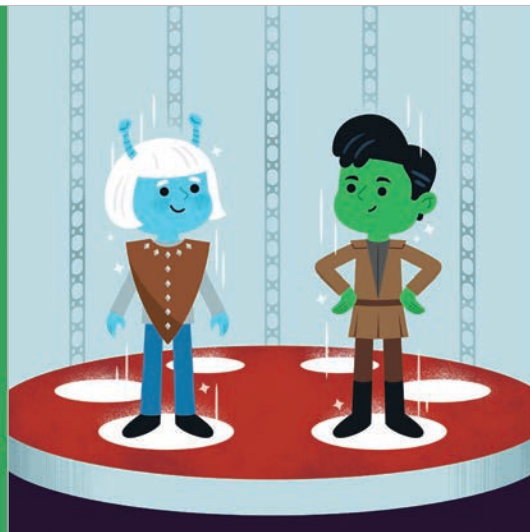
He is a frequent guest and speaker at Star Trek and pop culture conventions. Residence: Garwood, N.J.

9781637741641 • 8X8 • BOARD • SEPTEMBER 2022
22 PAGES • US \$11.99 / \$15.99 CAN • JUVENILE FICTION
EBOOK: 9781637741658 • DISTRIBUTION: WORLD ENGLISH
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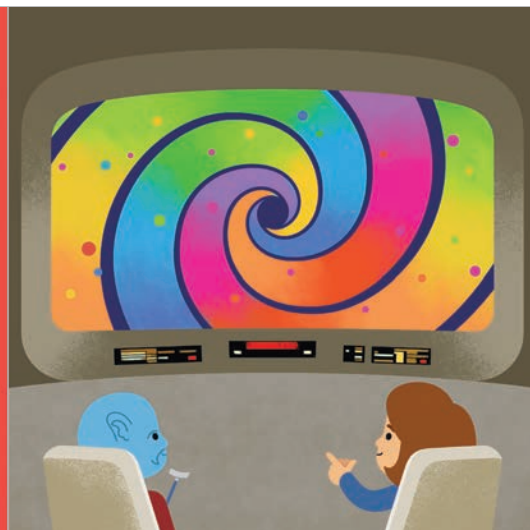
Some starships encounter
IRIDESCENT jellyfish,



ANDORIAN BLUE and
ORION GREEN ambassadors
beam up from planets,
or over from their ships,



The universe contains
an infinite diversity of colors



STAR TREK: MY FIRST BOOK OF SPACE

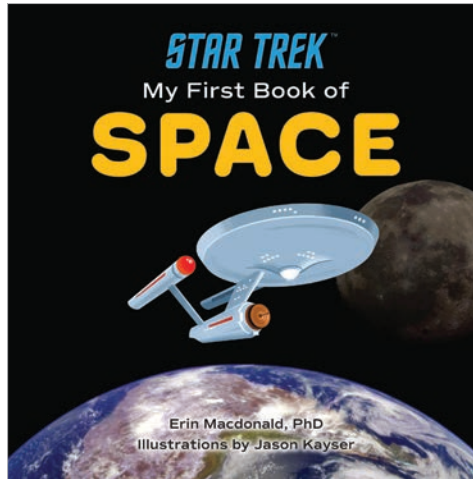
ERIN MACDONALD, PhD; ILLUSTRATED BY JASON KAYSER

KEY SELLING POINTS

- Erin Macdonald is an internationally recognized astrophysicist and the science consultant for the Star Trek franchise
- Author has been featured on/in StarTrek.com, Syfy Wire, *Smithsonian Magazine*, Space.com, *Forbes*, and *Physics Today*
- Features full-color illustrations by Jason Kayser

PUBLICITY AND MARKETING

- Promotional support from Viacom/CBS on official Star Trek platforms
- StarTrek.com
- Facebook: /StarTrek (3.1M followers)
- Instagram: @StarTrek (543K followers)
- Twitter: @StarTrek (526K followers)
- Promotion at San Diego Comic-Con (150K+ attendees), New York Comic Con (250K+), and Star Trek conventions
- Outreach to sci-fi, pop culture, family, and Star Trek fandom media outlets
- Promotion to Smart Pop's newsletter and social media
- Facebook: /SmartPopBooks
- Twitter: @SmartPopBooks
- Instagram: @SmartPopBooks



Filled with full-color illustrations any astrophile will appreciate, this board book is sure to inspire generations of STEM-minded individuals to pursue their cosmic aspirations.

FEW OTHER POP CULTURE properties have inspired as many people to explore careers in the sciences as Star Trek. For more than 55 years, countless millions

followed in the footsteps of their Federation heroes including Spock, Uhura, Data, Picard, Janeway, Archer, Dax, Bashir, and Burnham to become the next generation of universe-changing engineers, inventors, doctors, mathematicians, pilots, physicists, and, of course, astronauts.

And now with more Star Trek content available than ever, fans from toddlers to Boomers are further inspired to follow their dreams to the stars—and beyond. *Star Trek: My First Book of Space* lets the youngest Trekkie explore strange new worlds and see the universe through a Starfleet Academy telescope.

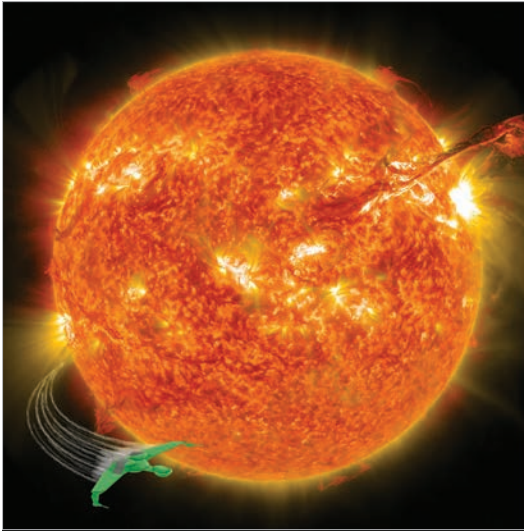
Illustrations of some of Star Trek's most iconic space-faring vessels, including the Enterprise, Voyager, Deep Space Nine, a Klingon Bird of Prey, and the Kataan probe are paired with real photographs of the planets, Pluto, the Sun, and even a nebula! And because this pop culture primer is filled with more visual Easter eggs and jokes than there are stars, it makes the perfect gift for the adult collector, too!

When enjoyed along with *Star Trek: My First Book of Colors*, *Star Trek: My First Book of Space* offers readers and fans of all ages an age-appropriate, entertaining, and energizing first contact with a comprehensive STEAM (Science, Technology, Engineering, Arts, and Math) education.



Erin Macdonald, PhD, is an astrophysicist and Star Trek science consultant. Residence: Los Angeles, Calif.

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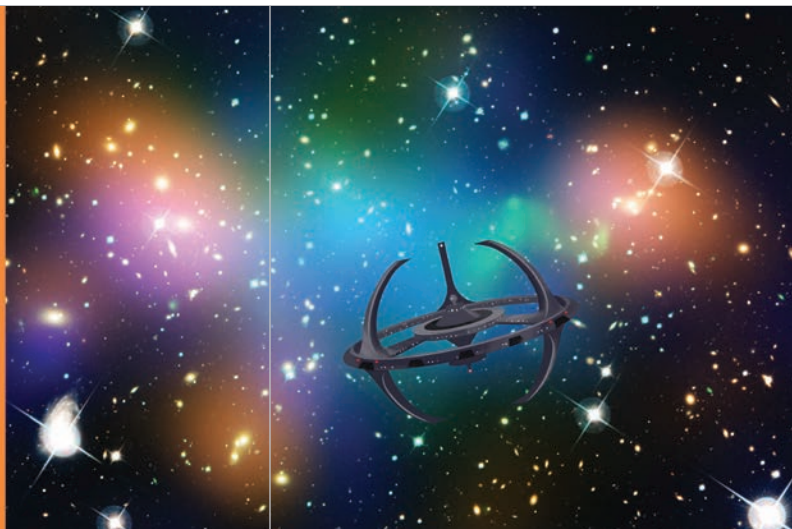


It takes a year for EARTH
to go around the SUN.
The SUN is a STAR. All of the
STARS you see in the night sky are
big balls of burning gas.

This is a NEBULA.
Some people think there
might be coffee in a NEBULA,
but they're really filled with
just dust and gas.



We can't see
everything that's
in SPACE, like DARK
MATTER. We only
know it's there, and
heavy, because
we can see things
orbiting around it.
We don't know what
DARK MATTER is.
Do you?



THE PRINCESS BRIDE: THE OFFICIAL COOKBOOK

JENN FUJIKAWA

KEY SELLING POINTS

- Cookbook will contain 55–60 recipes with original full-color photography
- Fujikawa's recipes have been featured in *BuzzFeed*, *Los Angeles Times*, *Food & Wine*, and *Food Network Magazine*; she was recently featured in the *New York Times* (Oct. 2021)
- Author has created content for major properties including Disney, Lucasfilm, Marvel, and Amy Poehler's *Smart Girls*

PUBLICITY AND MARKETING

- Promotional support on official *Princess Bride* channels (Facebook: 2.3M followers)
- Promotion at San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+)
- Aggressive outreach to print and online media, podcasts, pop culture influencers, and *The Princess Bride* fans
- Instagram: @JustJennRecipes (15.2K followers)
- Promotion to Smart Pop's newsletter and social media



Jenn Fujikawa is an author and content creator specializing in lifestyle and pop culture. She has created content for Disney, Lucasfilm, Marvel, Amy Poehler's *Smart Girls*, and more. Her recipes have been featured on BuzzFeed, *LA Times*, *Food & Wine* magazine, and the cover of *Food Network Magazine*. Jenn was recently profiled in the *New York Times*, and is the author of the *Parks and Recreation: The Official Cookbook*; *Gudetama: The Official Cookbook*; *The I Love Lucy Cookbook: Classic Recipes Inspired by the Iconic TV Show*; *I Love Lucy: The Joys of Friendship*, and the coauthor of *The Goldbergs Cookbook*. Residence: Los Angeles, Calif.



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proudly present, for the first time, *The Princess Bride: The Official Cookbook*. Featuring more than 50 recipes for dishes seen in and inspired by the film, including:

- Buttercup Buttermilk Scones
- Hash You Wish
- Farm Boy Breakfast
- Six-Fingered Sandwiches
- Chips of Insanity
- MLT—"Mutton," Lettuce, and Tomato Sandwich
- The Grandson's Soup and Sandwich
- Vizzini's Sicilian Meatballs
- Fezzik's Stew
- The Spaniard's Paella
- Bread Pirate Roberts
- Twu Wove's Kiss Cookies
- Iocane Powder Punch
- Inigo Montoya's Taste of Revenge

The book is lavishly designed and illustrated with images from the film's most iconic moments, original food photography including props from the film, and everyone's favorite bits of dialogue. Perfect for fans, families, and Brute Squads, *The Princess Bride: The Official Cookbook* is the ultimate way for home cooks to plate up the adventure, comedy, and romance of everyone's favorite film.

Accompanied by full-color photography, this fully authorized cookbook has recipes both inspired by and seen in the classic film *The Princess Bride*.

FEW FILMS HAVE captured the hearts and imaginations like *The Princess Bride*. Based on the book by William Goldman, the 1987 film, *The Princess Bride* is as universally beloved as it is quotable.

Endlessly watchable, perfectly cast, hilariously written, and beautifully shot; literally everyone can find something to love in *The Princess Bride*. And it's for those untold millions of fans that we

9781637741689 • 7X9 • HARDCOVER • DECEMBER 2022
192 PAGES • US \$35.00 / \$47.00 CAN • COOKING
EBOOK: 9781637741696 • DISTRIBUTION: WORLD
TRANSLATION RIGHTS: JULIE DYER, JDYER@ACTIII.COM

R.O.U.S.es

MAKES 8 SERVINGS

If you think R.O.U.S.es don't exist, this recipe is going to come as quite a surprise. These Rolls of Unusual Size are savory pastries and are much more endearing than their unpleasant counterparts—the Rodents of Unusual Size—that hang around Fire Swamps. While they can still be classified as unusually sized, these are filled with an addicting ham and cheese combo, conveniently travel well, and are easy to take on a long journey. Don't worry, they still have quite a bite!

Ingredients

- 1 cup warm milk (110°F)
- 1 package (.25-ounce) active dry yeast
- 4 tablespoons unsalted butter, melted
- 1 tablespoon honey
- 3 cups all-purpose flour, plus more for dusting
- ½ teaspoon kosher salt
- 1 tablespoon olive oil, for greasing
- ¾ cup diced smoked ham
- 1 cup shredded Gruyère cheese
- 16 sliced almonds
- 16 small raisins
- 1 egg plus 1 tablespoon water, for egg wash
- ¼ cup grated Parmesan cheese

In the bowl of a stand mixer fitted with the dough hook, stir together the milk, yeast, butter, and honey. Let sit for 10 minutes, until the yeast starts to bubble.

With the mixer on low, gradually add the flour and salt, until just combined. With the speed on medium, knead dough for 5 minutes, until smooth and elastic.

Place the dough into a large bowl greased with olive oil. Cover with plastic wrap. Let rise for 1 ½ hours until the dough has doubled in size.

Punch down the dough. Divide the dough into 8 balls. Place onto a parchment lined baking sheet and cover with a tea towel. Let rest for 20 minutes.

Flatten out a ball of dough and place ham and cheese into the center. Pull up the edges to seal. Form into a teardrop shape, pulling the excess dough on one end and rolling out into a long tail, pressing the end back into the body of the roll. Repeat with the remaining dough balls, ham, and cheese.

Add sliced almonds, pointed side down, to create the ears, and add the raisins for the eyes. Place 2 inches apart onto the parchment-lined baking sheet. Cover with a tea towel, and let rise for another 30 minutes. Preheat the oven to 350°F.

Brush the dough balls with egg wash and sprinkle with Parmesan. Bake for 20 minutes, until lightly browned.



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FANDOM ACTS OF KINDNESS

A Heroic Guide to Activism, Advocacy, and Doing Chaotic Good

TANYA COOK AND KAELA JOSEPH

KEY SELLING POINTS

- Cook is a sociology professor with interests such as social movements, sociological theory, and popular culture and Joseph is a psychologist with interests in fandom studies, LGBTQ psychology, health psychology, health equity, and lived experience of mental illness among healthcare workers.

PUBLICITY AND MARKETING

- Academic outreach for course adoption
- Outreach to pop culture and fandom media outlets and influencers
- Anticipated social media support from major fandom groups including Fangasm (50K), Wayward Daughters (23K), SupernaturalWiki (100K), and The Harry Potter Alliance (37K)
- Promotion at San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)
- Promotion to Smart Pop's newsletter and social media
- Facebook: /SmartPopBooks
- Twitter: @SmartPopBooks
- Instagram: @SmartPopBooks

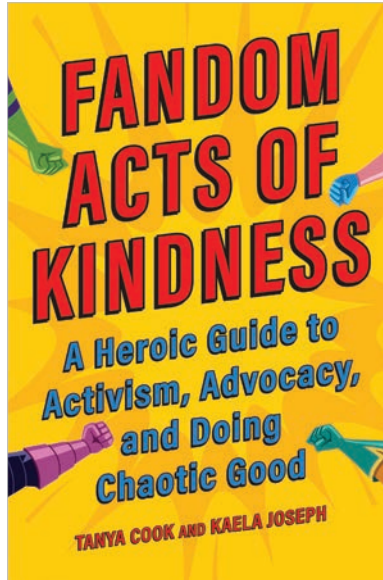


Tanya Cook, PhD, (she/her) is a sociology professor at the Community College of Aurora. Her research and writing interests include social movements, sociological theory, and popular culture. Residence: Denver, Colo.



Kaela Joseph, PhD, (they/them) works as a staff psychologist and program manager at the San Francisco VA. In addition to fandom studies, Joseph's research

interests include LGBTQ psychology, health psychology, health equity, and lived experiences of mental illness among health-care workers. Residence: Pacifica, Calif.



This first-of-its-kind, practical, and actionable guide shows how any nerd, geek, or anyone can use the power of fandom to help make the world a better place—even if they don't have superpowers!

ACTIVISTS, ASSEMBLE! FANS of such blockbuster franchises as Supernatural, Star Trek, Star Wars, Marvel, DC, Harry Potter, Xena, The Lord of The Rings and more have proven, time and time again, that there's nothing quite as powerful as fandom.

Fandoms unite as a community because of their shared passion of the memorable and moving stories, characters, and worlds that they love. And it's exactly the magical alchemy

forged when mixing story and community together that has helped fans of movies, series, books, music, and games from across the globe, feed the hungry, donate books, build schools, register voters, disrupt online hate speech, and save lives through crafting PPE for COVID-19 frontline workers, respond to natural disasters, and support mental health crisis interventions.

Fandom Acts of Kindness not only tells the stories of the good fans have done in the world but serves as an actionable and inspirational resource for fans who want to channel their passion for pop culture into a passion for doing good. Readers will learn how to determine the causes and values that are important to them, ways to get involved in existing causes, how to inspire others, steps on creating new organizations and movements, and care for themselves and their own mental health and creativity.

Fandom Acts of Kindness provides a Dungeon Master's amount of tools and motivation necessary for pop culture fans to suit up and become heroes that make a difference in the world—while having fun!

9781637741702 • 5.5X8.25 • TRADE PAPERBACK • JANUARY 2023

192 PAGES • US \$17.95 / \$23.95 CAN • SOCIAL SCIENCE

EBOOK: 9781637741719 • DISTRIBUTION: WORLD

TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

“What is fan activism? It’s the actions that fans take to contribute to the good of their communities and make the world a better place. Fan activism can be anything from a fan running a geeky 5K for charity to protesting in support of undocumented immigrants.”

LONG AGO, ORACLES foretold a group of Chosen, called Nerds or Geeks, Shippers, or sometimes just Fans, who would embark on an epic journey to save the world. Through trial and tribulation, they would fight for the underdog, stand up for justice, find the courage to speak truth to power, and challenge the powers that be. Their enthusiastic, weird, chaotic kindness would spark revolutions. Though their world was dark and full of terrors, the Chosen found that fighting the good fight was both tenable and transformative. Instead of waiting to be saved, they became the heroes they needed. They learned that their real super powers were imagination and compassion and the social networks they tapped into along the way!

But as nice as epic origin stories can be, the truth is you don’t have to be a chosen one or some mythical hero alluded to in an ancient prophecy to make a difference. You don’t need supernatural powers or abilities. You already have the power to change the world for the better. Yes, you Dear Reader! And you don’t have to hike through troll-infested mountains to do it. All you have to do is pack your kindness, compassion, and curiosity and read this book. We promise it will be more fun than marching through Mordor, and you can totally take breaks for Second Breakfast and Elevensies.

This is a book about fan activism. Let’s unpack those terms for a minute. What do we mean by fan and what do we mean by activism? Fans are folks who identify as supporters of a specific sports team, celebrity or performer, or enthusiastic consumers of specific kinds of popular culture. In this book, we focus on fans of popular culture media products including (but not limited to!) fans of television shows, video games, books, and movies. Of course, the word ‘fan’ can also be a verb in English. And while we’re not using the word fan as a verb in the traditional sense—to move air currents or spread out—being a fan also implies action and interaction with other fans. Being a fan is not just something you are, it’s something you do. Many of us, as fans, don’t just watch our favorite show—we live it. We make fan art, write fan fiction, attend conventions, and seek out prized photo ops and autos from our favorite actors and writers.

Activism is a key component of social change. Activism is direct action taken by a group of people in order to either

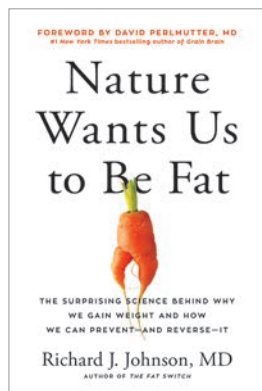
bring about or prevent change. In the 1960s, Civil Rights Movement Activists worked to fight legal discrimination against Black Americans. Not only did they succeed in changing our laws with the passage of the Civil Rights Act of 1964, they forever changed American history and culture. Activism can look like the March on Washington in 1963 led by Dr. Martin Luther King Jr., and it can also look like anti-sweatshop student activists in the 1990s, holding sit ins to protest their universities’ contracts with corporations who manufactured licensed products in sweatshops.

That brings us to fan activism. What is fan activism? It’s the actions that fans take to contribute to the good of their communities and make the world a better place. Fan activism can be anything from a fan running a geeky 5K for charity to protesting in support of undocumented immigrants. The main thing that distinguishes fan activism from other kinds of activism is that fans use their identities as fans and their connections through fandom to get things done.

We believe in the power of fandom to save the world and in this book we show you how you can make a difference. From helping you hone in on what causes are most important to you to building your fellowship of like-minded nerds, we’ve got you covered. We help you get ready for your journey by sharing inspiring stories and examples of fan activism. You’ll also learn how acting in line with your values and building community help you level up your self-actualization stats.

Did you know that fans of the ‘90s TV series *Xena: Warrior Princess* have donated over 28 million dollars to charity? How about the *Supernatural* fans who helped rescue over 300 people from flooding after devastating hurricanes in 2017? What about the *Star Wars* and *Star Trek* cosplayers who put aside their “which is better” debates to visit sick kids in the hospital? Speaking of *Star Trek*, this book wouldn’t exist without the organized efforts of passionate, mostly female fans who saved the original series from cancellation. All of these are inspiring examples of how fans have worked for the greater good. Many of us are inspired by stories of heroism and now, with this book, you can go beyond inspiration to action!

HEALTH



NATURE WANTS US TO BE FAT

RICHARD J. JOHNSON, MD

Stuck in the “on” position, nature’s “fat switch” is the hidden source of weight gain, heart disease, and many other common health struggles. But you can turn it off. In *Nature Wants Us to Be Fat: The Surprising Science Behind Why We Gain Weight and How We Can Prevent—and Reverse—It*, Dr. Johnson not only provides new recommendations for how we can prevent or treat obesity, but also how we can use this information to reduce our risk of developing disease. Nature wants us to be fat, and when we understand why, we gain the tools we need to lose weight and optimize our health.

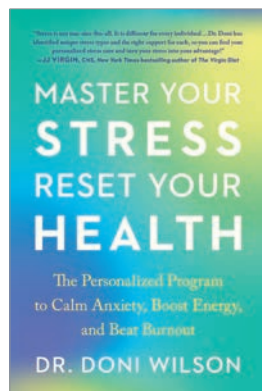
HARDCOVER

9781637740347

EBOOK: 9781637740354

US \$26.95 / \$35.95 CAN

HEALTH & FITNESS • FEBRUARY 2022



MASTER YOUR STRESS, RESET YOUR HEALTH

DR. DONI WILSON

We have come to accept stress and anxiety as being hand-in-glove with being successful. But we’re not robots or machines; we’re human. While stress is inevitable, and, in certain situations, even necessary for effective functioning, we must keep it from overpowering our daily lives by learning how to harness stress to empower us. In this helpful guide, you’ll discover the support your body needs and a path to become resistant to the negative effects of stress. *Master Your Stress, Reset Your Health: The Personalized Program to Calm Anxiety, Boost Energy, and Beat Burnout* will give you the tools to make stress work for you.

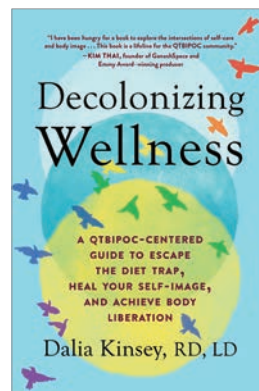
PAPERBACK

9781953295576

EBOOK: 9781953295910

US \$16.95 / \$22.95 CAN

HEALTH / SELF-HELP • MAY 2022



DECOLONIZING WELLNESS

DALIA KINSEY, RD, LD

A road map to body acceptance and self-care for queer people of color, this book is filled with practical eating practices, journal prompts, affirmations, and mindfulness tools. Kinsey will help readers improve their health without restriction, eliminate stress around food and eating, and turn food into a source of pleasure instead of shame. *Decolonizing Wellness: A QTBIPOC-Centered Guide to Escape the Diet Trap, Heal Your Self-Image, and Achieve Body Liberation* is a guide to throwing out food rules in exchange for internal cues and adopting a self-love-based approach to eating while learning to trust our bodies.

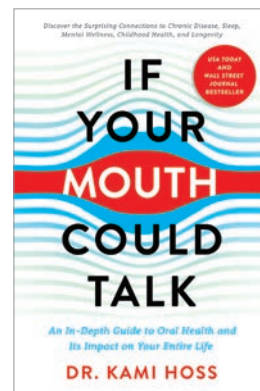
PAPERBACK

9781637740309

EBOOK: 9781637740316

US \$15.95 / \$21.95 CAN

HEALTH • FEBRUARY 2022



IF YOUR MOUTH COULD TALK

DR. KAMI HOSS

This isn’t a book about brushing and flossing—or any of the other standard advice you get from your dentist. *If Your Mouth Could Talk: An In-Depth Guide to Oral Health and Its Impact on Your Entire Life* is a practical toolkit for people who want to take control of their health to the fullest extent possible—who want to understand how their mouth contributes to their overall health and quality of life, and what they can do to better care for it. If your mouth could talk, it would tell you about the condition of your entire life. Time to start listening.

HARDCOVER

9781637740361

EBOOK: 9781637740378

US \$26.95 / \$35.95 CAN

HEALTH / MEDICAL • APRIL 2022

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HEALTH



CHANGE MAKER

JOHN BERARDI, PhD

With thousands of certifications, seminars, websites, and gurus promising advice, it's difficult for even the best pros to turn their passion for health and fitness into meaningful—and measurable—success. With six helpful steps, *Change Maker: Turn Your Passion for Health and Fitness into a Powerful Purpose and a Wildly Successful Career* covers the range of logistical, financial, psychological, and practical issues that every health and fitness pro needs to know. This book helps you make sense of the chaos, laying out a clear road map for career success—for both established professionals and anyone just getting started.

HARDCOVER

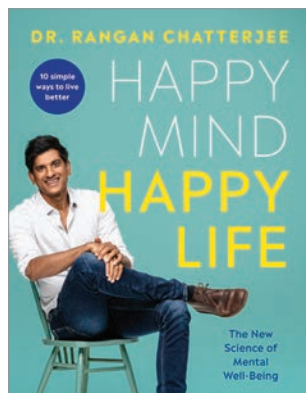
9781948836555

EBOOK: 9781948836807

US \$29.95 / \$39.95 CAN

HEALTH / BUSINESS

NOVEMBER 2019



HAPPY MIND, HAPPY LIFE

DR. RANGAN CHATTERJEE

The science is clear: Happiness plays a vital role in your health. Learn how to make it a priority. *Happy Mind, Happy Life: The New Science of Mental Well-Being* features real-life case studies and more than 20 practical exercises, including lessons on how to find your flow, create distance from your phone, and deal with criticism. Whether you are at a crisis point or simply want to experience more joy, this book will help you feel calmer, more confident, and able to live your life to the fullest. Your body and mind will thank you.

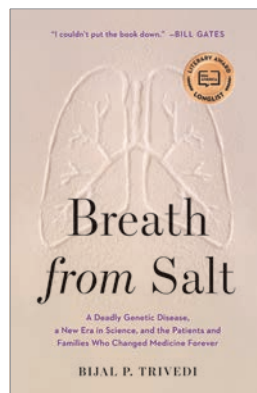
PAPERBACK

9781637742112

EBOOK: 9781637742129

US \$22.95 / \$29.95 CAN

HEALTH • JUNE 2022



BREATH FROM SALT

BIJAL P. TRIVEDI

Cystic fibrosis was once a mysterious disease that killed infants and children. Now it could be the key to healing millions with genetic diseases of every type—from Alzheimer's and Parkinson's to diabetes and sickle cell anemia. *Breath from Salt: A Deadly Genetic Disease, a New Era in Science, and the Patients and Families Who Changed Medicine Forever* chronicles the riveting saga of cystic fibrosis, from its ancient origins to its identification, 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.

HARDCOVER

9781948836371

EBOOK: 9781948836623

US \$28.95 / \$38.95 CAN

HEALTH / SCIENCE

SEPTEMBER 2020



Always Eat After 7 PM

JOEL MARION

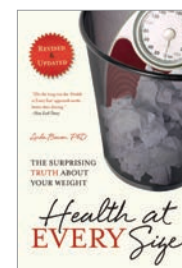
AND DIANA KEUILIAN

PAPERBACK: 9781948836524

EBOOK: 9781948836777

US \$19.95 / \$25.95 CAN

HEALTH • MARCH 2020



Health At Every Size

Revised and Updated

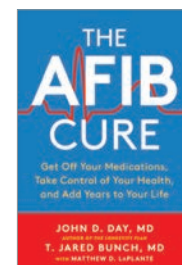
LINDA BACON, PhD

PAPERBACK: 9781935618256

EBOOK: 9781935618287

US \$14.95 / \$19.95 CAN

HEALTH • MAY 2010



The AFib Cure

JOHN D. DAY, MD,

T. JARED BUNCH, MD,

AND MATTHEW D. LAPLANTE

PAPERBACK: 9781950665426

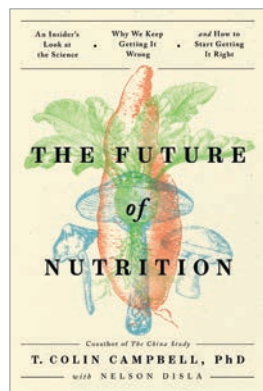
EBOOK: 9781950665648

US \$18.95 / \$24.95 CAN

HEALTH • FEBRUARY 2021

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BENBELLA VEGAN



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. *The Future of Nutrition: An Insider's Look at the Science, Why We Keep Getting It Wrong, and How to Start Getting It Right* 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. This book is 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.

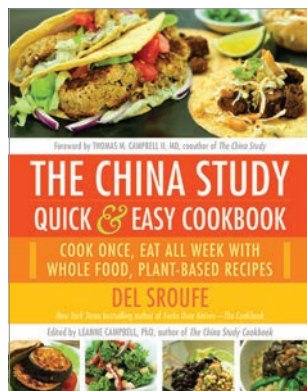
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THE CHINA STUDY QUICK & EASY COOKBOOK

DEL SROUFE

You shouldn't have to sacrifice health or taste for efficiency in the kitchen. In *The China Study Quick & Easy Cookbook: Cook Once, Eat All Week with Whole Food, Plant-Based Recipes*, Del Sroufe provides menu plans, pantry lists, and more than 100 plant-based recipes that all follow the nutrition standards set forth by *The China Study*. By spending a couple of hours one day a week preparing meals ahead of time you can take the next step in transforming your kitchen, your time, and your life. Even on a busy schedule, your meals can be simple, healthy, and delicious!

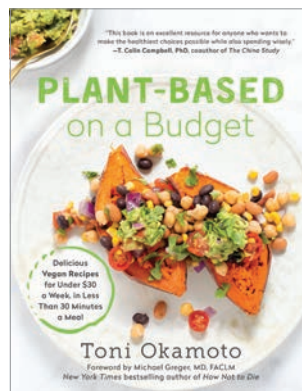
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PLANT-BASED ON A BUDGET

TONI OKAMOTO

Toni Okamoto has taught hundreds of thousands of people how to eat a plant-strong diet while saving money in the process. Through her imaginative and incredibly customizable recipes, Toni empowers readers to make their own substitutions based on the ingredients they have on hand. Her guidance doesn't just help you save money—it helps you save time, too. Every recipe in this book can be ready in around 30 minutes or less. *Plant-Based on a Budget: Delicious Vegan Recipes for Under \$30 a Week, in Less Than 30 Minutes a Meal* gives you everything you need to make plant-based eating easy, accessible, and most of all, affordable.

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BACK TO THE CUTTING BOARD

CHRISTINA PIRELLO

When did cooking become so exhausting? Thanks to information overload and the pressure to impress, we stress over every recipe and every meal. *Back to the Cutting Board: Luscious Plant-Based Recipes to Make You Fall in Love (Again) with the Art of Cooking* 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. With simple, delicious recipes and sage advice on streamlining your kitchen and your cooking, Christina empowers you to create personal wellness by nourishing your body, mind, and spirit.

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BENBELLA VEGAN



DREENA'S KIND KITCHEN

DREENA BURTON

This dependable resource is a one-stop-shop for making kinder, more compassionate food choices, for other beings, for the planet, and for yourself. With helpful guidance on techniques, time-saving tips, and suggestions for repurposing leftovers into delicious new dishes, *Dreena's Kind Kitchen: 100 Whole-Foods Vegan Recipes to Enjoy Every Day* will boost your cooking confidence and help you find success in your own plant-powered kitchen. Whether you need weekly staple meals for your family or want a dish to wow your friends for a special occasion, Dreena has you covered with these reliable, flavorful, and healthy recipes.

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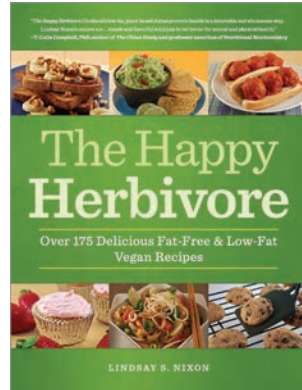


THE FRIENDLY VEGAN COOKBOOK

TONI OKAMOTO
AND MICHELLE CEHN

The founder of World of Vegan and the author of *Plant-Based on a Budget* have teamed up to create the ultimate kitchen resource for any kitchen. In *The Friendly Vegan Cookbook: 100 Essential Recipes to Share with Vegans and Omnivores Alike*, you'll find meals that will become your new favorites and go-to staples for when you have meat-eaters to impress. In addition to the mouthwatering recipes, Michelle and Toni also share their go-to kitchen tips to make meal planning a breeze, helpful shopping lists, and directions for making your own staples.

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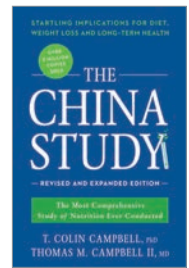


THE HAPPY HERBIVORE COOKBOOK

LINDSAY S. NIXON

Not only is the vegan diet healthy, it's also delicious. *The Happy Herbivore Cookbook: Over 175 Delicious Fat-Free and Low-Fat Vegan Recipes* combines some of Nixon's tastiest recipes, each made with no added fats, using only whole, plant-based foods. With a conventionally organized format; easy-to-follow, step-by-step instructions; nutritional analyses; colorful photographs; funny blurbs at the beginning of each recipe; helpful tips throughout; and chef's notes suggesting variations for each dish, even the most novice cook will find healthy cooking easy—and delicious!

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The China Study

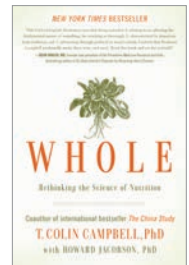
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Plant-Powered Families

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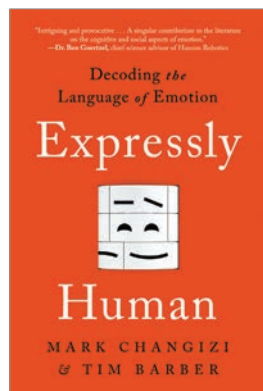


Whole

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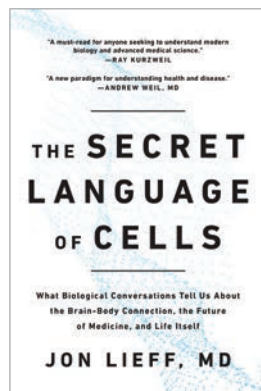
SCIENCE



EXPRESSLY HUMAN MARK CHANGIZI AND TIM BARBER

Why did once-stone-faced animals evolve to be so emotionally expressive—to be us? The answer, as evolutionary neurobiologist Mark Changizi and mathematician Tim Barber reveal, is that emotional expressions are our first and most important language—one that allows us, as social animals, to engage in highly sophisticated communications and negotiations. *Expressly Human* introduces an original theory that explains, from first principles, how the broad range of emotional expressions evolved, and provides a Rosetta Stone for social interactions, from deciding who gets the last slice of pizza to multimillion-dollar business negotiations, to change your definition of what makes us human.

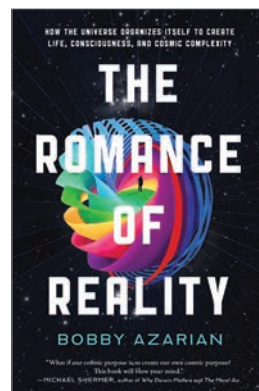
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PSYCHOLOGY • JULY 2022



THE SECRET LANGUAGE OF CELLS JON LIEFF, MD

The greatest secret of modern biology, hiding in plain sight, is that all of life's activity boils down to one thing: conversation. While cells are commonly considered the building blocks of living things, it is actually the communication between cells that brings us to life, directly influencing how we think, feel, and behave. Doctor and neuroscientist Jeff Lieff presents an accessible, comprehensive exploration of this biological phenomenon. With applications for immunity, chronic pain, weight loss, depression, cancer treatment, and more, *The Secret Language of Cells* is revolutionizing our understanding not just of disease, but of life itself.

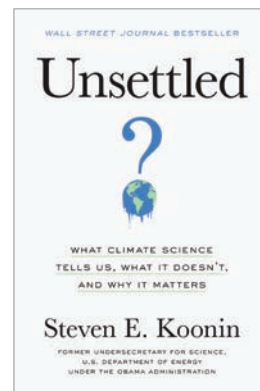
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SCIENCE • APRIL 2022



THE ROMANCE OF REALITY BOBBY AZARIAN

According to the prevailing scientific paradigm, the universe tends toward randomness; it functions according to laws without purpose, and the emergence of life is an accident devoid of meaning. Consciousness—what it is and how it came about—is largely beyond our power to explain. But now, based on cutting-edge findings at the intersection of physics, chemistry, biology, and information theory—generally referred to as “complexity science”—a new cosmic narrative is emerging. In *The Romance of Reality*, cognitive neuroscientist Bobby Azarian explains the science behind this new view of reality and explores what it means for all of us.

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SCIENCE • JUNE 2022



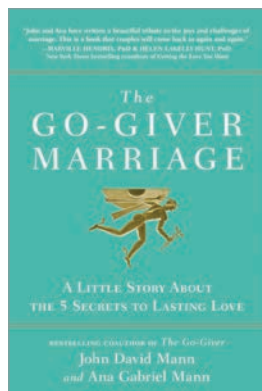
UNSETTLED STEVEN E. KOONIN

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 is clearing away the fog to explain what science really says (and doesn't say) about our changing climate. In *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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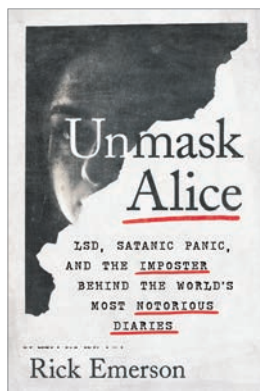


THE GO-GIVER MARRIAGE

JOHN DAVID MANN AND
ANA GABRIEL MANN

From the coauthor of the best-selling Go-Giver series and his wife, a clinically trained therapist, this one-of-a-kind relationship guide shows how to unlock a deeply satisfying, abundant relationship based on simple, everyday acts of generosity. Through the story of Tom and Tess, a couple struggling with work, parenting, trauma, and heartbreak, readers will learn from a wise cast of characters about five powerful secrets to building a love that lasts. With its charming fable-within-a-parable, followed by an in-depth practical guide, *The Go-Giver Marriage* brings the personal side of *The Go-Giver* to life.

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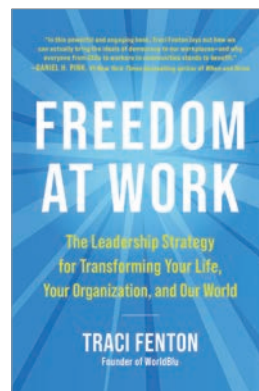


UNMASK ALICE

RICK EMERSON

Two teens, two diaries, two sordid scandals. All from the same dark place: Beatrice Sparks, a serial con artist who betrayed a grieving family, stole a dead boy's identity, and swindled her way to the National Book Awards. In 1971, *Go Ask Alice* shocked readers and reinvented the young adult genre. In 1979, *Jay's Journal*, the posthumous account of a boy lured into devil-worship, spurred the Satanic Panic. *Unmask Alice* is the true story of a young adult blockbuster... of a terror that stalked 1980s America... and of the ruthless charlatan behind both.

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TRUE CRIME • JUNE 2022



FREEDOM AT WORK

TRACI FENTON

Whether it shows up as stress, top-down leadership styles, drama, or uncertainty, fear kills good decision-making, dampens morale, lowers employee engagement, and hurts bottom-line growth. The good news is that there's an antidote: *Freedom at Work*. In this groundbreaking book, Traci Fenton brings together decades of original research, based on her team's work with hundreds of top companies around the world, revealing the proven pathway to leadership success. Based on three key pillars, this powerful strategy will help make any organization high-performing and highly profitable, while creating a culture people love—ultimately transforming our world for the better.

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BUSINESS • MARCH 2022



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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GENERAL NONFICTION



BAD REPUBLICAN: A MEMOIR

MEGHAN MCCAIN

Embracing her reputation as a “bad” Republican, Meghan McCain shares her personal story with the unflinching candor she’s known for. She tells of growing up the daughter of an American icon and details the heartbreaking final moments spent by his side. She recalls her (mis)adventures in dating and her life backstage at *The View*, and divulges why a miscarriage and the birth of her daughter left her so fired up about women’s rights—even if that puts her at odds with her party. Unsparingly honest, deeply relatable, and highly entertaining, *Bad Republican* is a memoir imbued with an unmistakable maverick spirit.

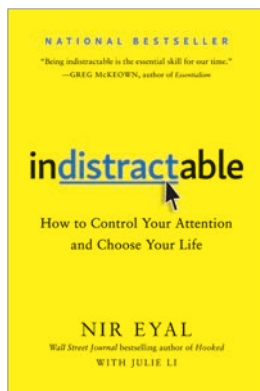
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AUTOBIOGRAPHY • APRIL 2022



INDISTRACTABLE

NIR EYAL WITH JULIE LI

What could you accomplish if you could stay focused? Five years after publishing *Hooked*, international bestselling author and behavioral design expert Nir 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. Empowering and optimistic, *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us.

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MORE VEGGIES PLEASE!

NIKKI DINKI

This modern approach to classic family comfort foods ups the nutritional ante—infusing tons of healthful vegetables into every dish (even snacks and desserts!)—while always putting flavor first. This collection of tried-and-true dishes will wow picky eaters and foodie parents alike with creative veggie twists on breakfasts, lunches, dinners, snacks, sides, and desserts. 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.

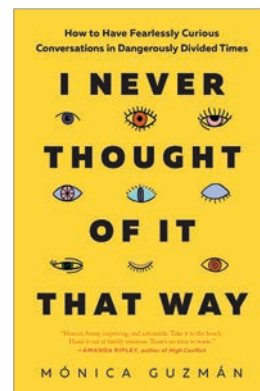
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COOKING • OCTOBER 2021



I NEVER THOUGHT OF IT THAT WAY

MÓNICA GUZMÁN

Partisanship is up, trust is down, and we’re hanging with friends and social media feeds that make us sure we’re right and everyone else is ignorant (or worse). It can feel impossible to understand one another . . . but it is more important than ever. The solution? A new framework to reclaim our humility, channel conflict, and reach understanding far beyond our own perspective. In this timely, personal guide, journalist Mónica Guzmán shows why curiosity is our best policy and how you can put it to work for you immediately, sharing practical tips from the trenches of the social, political, and cultural divides.

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Project Management for the Unofficial Project Manager

KORY KOGON, SUZETTE

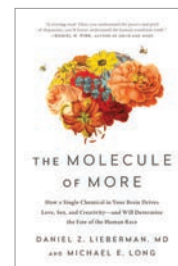
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The Molecule of More

DANIEL Z. LIEBERMAN, MD,

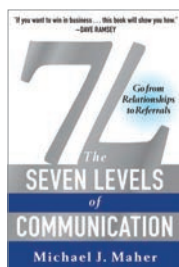
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DEBRA NEWELL

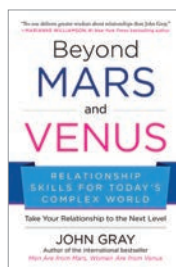
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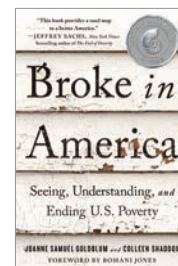
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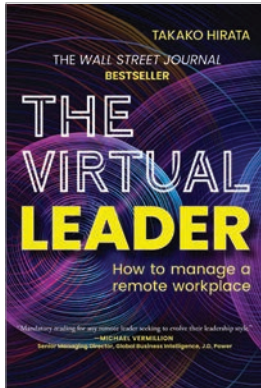
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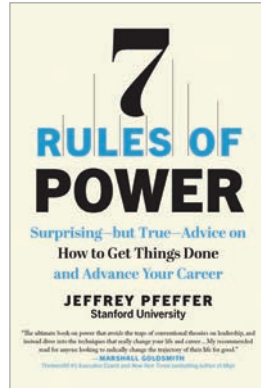


THE VIRTUAL LEADER

TAKAKO HIRATA

Remote work is here to stay. By 2025, an estimated 70 percent of the workforce will work remotely at least five days each month. While the goals remain the same—efficiency, engagement, community—the means of achieving those are very different. With *The Virtual Leader: How to Manage a Remote Workplace*, learn how to evolve your leadership style to empower your teams to thrive wherever they work. Takako Hirata, an experienced leader of large international virtual teams, shares her proven methods for thriving in the remote workplace with the help of new leadership principles.

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7 RULES OF POWER

JEFFREY PFEFFER

Is power the last dirty secret or the secret to success? Both. While power carries some negative connotations, power is a tool that can be used for good or evil. Don't blame the tool for how some people used it. If fully understood and harnessed effectively, power skills and understanding become the keys to increasing salaries, job satisfaction, career advancement, organizational change, and happiness. With *7 Rules of Power*, you'll learn, through both numerous examples as well as research evidence, how to accomplish change in your organization, your life, the lives of others, and the world.

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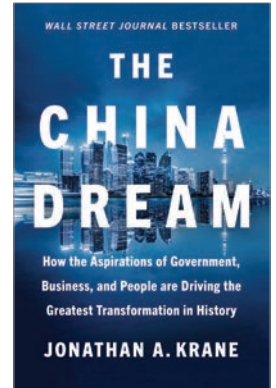


LEAD WITH WE

SIMON MAINWARING

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. *Lead With We* not only examines why we must all conduct business differently in order to grow in today's market but also provides the how—concrete steps any reader, wherever they find themselves in the business hierarchy, can take toward success.

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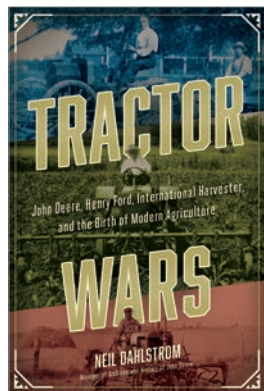
THE CHINA DREAM

JONATHAN A. KRANE

Many Americans do not have a full understanding of China today. But there is another China—one that has created the greatest economic transformation in history. It is important for investors, US companies and anyone interested in the global economy to understand China. This is not to view China simply through rose-colored glasses. *The China Dream* is your guide to understanding China's unmatched economic growth and fully realizing its status as an essential element in any well-designed investment portfolio, global business, and participation in the global economy.

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MATT HOLT BOOKS



TRACTOR WARS NEIL DAHLSTROM

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

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SMART LEADERSHIP MARK MILLER

Have you ever wondered what it would take to be a better leader, or achieve your wildest dreams, or make a bigger difference in the world? The answer lies in the choices you make about everything: from how you spend your time to the way you view the world. *Smart Leadership: Four Simple Choices to Scale Your Impact* is the latest essential business title from internationally bestselling author Mark Miller, where he shares the four research-based “smart choices” the best leaders make to scale their influence and results. With this guide, your leadership—and your life—will be transformed forever.

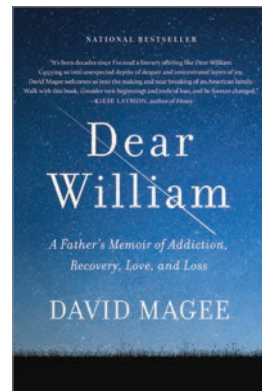
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NO POINT B CALEB GARDNER

Technology has forever altered our relationship with what’s coming next, and the future is often different from our expectations when it arrives. With no linear path from today to tomorrow, how do leaders manage disruption when disruption never stops coming? *No Point B* shows how the simple, paradigm-shifting idea of embracing constant change could revolutionize our relationship with modernity and leadership. Drawing on his career advising leaders in business and politics, change strategist Caleb Gardner proposes nine principles for mobilizing effective change leaders and argues the best way to make progress is by recognizing better is a process, not an end point.

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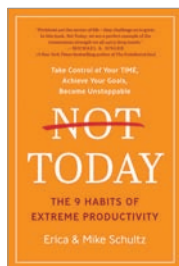


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The last time David Magee saw his son alive, William told him to write their family’s story in the hopes of helping others. Days later, David found William dead from an accidental drug overdose. Now, Magee answers his son’s wish with a compelling, heartbreaking, and impossible-to-put-down book that speaks to every individual and family. *Dear William* inspires readers to find purpose, build resilience, and break the cycles that damage too many individuals and the people who love them. It’s a life-changing book revealing how voids can be filled, and peace—even profound, lasting happiness—is possible.

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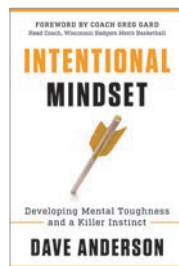
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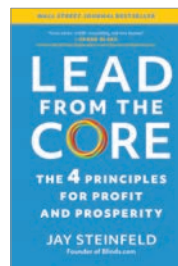
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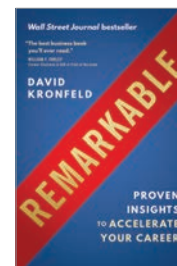
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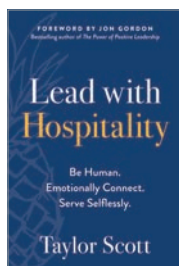
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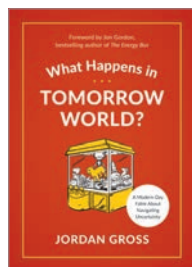
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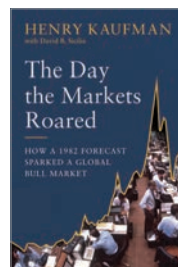
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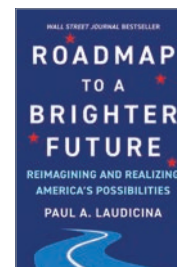
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EBOOK: 9781953295989

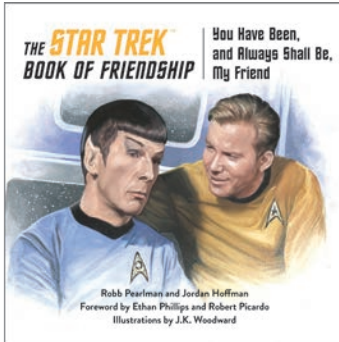
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ROBB PEARLMAN
AND JORDAN HOFFMAN

Created by fans for fans, this is a first-of-its-kind, fully authorized celebration of Star Trek's most enduring and endearing friendships, including Kirk and Spock, Picard and Data, Janeway and Seven of Nine, Bashir and Garak, and more! Whether you and your pals think of yourselves as a Sulu and Chekov, a Burnham and Tilly, or even an Archer and Porthos, this is the perfect book to gift to your best Trek friend or keep for yourself! A portion of the proceeds from the sale of this book goes to benefit The Planetary Society.

HARDCOVER
9781637740514
EBOOK: 9781637740521
US \$18.00 / \$24.00 CAN
PERFORMING ARTS • MAY 2022



PARKS AND RECREATION: THE OFFICIAL COOKBOOK

JENN FUJIKAWA

Though "there has never been a sadness that can't be cured by breakfast food," home cooks of every skill level will be able to recreate classic Pawnee meals for any time of day. Featuring more photos, quotes, and many vegetarian, vegan, and gluten-free options than there are rules to The Cones of Dunshire, *Parks and Recreation: The Official Cookbook* serves up something for every fan!

HARDCOVER
9781637740873
EBOOK: 9781637740880
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COOKING • JUNE 2022

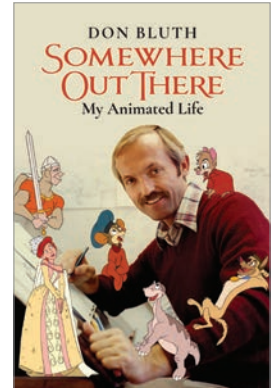


LIVE LIKE A VULCAN, LOVE LIKE A WOOKIEE, LAUGH LIKE A HOBBIT

ROBB PEARLMAN

A modern-day fable that tells the story of three cosplaying friends sharing what they have learned from their favorite (and hated) movies, series, and games after a long day of walking the halls of a convention center. This book invites readers to a never-before-seen and slightly skewed look at the most memorable moments in films, shows, books, comic books, graphic novels, and video games.

PAPER OVER BOARD
9781953295828
EBOOK: 9781637740118
US \$18.00 / \$24.00 CAN
HUMOR • OCTOBER 2021



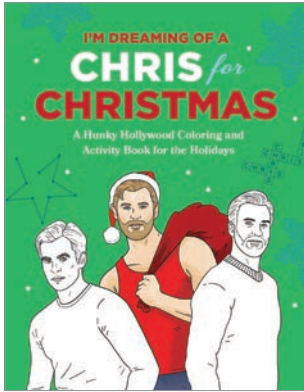
SOMEWHERE OUT THERE

DON BLUTH

After more than five decades in Hollywood, Don Bluth, the man behind some of the most iconic animated films ever made, tells his story. His films, including *The Secret of NIMH*, *The Land Before Time*, *All Dogs Go to Heaven*, and *Anastasia*, have shaped the childhoods of untold millions. Now, learn how his passions for artistry, integrity, and his Mormon faith shaped him into the beloved icon whose creativity, entrepreneurship, and deeply-held beliefs entertained, enthralled, and inspired millions across the globe.

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MEMOIR/AUTOBIOGRAPHY
JULY 2022

SMART POP BOOKS



I'M DREAMING OF A CHRIS FOR CHRISTMAS

ROBB PEARLMAN

Filled with PG-rated holiday-themed line drawings of the most notable celebrity Chrises from the worlds of Hollywood, music, and sports, this ode to boy—uh, I mean joy—also features enough holiday-themed mazes, fill-in-the-blanks, crossword puzzles, games, cryptograms, and full lyrics to traditional holiday songs to make your days merry and bright (and your nights a little less silent). *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.

TRADE PAPERBACK
9781637740200

EBOOK: 9781637740262
US \$14.95 / \$19.95 CAN
GAMES & ACTIVITIES
NOVEMBER 2021



BOB ROSS' HAPPY LITTLE NIGHT BEFORE CHRISTMAS

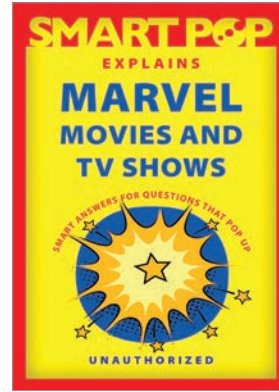
ART BY BOB ROSS

WRITTEN BY ROBB PEARLMAN

A happy little Christmas miracle inspired by the classic Clement C. Moore's story, 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 also the beauty of nature—and the feelings of peace, friendship, and harmony that blanket the entire holiday season like a happy little snowfall. The perfect addition to any holiday tradition.

PAPER OVER BOARD
9781637740187

EBOOK: 9781637740248
US \$17.00 / \$23.00 CAN
HUMOR • OCTOBER 2021



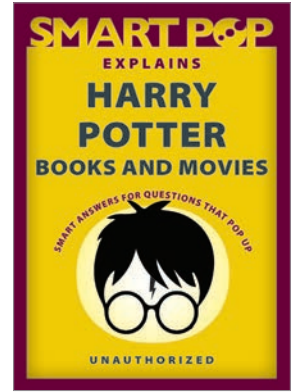
SMART POP EXPLAINS MARVEL MOVIES AND SHOWS

THE EDITORS OF SMART POP

It's easy for new fans to get overwhelmed by the sprawling mythology and complexity of the Marvel Cinematic Universe, which now spans more than 20 films and TV shows. Unlike encyclopedias and guides that offer diehard fans trivia, details, and deep dives into every on-screen moment, this first-of-its-kind explainer is an easy, fun, and accessible introduction to the hundreds of characters, plots, and interconnected stories that make up one of the greatest pop-culture franchises of all time.

TRADE PAPERBACK
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US \$14.95 / \$19.95 CAN
PERFORMING ARTS • JULY 2022



SMART POP EXPLAINS HARRY POTTER BOOKS AND MOVIES

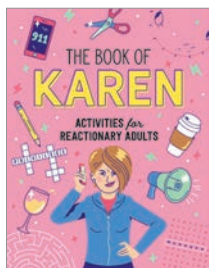
THE EDITORS OF SMART POP

It's easy for new fans to get overwhelmed by the sprawling mythology and complexity of the Harry Potter movies and books. Unlike encyclopedias and guides that offer diehard fans trivia, details, and deep dives into every on-screen moment, this first-of-its-kind explainer is an easy, fun, and accessible introduction to the hundreds of characters, plots, and interconnected stories that make up one of the greatest pop culture franchises of all time.

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GAMES & ACTIVITIES

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PSYCHOLOGY • FEBRUARY 2019



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PROFESSOR BALLS XXXAVIER;

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EBOOK: 9781953295354

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TELEVISION • MAY 2020



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EDITED BY TODD MCCAFFREY

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JUVENILE NONFICTION

AUGUST 2013



Family Don't End with Blood

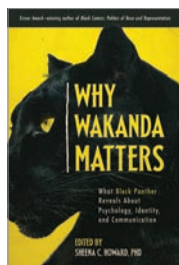
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Why Wakanda Matters

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Star Trek: Starfleet Is ...

ROBB PEARLMAN

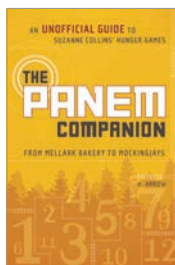
PAPER OVER BOARD

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