

# SPRING 2022 CATALOG

## BENBELLA BOOKS

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

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# BENBELLA BOOKS

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## DEAR READER,

Chances are, you’ve heard of the blockbuster teen diary *Go Ask Alice*—you may have even bought one of the five million copies sold since 1971. It’s a perennial seller for good reason: it’s a riveting, tragic tale of a young life ruined by drugs, and it completely redefined the young adult genre. Insofar as true stories go, it’s also complete bullshit. *Unmask Alice* uncovers the reality behind *Go Ask Alice* and other “real diaries,” including the opportunistic imposter who penned them and the actual teens whose stories were exploited in the name of moral outrage.

Meghan McCain refuses to be put in a box. She comes from a long line of well-respected Republicans, yet drew support from the political left for her outspoken opposition to Donald Trump. She was typecast as the lone conservative voice on *The View*, yet it wasn’t a role she readily embraced. She’s received criticism and acclaim from both sides of the aisle, but most media coverage of McCain doesn’t account for the nuanced reality. Meghan explores these ideas and delves into more personal parts of her life in her new memoir, *Bad Republican*.

*The Go-Giver* is a beloved mainstay in business literature. The parable behind its powerful message has resonated with millions of readers, so it makes perfect sense that this heartfelt approach would also apply to a more personal aspect of readers’ lives: their marriages. *The Go-Giver Marriage*, written by the coauthor of the *Go-Giver* series and his psychologist wife, is the long-awaited update to the classic fable, featuring familiar characters and including actionable advice.

2022 marks our 20th year in business, and this Spring 2022 list is one of our most exciting to date. Whether you’re looking for practical, science-based health tips (*Nature Wants Us to Be Fat* and *Happy Mind, Happy Life*) or looking to challenge your assumptions about the world around you (*Decolonizing Wellness* and *I Never Thought of It That Way*), we’ve got you covered.

Enjoy!

**GLENN YEFFETH**  
PUBLISHER, BENBELLA BOOKS  
GLENN@BENBELLABOOKS.COM



# I NEVER THOUGHT OF IT THAT WAY

How to Have Fearlessly Curious Conversations in Dangerously Divided Times

MÓNICA GUZMÁN

## KEY SELLING POINTS

- Guzmán wrote an influential American Press Institute study on building audiences and engaging communities that's cited at conferences and used in classrooms around the country
- Author has written columns in the *Seattle Times*, *Seattle Post-Intelligencer*, *Columbia Journalism Review*, and *GeekWire*
- Author was named one of the 50 Most Influential Women in Seattle in 2019
- Author spoke at TEDx Seattle in November 2021

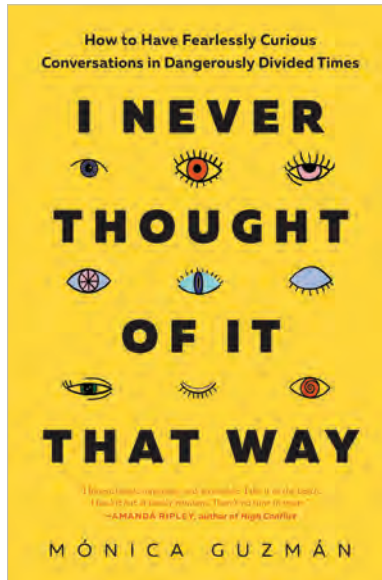
## PUBLICITY AND MARKETING

- Possible book events for Third Place Books in Seattle and Town Hall Seattle
- Author has connections with the Performance Theatre, Braver Angels, Weave: Social Fabric Project, Poynter Institute for Media Studies, Kettering Foundation, the Nieman Foundation at Harvard, Henry M. Jackson Foundation, the American Press Institute, comedian Bridget Phetasy, and various Seattle media
- Twitter: @MoniGuzman (26K followers)



**Mónica Guzmán** is a bridge builder, journalist, and entrepreneur who lives for great conversations sparked by curious questions. She's director of digital

and storytelling at Braver Angels, the nation's largest cross-partisan grassroots organization working to depolarize America; host of live interview series at Crosscut; and cofounder of the award-winning Seattle newsletter *The Evergrey*. She was a 2019 fellow at the Henry M. Jackson Foundation, where she studied social and political division, and a 2016 fellow at the Nieman Foundation for Journalism at Harvard University, where she researched how journalists can rethink their roles to better meet the needs of a participatory public. Residence: Seattle, Wash.



**We think we have the answers, but we need to be asking a lot more questions.**

**PARTISANSHIP IS UP**, trust is down, and our social media feeds make us sure we're right and everyone else is ignorant (or worse). But avoiding and attacking one another is breaking... everything.

Journalist Mónica Guzmán is the loving liberal daughter of Mexican immigrants who voted—twice—for Donald Trump. When the country could no longer see straight across the political divide, Mónica set out to find what was blinding us and discovered the most eye-opening tool we're not using: our own curiosity.

In this timely, personal guide, Mónica, the chief storyteller for the national cross-partisan depolarization organization Braver Angels, takes you to the real front lines of a crisis that threatens to grind America to a halt—broken conversations among confounded people. She shows you how to overcome the fear and assumptions that surround us to finally do what only seems impossible: understand and even learn from people in your life whose whole world-view is not just different from yours, but *opposed*.

Drawing from conversations she's had, organized, or witnessed—everywhere from the echo chambers on social media to the wheat fields in rural Oregon to raw, unfiltered fights with her family on election night—Mónica shows how you can put your natural sense of wonder to work for you immediately, finding the answers you need by talking *with* people (rather than about them) and asking the questions you want across the divides you're ready to challenge—curiously.

Whether you're left, right, center, or sick of all the labels: If you're ready to fight back against the confusion, heartbreak, and madness of our dangerously divided times—in your own life, at least—Mónica's got the tools and fresh, surprising insights to prove that seeing where people are coming from isn't just possible. It's easier than you think.

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# DECOLONIZING WELLNESS

A QTBIPOC-Centered Guide to Escape the Diet Trap, Heal Your Self-Image, and Achieve Body Liberation

DALIA KINSEY, RD, LD

## KEY SELLING POINTS

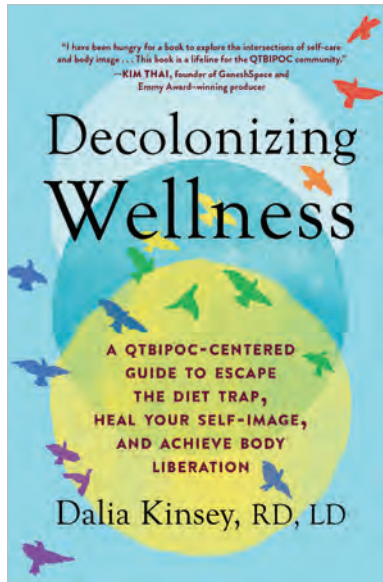
- Kinsey provides web-based wellness services that are LGBTQIA+ and BIPOC-centered, including monthly coaching calls and webinars
- Author is a frequent public speaker, including at the School Nutrition Dietetic Practice Group, Podfest, C3EB Summit, and Black Healing October Conference (5K+ attendees), and has hosted the Black Joy Summit
- Author is launching an online “Diet Culture Detox” event, which will focus on decolonizing body image, nutrition, and self-care

## PUBLICITY AND MARKETING

- Podcast book tour planned to reach the BIPOC/LGBTQ and intuitive eating communities, including *The Come Up*, *Fat Girl Book Club*, *PRIDE*, and *Oh Hey* podcasts
- Kinsey will speak at several virtual conferences, including Together Thriving, a virtual summit for WOC by WOC
- DaliaKinsey.com
- LinkedIn: /DaliaKinsey (4.3K followers)
- Instagram: @DaliaKinseyRD (4.2K followers)



**Dalia Kinsey** is a registered dietitian, decolonized wellness coach, and the creator of the *Body Liberation for All* podcast. On a mission to spread joy, reduce suffering, and eliminate health disparities in the LGBTQIA+ and BIPOC communities, Dalia rejects diet culture and teaches people to use nutrition as a self-care and personal empowerment tool to counter the damage of systemic oppression. Dalia works at the intersection of holistic wellness and social justice, continually creating wellness tools and resources that center the most vulnerable individuals who hold multiple marginalized identities. Residence: Griffin, Ga.



**Become the healthiest and happiest version of yourself using wellness tools designed specifically for BIPOC and LGBTQ folks.**

**THE LACK OF BIPOC AND LGBTQ** representation in the fields of health and nutrition has led to repeated racist and unscientific biases that negatively impact the very people they purport to help. Many representatives of the increasingly popular body positivity movement actually add to the body image concerns of queer people of color by emphasizing cisgender, heteronormative, and Eurocentric standards of beauty. Few mainstream body positivity resources address the intersectional challenges of anti-Blackness,

colorism, homophobia, transphobia, and generational trauma that are at the root of our struggles with wellness and self-care

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

This is a body positivity and food freedom book for marginalized folks. It’s a guide to throwing out food rules in exchange for internal cues and adopting a self-love-based approach to eating. It’s about learning to trust our bodies and turning mealtime into a time for celebration and healing.

It’s also a love letter to those of us who struggle with our bodies, and a gentle plea for us to do the work it takes to accept, trust, and love ourselves.

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“The beauty of our modern times is that, by and large, the gatekeepers to mass communication are gone. We no longer need permission to create content that resonates with people outside of the dominant cultural group . . . These days, we all have the ability to make content that is specifically for our community.”

**IF YOU HAVE** one marginalized identity or more, you are no stranger to consuming content that ignores your lived experience. While I don't think every creation can or needs to be meant for all people, it is taxing to find yourself so rarely represented in the media you consume. Every time you search for nail color or hair color inspiration, you know beyond a shadow of a doubt that the first 10 pages of Google results will not have a single representation of a person with your complexion. Manufacturers and advertisers continually accept your money while failing to offer you equal access to their products and services. The constant overlooking of people of color is evident even in first aid classes, where bruising is described only in terms of white skin. This marginalization can be fatal in cases of skin cancer, and mortality rates for people of color with skin cancer are significantly higher than for their white counterparts. Clinicians are often undertrained on how to care for people of color, making racial bias deadly in medical care settings.

When it comes to works focused on healing, the more something tries to appeal to everyone, the less likely it is to have the power to impact anyone significantly. That is why it is so vital to have content centered on frequently ignored identities. The beauty of our modern times is that, by and large, the gatekeepers to mass communication are gone. We no longer need permission to create content that resonates with people outside of the dominant cultural group. We no longer have to settle for scraps when it comes to the media we consume. There are creators who not only acknowledge our existence but celebrate our identities. These days, we all have the ability to make content that is specifically for our community. This book is my contribution to that growing body of work: a body acceptance-attuned eating guide for my beautiful rainbow-colored tribe that consciously rejects white supremacy, cissexism, and heterosexism but naturally continues to struggle with internalized oppression.

Anytime you show up in the world as yourself, it's beautiful and it's healing for everyone who gets to watch.

My social media feeds are a beautiful blend of lesbian and transmasculine thirst traps, humorous takes on shared cultural experiences of people of color, nonbinary humor, and trans queens dropping truth bombs.

We are all complex, multilayered beings. Most of us belong to more than one affinity group. I hope to make you feel seen in the pages that follow, but I know it is nearly impossible to create something that makes everyone feel at home, so I want to acknowledge right here that I am not attempting to do that. This book is meant to speak to my fellow queer people of color who are rarely given anything that is made just for them. This book is the first of its kind, a body liberation book by a queer-identified registered dietitian of color specifically for queer Black, Indigenous, people of color (BIPOC) folks. I know how difficult it is to move through the world of self-help and personal evolution, attempting to become the best version of yourself without any resources tailored to your experience. I know how infuriating it is to realize that almost everything and everyone, even people you admire or resources you have found useful, finds you invisible or inconsequential. I know how hurtful it is to see self-help writers continually make resources without giving any thought to broadening their messaging to include folks who fall outside of the white, cis, het box. I know how maddening it is to watch fellow healthcare providers refuse to lift a finger to amplify the voices of providers of color who are uniquely qualified to share healing resources for other people with marginalized identities.

Identifying areas of disparity doesn't have to be soul-crushing. It is just information we can act on. We all have varying levels of access and privilege, but none of us are powerless. We can reject the treatments and social messages that don't celebrate us and instead pursue what embraces us. Only when we can clearly identify our core values and desires and the blocks that society has put before us can we start to circumvent them and pursue our best lives regardless of the current state of affairs.

# NATURE WANTS US TO BE FAT

The Surprising Science Behind Why We Gain Weight and How We Can Prevent—and Reverse—It

RICHARD J. JOHNSON, MD

## KEY SELLING POINTS

- Dr. Johnson is a practicing physician, board certified in internal medicine, infectious diseases, and nephrology. He is the leading expert in fructose metabolism
- Author is currently the Tomas Berl Professor of Medicine at the University of Colorado
- Author has 700+ peer-reviewed papers published in journals such as the *New England Journal of Medicine*, *JAMA*, *Journal of Clinical Investigation*, and *Proceedings of the National Academy of Science*

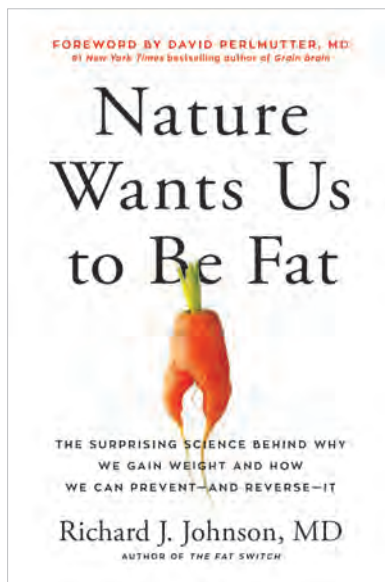
## PUBLICITY AND MARKETING

- Author's work has been featured in *HuffPost*, *Guardian*, *Bloomberg News*, *New York Times*, *National Geographic*, and *Scientific American*
- Early interest from the *New York Times*
- Author has been a guest on NPR, BBC, CBS, PBS, and on podcasts such as the *Peter Attia Drive*, *The Livin' La Vida Low-Carb Show* with Jimmy Moore, and *Lena Live* on BBS Radio
- Author's previous books include *The Sugar Fix* (12K copies sold) and *The Fat Switch* (20K)



**Richard J. Johnson, MD**, is a professor of medicine, clinician, educator, researcher, and the founding editor of *Comprehensive Clinical Nephrology*, one of the

main textbooks on kidney disease. For more than 20 years, he has led research on the cause of obesity and diabetes, with special interest in the role of sugar (especially fructose) and uric acid. His research has been highly cited, published in top medical journals, and supported by grants from the National Institutes of Health. His latest work contains state-of-the-art discoveries on the cause of obesity and potential cures. Residence: Centennial, Colo.



Nature put a “survival switch” in our bodies to protect us from starvation. Stuck in the “on” position, it’s the hidden source of weight gain, heart disease, and many other common health struggles. Here’s how you can turn it off.

**DR. RICHARD JOHNSON** has been on the cutting edge of research into the cause of obesity for more than a decade. His team’s discovery of the fructose-powered “survival switch”—a metabolic pathway that animals in nature turn on and off as needed, but that our modern diet has permanently fixed in the “on” position—revolu-

tionized the way we think about why we gain weight.

In *Nature Wants Us to Be Fat*, he details the mounting evidence on how this switch is responsible both for excess fat storage and for many of the major diseases endemic to the Western world, including heart disease, cancer, and dementia. Dr. Johnson also reveals the surprising link between the survival switch and health conditions such as gout, kidney disease, liver disease, stroke—and even behavioral issues like addiction and ADHD. And, most important, he shares a science-based plan to help readers fight nature and optimize health.

Guided by ongoing clinical research—plus fascinating observations from the animal kingdom, evolution, and history—Dr. Johnson takes you along on an eye-opening investigation into:

- What we have in common with hibernating bears, sperm whales, and the world’s fattest bird
- Why it’s fructose (not glucose) that drives insulin resistance and metabolic disease
- The foods we eat that trigger the body to make its own fructose
- The surprising role salt and dehydration play in fat accumulation
- What you can do to turn your survival switch off and protect your long-term health

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“The hummingbird, which we think of as lightweight and full of energy, does not simply become fat; it becomes diabetic... Yet [it] never gets diabetes complications.”

**THE HUMMINGBIRD HAS** one of the fastest metabolisms of any animal alive. It breathes at an incredible rate of 250 times a minute, and its heart beats 1,200 times a minute. Its metabolism is so fast that its normal body temperature would be a fever for us: 102° Fahrenheit. With such a high metabolism, it seems impossible that this bird could become fat. That is, unless there were a mechanism that was simply so powerful that it could overwhelm even the most metabolically fit animal in the world.

Every morning, the hummingbird sets out on a mission to find flowers bearing the sweet nectar the bird craves. While hummingbirds may eat an occasional insect, nectar comprises the vast majority of their diet, and their appetite for it is voracious; it drinks as much as four times its weight in nectar per day. This leads to a remarkable increase in body fat, such that by early evening 40 percent of its overall weight may be fat. Its liver becomes so fatty that it is glistening and pearly white. The hummingbird, which we think of as lightweight and full of energy, does not simply become fat; it becomes diabetic. The glucose concentration in its blood can soar to levels of 700 milligrams per deciliter (mg/dL) or more, levels that would send us to the emergency room.

Yet the hummingbird never gets diabetes complications. Why? Because it burns off the fat and blood glucose overnight; by morning, both the fat and the diabetes have disappeared. The hummingbird's metabolism is so high that it needs this fat to survive while it sleeps. And if it runs out of fat stores during the night, it responds by slowing down its heart rate and breathing, much like a hibernating animal does. This allows the hummingbird to endure until the sun comes out and it can feed once more.

There must be something special about nectar that it can make a bird with super metabolism fat and diabetic in a single day. Nectar consists almost entirely of sugar water, and contains sucrose

(which is broken down into glucose and fructose in the gut) as well as “free” glucose and fructose—suggesting that it is one, or all, of these sugars that trigger weight gain and the other features of the survival switch.

Nectar is one of the few foods in nature that has a high sucrose content. The main sugar responsible for the sweetness of foods in the wild is fructose, the dominant sugar present in fruits and honey. And there is some evidence that animals prefer fructose-containing fruits and honey as a means for becoming fat.

One of the best examples are bears. During the fall, the American black bear and the grizzly bear both dramatically increase their food intake, often approaching 20,000 calories a day, which results in a daily weight gain of eight to 10 pounds or more. One of their favorite foods is fruit, and a bear can eat an enormous amount of fruit in a very short time. One study found more than 60,000 Oregon grape seeds in one sample of bear scat, which is consistent with the bear having eaten approximately 10,000 grapes during the prior 24 to 48 hours.

Other animals also eat fruit as a means to gain fat prior to hibernation. In Madagascar there is a fat-tailed dwarf lemur that hibernates in warm weather. During Madagascar's dry season, there can be severe droughts. To prepare for this, the lemur will eat huge amounts of fruit during the wet season, gaining fat that it stores in its tail. Then, when the dry season comes, it will hole up in a tree hollow, drop its body temperature, and go into a deep sleep for up to six months, living off the calories and water produced as it slowly burns the fat off.

All of this suggests that something present in fruit may be a means for triggering weight gain and fat accumulation—and paired with what we know about hummingbirds, fructose seems the most likely culprit.

# THE GO-GIVER MARRIAGE

A Little Story About the 5 Secrets to Lasting Love

JOHN DAVID MANN AND ANA GABRIEL MANN

## KEY SELLING POINTS

- *The Go-Giver* has sold 1M copies and been translated into 30 languages
- John has been awarded the Nautilus Award, Axion Business Book Award (Gold Medal), and Taiwan's Golden Book Award for Innovation
- Ana is developing an official training program for *Go-Giver Marriage* coaches

## PUBLICITY AND MARKETING

- Pre-launch campaign, including exclusive “sneak peek” and “story-behind-the-story” Zoom calls, a Go-Giver Marriage Facebook “launch team” group, and promotion to email lists
- John has appeared on *In the Arena*, *The Brian Buffini Show*, *Reinvention Radio*, *Millennial Money Expert*, *Millennial Mastermind*, *Creative Warriors*, *The Influential Personal Brand*, and more
- Promotion through *The Go-Giver* podcast (nearly 700K downloads) and outreach to other podcasts, radio, and wedding planners



**John David Mann** is coauthor of more than 30 books, including four *New York Times* bestsellers and five national bestsellers; his classic 2008 parable *The Go-Giver* (coauthored with Bob Burg) earned the 2017 Living Now Book Award's “Evergreen Medal” given for its “contribution to positive global change.” Residence: Tampa, Fla.

**Ana Gabriel Mann, MA**, earned her degree in clinical psychology before going on to serve as a celebrated educator, therapist, corporate trainer, speaker, and coach. She currently coaches Go-Giver Marriage clients and leads the Go-Giver Marriage Coaches Training Program, training coaches from around the globe. Residence: Tampa, Fla.



**“To say love is what makes a marriage work is like saying it takes oxygen to climb a mountain. Yes, oxygen is necessary. But not sufficient.”**

**FROM THE COAUTHOR** of the bestselling *Go-Giver* series and his wife, a clinically trained therapist, this one-of-a-kind relationship guide shows readers how to unlock a deeply satisfying, abundant relationship based on simple, everyday acts of generosity.

A position has opened up at the top of the multinational giant Rachel's Famous Coffee, and Tom desperately wants the job. To gain the position, he must first go through a series of interviews with the company's top executives,

including its eccentric CFO, Jeremiah. Tom's wife, Tess, is facing her own challenges. The couple first met on the job, where Tess was a rising star—until her career was put on hold by the birth of their son with special needs. The trauma and heartbreak of the past six years has put tremendous stress on their marriage.

But Tom and Tess are about to have a transformational day. Over the next few hours, they will each learn from a wise cast of characters (including some surprise guests from previous *Go-Giver* stories) 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.

“This sweet, simple story conveys the essence of true love—and the simple daily practices that keep that love alive. The *Go-Giver Marriage* is a gem, destined to be a classic that couples will read for generations.”

—DAVID BACH, *NEW YORK TIMES* BESTSELLING AUTHOR OF *SMART COUPLES FINISH RICH*

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AND MARGRET MCBRIDE, MARGRETCBRIDE@MCBRIDELIT.COM

“Lasting love is like good health: more than any grand gestures or big, dramatic life changes, it’s built out of the little things you do every day. Sometimes the smallest things make the biggest difference—especially when you do them consistently.”

**LOVE IS A PRACTICE:** When the original *The Go-Giver* came out in 2008, it struck a chord throughout the business community. From mom-and-pops to multi-nationals, entrepreneurs to chambers of commerce, people began using the book to define a new values-based way of doing business in the 21st century.

But something else happened that we didn’t quite foresee. People started telling us they were using *The Go-Giver* not only in their businesses but also in their schools, churches, communities, and homes.

Even in their marriages.

And they started asking, “When will you write a *Go-Giver* book about building successful relationships?”

At the same time, for years friends had been asking the two of us, what was our secret? What kept our love so fresh and alive? We’d both been through plenty of hardships, both in our own lives and in our lives together. Yet through it all, our love and happiness only grew stronger. As one friend put it, “What’s your secret sauce?”

We gave that question quite a bit of thought, and eventually we both arrived at the same conclusion. Our secret sauce came down to one word: *giving*. We both approached our marriage with a spirit of generosity. Our own marriage, and all the marriages of people we observed and talked with over those years that exhibited that same kind of enduring love—love that grows and deepens with time, rather than being diminished by the stresses of life—embodied what we’ve come to know as the Pindar Principle: *The more you give, the more you have*.

That’s where these 5 Secrets come from.

In the sections that follow, we’ll look at each secret from three different points of view:

- *Why It Works:* A brief explanation of some of the concepts underlying each secret, in terms of our childhood development and maturation.
- *What It Looks Like:* A picture of how this

secret actually plays out in our day-to-day lives and behavior, with a few examples from the lives of friends and clients we’ve known.

- *Your Daily Practice:* A simple formula for how to put each of the 5 Secrets into practice every day.

You’ve probably heard the expression “practice makes perfect.” We don’t think this is true. Becoming perfect would mean there’d be no more room to improve and grow. In our experience, practice does not make you perfect—but it does make you better.

This is true for anything you do. It’s true for dancing, painting, carpentry, and baseball. For teaching, parenting, and coaching. It’s true for the practice of prayer and the practice of meditation.

And it’s true for lasting love.

It might not seem like love should be something you practice at—yet it is. Love can be a bolt from the blue, something that wallops you at first sight (as it did for Tom and Tess), or it can blossom over time from a friendship. But whatever form love takes, love that endures—lasting love—is a practice.

This practice does not make your love perfect, but it does make your love better: deeper, richer, more satisfying, more uplifting. It strengthens your bond, fortifies your capacity to hold each other up and be each other’s safe harbor in good times and bad.

And it is, absolutely, a practice.

Meaningful change doesn’t happen “someday.” It happens today, right now. To bring these secrets to life as an active, positive force in your relationship, make them something you do, consciously and intentionally.

Keep it simple. Lasting love is like good health: more than any grand gestures or big, dramatic life changes, it’s built out of the little things you do every day.

Sometimes the smallest things make the biggest difference—especially when you do them consistently.

# FREEDOM AT WORK

The Leadership Strategy for Transforming Your Life, Your Organization, and Our World

TRACI FENTON

## KEY SELLING POINTS

- Fenton is the founder and CEO of WorldBlu®
- Author developed the Freedom at Work™ framework, as well as the Freedom-Centered Leader™ and Freedom-Centered Cultures™ gamification platforms
- Author has shared her message in more than 100 countries at conferences and organizations including South by Southwest, Harvard University, Yale University, the CIA, Yahoo!, US Naval Academy, and TEDx
- Author is an *Inc.* magazine “Top 50 Leadership Innovator” and received the Game Changers Award for “Outstanding Results in Shaping the World”

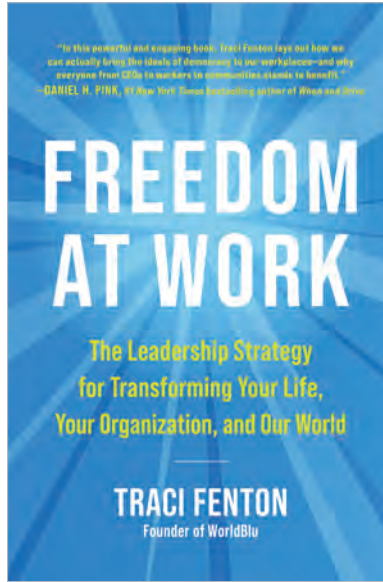
## PUBLICITY AND MARKETING

- Promotion to media that has previously featured Fenton and WorldBlu’s work, including *Fortune*, *Forbes*, *Fast Company*, *Wall Street Journal*, *Christian Science Monitor*, *New York Times*, *Inc.*, *BusinessWeek*, *US News & World Report*, BBC, and NPR
- WorldBlu.com
- Facebook: /WorldBlu
- Twitter: @WorldBlu
- LinkedIn: /WorldBlu



**Traci Fenton** is the CEO of WorldBlu and a globally recognized speaker, author, and transformational coach to CEOs and leaders worldwide.

She is a “Thinkers 50 Radar” award winner, and was named a “World-Changing Woman in Conscious Business” and a Marshall Goldsmith “Top 100 Coach.” Fenton and her WorldBlu team have helped hundreds of top companies and leaders at world-class organizations, including The WD-40 Company, DaVita, HCL Technologies, Mindvalley, Pandora, Podio, RevAsia, and Zappos. Residence: Palm Beach Gardens, FL.



Discover the leadership handbook our fear-based world desperately needs right now.

**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, such as The WD-40 Company, DaVita, Menlo Innovations, Zappos, Widen, HCL Technologies, Mindvalley, and more, revealing the proven

pathway to leadership success. This powerful strategy will benefit any leader at any level in any type of organization, from entrepreneurs to mid-level managers to the C-suite.

*Freedom at Work* is based on three key pillars:

- **Freedom-Centered Mindset:** Break through limitations, make better decisions, and act with clarity and confidence
- **Freedom-Centered Leadership:** Lead yourself and others from a place of freedom rather than fear
- **Freedom-Centered Organizational Design:** Develop a world-class culture based on the 10 principles of organizational democracy

This revolutionary guide will help make any organization high-performing and highly profitable, while creating a culture people love. What’s more, this book features practical strategies to help leaders grow their team or organization, improve revenue growth, and quickly pivot during a crisis or recession—all crucial components of robust companies.

*Freedom at Work* will help passionate leaders weave freedom and democracy into our global tapestry through the way they run their teams and organizations—ultimately transforming our world for the better.

9781953295491 • 6X9 • HARDCOVER • MARCH 2022  
304 PAGES • US \$26.95 / \$35.95 CAN • BUSINESS & ECONOMICS  
EBOOK: 9781953295835 • DISTRIBUTION: WORLD  
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# BAD REPUBLICAN

A Memoir

MEGHAN McCAIN

## KEY SELLING POINTS

- McCain's previous books have sold more than 25K copies
- Author has worked for ABC News, Fox News, MSNBC, and previously cohosted *The View*
- Current columnist at *The Daily Mail*

## PUBLICITY AND MARKETING

- Audiobook released as an Audible Original with more than 900 reviews and a 4.5-star average rating
- The audio version received coverage from *Variety*, *People*, *Entertainment Tonight*, *Rolling Stone*, *Extra*, *Hannity*, *WWHL*, *WSJ*, among others.
- The hardcover hopes to get additional coverage from *CBS This Morning*, *Bill Maher*, Fox, and a variety of print coverage.
- Instagram: @MeghanMcCain (473K followers)
- Twitter: @MeghanMcCain (790K followers)

**Meghan McCain** is a former cohost of ABC's *The View*, which she joined in October of 2017. While at *The View*, the show rose to new heights earning two daytime Emmy nominations for Outstanding Entertainment Talk Show Host. As the daughter of the late Senator John McCain, Meghan has been steeped in the high-stakes political arena since childhood. Often said to possess the McCain "maverick gene," Meghan has no qualms about saying what is on her mind, bragging that she inherited "my dad's heartburn-inducing ability to say what he thinks." Residence: Los Angeles, Calif.



Embracing her reputation as a “bad” Republican, Meghan McCain shares her personal and powerful story in her own words, with the unflinching candor she’s known for

**SHE TELLS OF** growing up the daughter of an American icon who shaped her life and details the heartbreaking final moments spent by his side. She recalls her (mis)adventures on the New York dating scene and brings us up to speed on meeting her now-husband. We hear her views on cancel culture and internet trolls as well as life backstage as the sole Republican at America’s most-watched daytime talk show—

and why she decided to leave.

Revealingly, she relays the awkward phone call she received from Donald and Melania and where she thinks the Republican Party and the country go from here. And with surprising candor, she divulges why a miscarriage and the birth of her daughter have 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 as personal as a story gets. It’s a memoir imbued with an unmistakable maverick spirit.

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200 PAGES • US \$27.95 / \$36.95 CAN • MEMOIR

EBOOK: 9781637742143 • DISTRIBUTION: WORLD

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# IF YOUR MOUTH COULD TALK

An In-Depth Guide to Oral Health and Its Impact on Your Entire Life

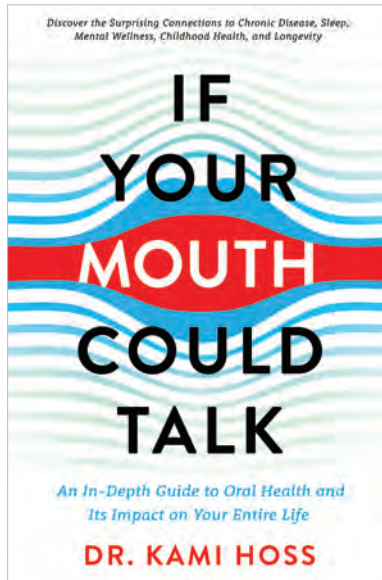
DR. KAMI HOSS

## KEY SELLING POINTS

- Hoss is the founder of The Super Dentists, one of the largest dentist-owned chains in the nation
- Author has more than 100 interviews, mentions, bylines in the last 12 months, including Health.com, *Inside Edition*, *Dentistry Today*, *Mel Magazine*, Fox News, *My Wakeup Call*, Romper, TheList, *Parents*, *First Time Parent*, *Healio*, *Cosmopolitan*, Mom.com, WebMD, U.S. News & World Report, *Consumer Reports*, Westwood One: Jim Bohannon, Cheddar, Scripps/ABC, Axios, and MEA Worldwide

## PUBLICITY AND MARKETING

- Outside publicist hired
- Planned direct-response marketing campaign to patients
- Planned healthcare professionals campaign to approximately 200K dentists
- Outreach to wellness influencers
- DrKamiHoss.com
- Facebook: /DrKamiHoss (5.4K followers)



Discover the surprising connections to chronic disease, sleep, mental wellness, childhood health, and longevity.

IT'S BEEN RIGHT under your nose this whole time—literally.

Your mouth is the gateway to your body and is the most critical organ for improving your health, from childhood onward. Everything in the human life cycle is related to the mouth: fertility, childbirth, sleeping soundly, success in school, finding a mate, getting a job, psychological well-being, avoiding chronic or systemic disease, and aging well. Your mouth is a window into the health of your body as a whole; from its microbiome to its structure, your mouth

impacts your physical and mental wellness in countless ways.

Unfortunately, the mouth-body connection has been largely neglected by American medicine ... until now.

*If Your Mouth Could Talk* is the result of more than 20 years of firsthand experience and research by renowned orthodontist and dentofacial orthopedist, Dr. Kami Hoss. In this groundbreaking work, Dr. Hoss connects the dots between oral health and whole-body health, offering a road map to a longer, more successful future for you and your family.

This isn't a book about brushing and flossing—or any of the other standard advice you get from your dentist. Instead, you'll hear about how to protect your mouth's microbiome, the effect of diet, the relationship between oral structure and sleep problems, how to breathe better, and more. This is an in-depth guide 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.

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**Dr. Kami Hoss** is a San Diego-based orthodontist and dentofacial orthopedist, author, and founder of The Super Dentists and Howard Healthcare

Academy. He is on the board of counselors at UCLA School of Dentistry where he previously received his doctorate in dental surgery. Dr. Hoss is a nationally recognized speaker and a sought-after expert focusing on oral health and its impact on overall health and emotional well-being. Residence: San Diego, Calif.

“The fact is that oral health is intimately connected to chronic, systemic disease. This includes many of the “big killers” we all fear: cancer, heart disease, diabetes, obesity, Alzheimer’s, and many others.”

**THIS IS NOT** a book about brushing and flossing.

It’s about a global health crisis affecting 3.58 billion people—nearly half of the entire human population (and no, it’s not a viral pandemic).

Let’s start with a few facts:

- **A 2018 Harvard University study showed that maintaining five healthy habits during your adult life could add 12–14 years to your life expectancy. Can you guess what these five habits are? Eating healthy, exercising regularly, maintaining a healthy body weight, not smoking, and not drinking too much alcohol.**

No surprises there. However . . .

- **Did you know that having a healthy mouth can increase your life expectancy by up to 10 years? And that a healthy airway can increase life expectancy by up to another 15 years? Which means that the health and development of your mouth can actually affect your longevity more than all of the go-to healthy lifestyle choices we’ve always known about . . . combined!**

The fact is that oral health is intimately connected to chronic, systemic disease. This includes many of the “big killers” we all fear: cancer, heart disease, diabetes, obesity, Alzheimer’s, and many others. We blame diet, environmental toxins, genetics, and sedentary lifestyles for these conditions. Surely those are all important factors, but have you ever heard someone connect these diseases to poor oral health? Probably not.

But they are intimately and directly connected.

Oral health matters because overall health is affected by it. By “oral health,” I mean two things: the balance of microbes that live in the mouth, which can either wreak havoc or support wellness, and the healthy growth and development of the structures of the mouth, which result in good airways and well-formed faces. By “overall health,” I mean physical health, social well-being, mental health, success in life, and longevity.

Already, you might be thinking, “But wait a minute!

I brush my teeth every day! Twice a day! I floss too . . . well, sometimes . . .”

If that is the case, my compliments—you are off to a good start. But again, this is not a book about brushing and flossing. Nor is it about any of the other general recommendations you can get at your dentist’s office. Those are important things we should all be doing, but if you’re not doing them, it’s not all your fault. You, your family, your friends, and everyone else are victims of a broken system that fails to educate us, fails to provide access to care, and fails to connect medical and dental expertise to recognize and appropriately treat disease. You are not the problem. But you can be a big part of the solution for yourself and for those you love.

This book is another part of the solution. In the following chapters, I will tell you about all of the profound ways your mouth is impacting your life and the lives of your children. In addition to affecting your overall risk of developing a devastating chronic illness, your mouth impacts your happiness, prosperity, behavior, mental health, sleep, and longevity.

By learning how and why your mouth has so much power over your life, you can harness that power for good! You can live more than a decade longer. You can find more confidence and happiness. You can sleep better. And you can give your children better lives and brighter futures.

Your mouth impacts everything, often silently, and without you even noticing. Once you start to be more aware, you’ll realize that taking care of your mouth is essential in order to have a good life. Your priorities will shift. You’ll equate skipping brushing with skipping eating or taking your medication. You will also understand how to dramatically lower your risk for many of the most dangerous and debilitating diseases that afflict our species.

#### **THE HEALTH CRISIS IN AMERICA**

Many of the oral health challenges we face as adults began in childhood, and these problems continue to plague today’s kids. Many children are not getting the care they need for the healthy development of their mouths, bodies, and minds. This is not because parents are neglectful. It’s because nobody is educating the public about the mouth/body connection.

# FROM BEAUTY TO BUSINESS

The Guaranteed Strategy to Building, Running, and Growing a Successful Beauty Business

KIYAH WRIGHT WITH SHIRLY NEAL

## KEY SELLING POINTS

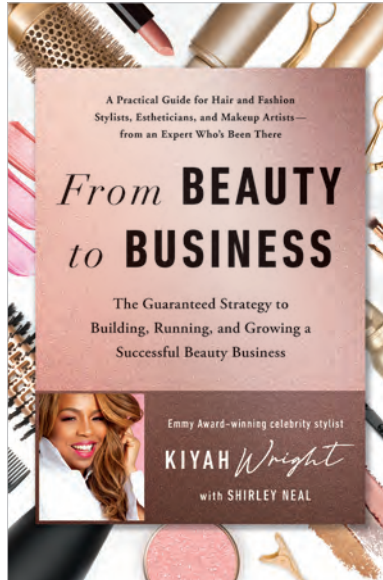
- Author is a frequent contributor to *People*, *Glamour*, *Elle*, *Vanity Fair*, *Vogue*, *Redbook*, *New York Times*, *SELF*, *Essence*, and *Ebony*, and has been featured on *Today*, *The View*, *The Real*, and *Kelly & Ryan*
- Author's clients include Hollywood A-listers with strong followings such as Tyra Banks (Twitter: 14M), Ciara (Instagram: 21M followers), Taraji P. Henson (13.6M), and Gabrielle Union (12M)
- Author is a brand ambassador for Procter & Gamble's Clairol Professional, Head & Shoulders, and Pantene
- Wright is a popular presenter at BeautyCon and other trade shows

## PUBLICITY AND MARKETING

- Planned collaboration with Cloutier Remix, a top beauty and hair agency
- Virtual book tour planned with hair/beauty industry bloggers and outreach planned for industry websites, including SalonGeek, HairTalk, and ModernSalon
- Author will integrate the book in her online courses and hands-on seminars with Pantene and The Aveda School
- KiyahWright.com; MuzeHair.com
- Instagram: @KiyahWright1 (74.7K followers)



**Kiyah Wright** is a two-time Emmy Award-winning celebrity hairstylist, beauty expert, and entrepreneur. She works with stars such as Halle Berry, Laverne Cox, Jennifer Hudson, Kerry Washington, and Halsey, and television shows including *Pose*, *Power*, *Black-ish*, *Celebrity Apprentice*, *Jimmy Kimmel Live!*, *America's Next Top Model*, and *America's Got Talent*. Kiyah also manages her Beverly Hills salon and her MUZE HAIR product line. Residence: Los Angeles, Calif.



**A practical guide to succeed in the beauty business, with insider tips from a two-time Emmy Award-winning celebrity hairstylist, beauty expert, and entrepreneur.**

**YOU KNOW YOU** have the talent to make it in the beauty industry, but figuring out where to begin can feel like a mystery—and cosmetology schools often don't prepare students for the *business* end of these jobs...which can make or break your career.

Entrepreneur and celebrity hairstylist Kiyah Wright knows exactly what it takes to amass wealth in the hair and beauty industry. From

the time she was just 14 years old and doing hair in her grandmother's basement for \$20 a pop, Kiyah had found her calling. By 17, she had 200 clients and netted more than \$60K a year. Now, 25 years later, she's at the top of her game with A-List Hollywood clientele, two Emmy Awards, two Hollywood Beauty Awards, a thriving business, and a million-dollar brand.

In *From Beauty to Business*, Wright breaks down her seven proven success principles that helped her achieve her goals:

- **Developing a success mindset**
- **Understanding the business of the beauty business**
- **Finding your niche**
- **Preparing for the unexpected**
- **Planning for your future**
- **Growing your platform to grow your profits**
- **Diversifying with multiple streams of income**

She also lays out crucial success strategies not taught in hair or beauty schools about entrepreneurship, finance, branding, marketing, product distribution, how to harness the power of social media, and how to build wealth. Whether you're working from your house or a salon, this book will set you up for success with practical tools for thriving in the beauty business on your own terms.

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# MASTER YOUR STRESS, RESET YOUR HEALTH

The Personalized Program to Calm Anxiety, Boost Energy, and Beat Burnout

DR. DONI WILSON

## KEY SELLING POINTS

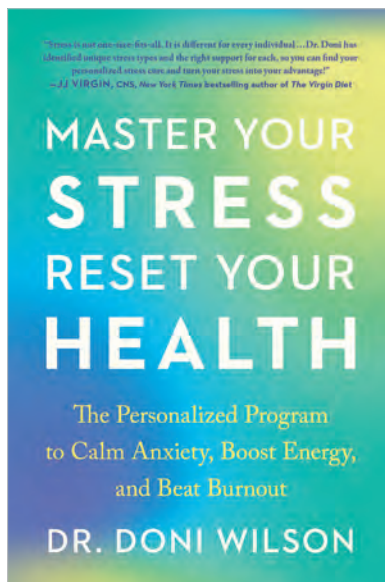
- One-of-a-kind stress assessment included in book
- Author is supported by some of the biggest names in natural health (JJ Virgin, Dr. Alan Christianson, and Dr. Joseph Pizzorno)
- Author previously sat on the board of the American Association of Naturopathic Physicians and was president and executive director of the New York Association of Naturopathic Physicians

## PUBLICITY AND MARKETING

- Author has appeared on/in NBC, ABC, FOX, CBS, *The Dr. Oz Show*, *Natural Solutions*, *HuffPost*, *Elle*, *First for Women*, *Natural Health*, and *mindbodygreen*
- Author has been featured on podcasts, including *Muscle Medicine*, *The Golden Hour*, *Extreme Health Radio*, *Pain-free and Strong*, and *The Spa Dr.*, and is the host of *How Humans Heal*
- Promotion to author's email list (60K subscribers)
- DoctorDoni.com (3.4M lifetime views)
- Twitter: /GlutenFreeDoc (16.8K followers)



**Dr. Doni Wilson** is a naturopathic doctor and natural health expert. In the process of solving her own migraines, she developed the Stress Recovery Protocol. For more than 20 years, Dr. Doni has helped patients overcome health challenges by crafting individualized strategies that address the whole body and the underlying causes of health issues. She is also the author of *The Stress Remedy*. Residence: Port Jefferson, N.Y.



Learn to manage stress and overcome anxiety with this customizable breakthrough program.

**WE HAVE COME** to accept stress and anxiety as being hand-in-glove with being successful. Many of us believe that we are supposed to be superhumans and just ignore stress—carrying on with long hours and sleepless nights, suffering quietly with the headaches, tension, and stomach sensitivity, rather than risk being perceived as unable to “keep up” with the demands of modern life. 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.

Dr. Doni Wilson shows that the key to breaking the cycle is finding and treating your unique *stress type*. She has found that people generally fall into one of five types based on their adrenaline and cortisol levels throughout the day: Night Owl, Stress Magnet, Yawning on the Go, Tired and Wired, or Sluggish and Stressed. In this groundbreaking book, she'll help you identify your stress type—and give you the tools to overcome adrenal distress and make stress work for you.

Your pattern is unique—even in similar situations, different people may respond to that stress in a completely different way. Dr. Doni's customizable CARE program is simple: Clean eating, Adequate sleep, Recovery, and Exercise. She shows you how to tailor each step of the program to allow you to:

- Overcome exhaustion and fatigue
- Clear up brain fog
- Stop insomnia
- Relieve chronic muscle pain and digestive issues
- Increase energy

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# LONGSHOT

How Political Nobodies Took Andrew Yang National—and the New Playbook That Let Us Build a Movement

ZACH GRAUMANN

## KEY SELLING POINTS

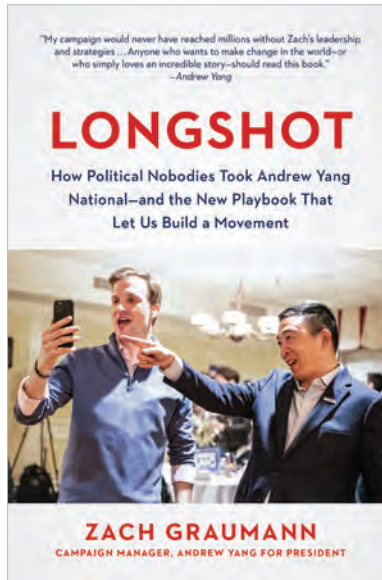
- Graumann was the campaign manager for Andrew Yang's 2020 presidential campaign
- Author and his work have been featured in the *New York Times*, *Business Insider*, *Washington Post*, *Rolling Stone*, *POLITICO*, *Daily Beast*, and on the *Late Show with Stephen Colbert*
- Author regularly speaks as an expert in innovative marketing, entrepreneurship, impact investing, and strategic philanthropy
- Author is cohost of the *Yang Speaks* podcast with Andrew Yang (80–100K listeners per episode)

## PUBLICITY AND MARKETING

- *Yang Speaks* podcast will host live events with ticket buyers who can purchase the book upon attending
- Author will promote heavily to Andrew Yang's email list (1M subscribers) and social media channels (3.1M+ followers)
- Twitter: /Zach\_Graumann (45.2K followers)



**Zach Graumann** is an entrepreneur, political operative, marketing expert, and former Wall Street executive. As manager of Andrew Yang's 2020 presidential campaign, he led the "longer than long shot" (*New York Times*) to a top-five contender nationwide. Raising nearly \$40 million in an average of \$35 increments, Yang's nationwide support propelled him to seven Democratic primary debates. Graumann is also the cofounder and chairman at SuitUp, an education nonprofit that brings companies into the classroom to increase career awareness and marketable skills for low-income students, impacting more than 10,000 students across the country. Prior to entering politics, Zach was the Head of Client Philanthropy Solutions at UBS Wealth Management Americas. Residence: New York, N.Y.



**Andrew Yang's campaign manager takes you on a tour through the ups, the downs, and the math of Yang's 2020 campaign for president, and shares the playbook his team used to navigate the attention economy.**

**ANDREW YANG DID** not win the 2020 Democratic primary, let alone the presidency of the United States. But chances are you know who Andrew Yang is, and you may well be part of the 75 percent of Americans who now support Universal Basic Income—both facts that would have seemed beyond unlikely at the start of Yang's campaign. That campaign was helmed by Zach

Graumann: entrepreneur, marketing expert, and, at the time, political nonentity. In fact, when Graumann joined Yang 2020, no one on the team was an expert in campaigning, but they all shared a fervent desire to change the future.

Yet, despite that inexperience, by the time Yang dropped out of the race in early 2020, he'd not only outlasted six senators, four governors, and three members of Congress, he'd become one of the most recognizable, popular political figures in the country.

Now, for the first time, Graumann tells the story of how Yang went from nobody to national presence, breathing life into the behind-the-scenes antics of the unusual campaign that started a movement. In the process, he demystifies the world of political campaigns and provides takeaways that will help not only the next generation of campaign managers, but anyone who wants to break into a new industry—or stand out in their current one.

A book for everyone from members of the Yang Gang who want the inside story to businesspeople looking for self-improvement to anyone who has ever had a dream that felt bigger than they were, *Longshot* reminds you that sometimes, longshots aren't quite as long as you think.

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224 PAGES • US \$26.95 / \$35.95 CAN • POLITICAL SCIENCE  
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# HAPPY MIND, HAPPY LIFE

The New Science of Mental Well-being

DR. RANGAN CHATTERJEE

## KEY SELLING POINTS

- A practicing GP for the last two decades and resident BBC Breakfast doctor, Dr. Rangan Chatterjee is regarded as one of the most influential doctors in the UK
- Previous US releases have sold 20K+ copies

## PUBLICITY AND MARKETING

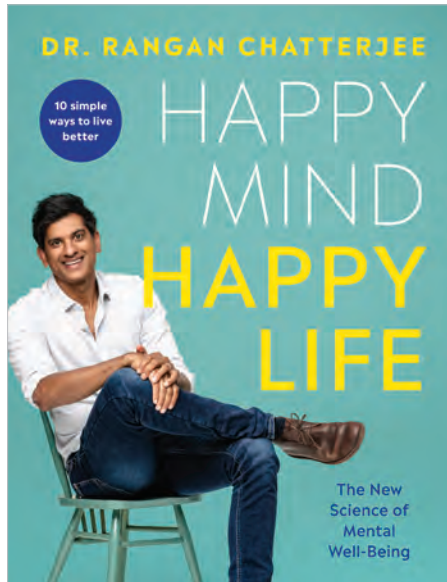
- Author hosts one of the biggest health podcasts in Europe, *Feel Better, Live More*, which has been #1 on Apple podcasts and has received more than 8M total downloads
- Author will be traveling to the US for LA and NYC media interviews
- Planned podcast interviews with Jay Shetty, Mark Hyman, Lewis Howes, and more
- Website: [DrChatterjee.com](http://DrChatterjee.com)
- Instagram: [@DrChatterjee](https://www.instagram.com/DrChatterjee)
- Twitter: [@DrChatterjeeuk](https://twitter.com/DrChatterjeeuk)
- Facebook: [DrChatterjee](https://www.facebook.com/DrChatterjee)



### Dr. Rangan Chatterjee

is one of the most influential doctors in the UK. A practicing GP for the last two decades and resident *BBC Breakfast* doctor,

Dr. Chatterjee wants to inspire people to transform their health through making small, sustainable changes to their lifestyles. Leading the charge on how healthcare and medicine is understood in the UK, Dr. Chatterjee recently cocreated a lifestyle medicine course with the Royal College of GPs, which has now been delivered to over 400 GPs and health care professionals. Host of the #1 iTunes podcast, *Feel Better, Live More*, and presenter of BBC 1's *Doctor in the House*, Dr. Chatterjee is the author of two *Sunday Times* bestselling books and his TED talk, "How to Make Diseases Disappear," has now been viewed over 2.6 million times. Residence: Wilmslow, England.



## The science is clear:

**Happiness plays a vital role in your health. Learn how to make it a priority.**

**DURING HIS 20** years as a general practitioner, Dr. Rangan Chatterjee, author of the international bestseller *Feel Better in 5*, has seen first-hand that motivation isn't always enough for us to maintain a healthy lifestyle. It's only when we learn how to support our own mental well-being and cultivate core happiness that these choices become easy.

In *Happy Mind, Happy Life*, Dr. Chatterjee shares cutting-edge insights into the science of happiness and reveals 10 simple ways to put you back in control of your health. It features real-life case studies and more than 20 practical exercises, including lessons on how to:

- **Find your flow**
- **Create distance from your phone**
- **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.

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272 PAGES • US \$22.95 / \$29.95 CAN • HEALTH & FITNESS  
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# THE ROMANCE OF REALITY

How the Universe Organizes Itself to Create Life, Consciousness, and Cosmic Complexity

BOBBY AZARIAN

## KEY SELLING POINTS

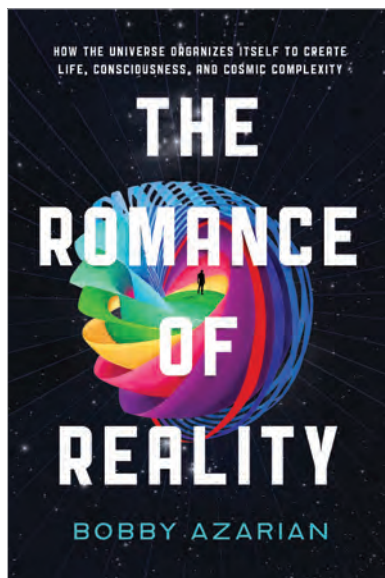
- Azarian is a cognitive neuroscientist and science journalist
- Author's blog, *Mind in the Machine*, is hosted by *Psychology Today* and has received more than 5M views
- Author has been interviewed on the *Alan Colmes Show*, Newstalk National Radio Ireland, *Damage Report* (YouTube: 155K views), and the *David Pakman Show* (YouTube: 90K views)

## PUBLICITY AND MARKETING

- Author plans to create 6+ short promotional videos explaining key chapters
- Promotion to science, tech, politics, and spirituality podcasts and YouTube channels
- Author will write book-related articles for the *Atlantic*, *New York Times*, *BBC Future*, *Scientific American*, *Slate*, *HuffPost*, *Quartz*, *Daily Beast*, and *Aeon*
- Academic outreach to science and philosophy departments
- BobbyAzarian.com
- Facebook: /SexyScientists (10K followers)



**Bobby Azarian, PhD**, is a cognitive neuroscientist and a science journalist with more than 100 published articles on science, technology, and philosophy. He has authored five academic papers, published in prestigious peer-reviewed journals such as *Human Brain Mapping*, *Cognition & Emotion*, and *Acta Psychologica*. Azarian is the brain behind the popular *Psychology Today* blog, *Mind in the Machine*. He partnered with the *Atlantic* and *HuffPost* to create viral videos, and was a consultant and researched for the YouTube Premium psychology-based series *Mind Field* (season two), which was nominated for an Emmy Award. Residence: Arlington, Va.



*Why do we exist?* This question has long been viewed as the province of religion and philosophy. But what if science has had the answers all along?

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. In engaging, accessible prose, Azarian outlines the fundamental misunderstanding of thermodynamics at the heart of the old assumptions about the universe’s evolution, and shows us the evidence that suggests that the universe is a “self-organizing” system, one that is moving toward increasing complexity and awareness. Under this paradigm, life and consciousness are viewed not as statistical anomalies, but as an inevitable consequence of natural laws, with sentient life playing a central role in the universe’s future.

The great cosmologist and science communicator Carl Sagan once said of humanity, “We are a way for the cosmos to know itself.” *The Romance of Reality* shows that this poetic statement in fact rests on a scientific foundation, and gives us a new way to know the cosmos, along with a riveting vision of life that imbues existence with meaning—nothing supernatural required.

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# EXPRESSLY HUMAN

Decoding the Language of Emotion

MARK CHANGIZI AND TIM BARBER

## KEY SELLING POINTS

- Changizi is a cognitive scientist who has published more than three dozen scientific journal articles and has been featured in numerous newspaper and magazine articles
- Changizi's previous books include *The Brain from 25,000 Feet*, *The Vision Revolution*, *Harnessed*, *Human 3.0*, and *On the Origin of Art*
- Changizi regularly keynotes at scientific events, art galleries, and museums, and has appeared on shows, including Discovery Channel's *Head Games* and National Geographic's *Brain Games*

## PUBLICITY AND MARKETING

- Targeted outreach and mailings to academics and professionals focused in clinical psychology
- Authors will promote at in-person and virtual events, keynotes, and conferences
- Changizi.com
- Twitter: @MarkChangizi (35.4K followers)



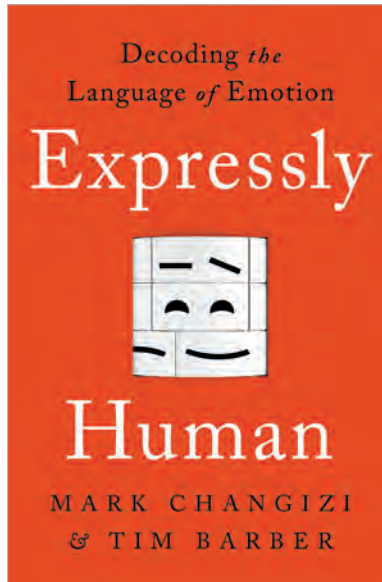
**Mark Changizi** is a cognitive scientist with several previous books about his research, including *The Vision Revolution* and *Harnessed*. He has been a

researcher and/or professor at University College Cork, Duke University, Caltech, and Rensselaer Polytechnic Institute. Residence: Columbus, Ohio.



**Tim Barber** earned his PhD from Princeton in mathematics and has had a long interest in diagnosing the algorithms that underlie the uniquely human

capacity for reasoning. He is a serial entrepreneur with highly successful companies such as Kount and ClickBank.



**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.**

**GOOD COMMUNICATION, CONVENTIONAL** wisdom suggests, is calm, logical, rational; emotions,

we're told, just get in the way. But what if those emotional overtones are the main messages we're sending to one another, and all that logical language is just window dressing?

Over billions of years of evolution, animals have become increasingly sophisticated and increasingly sentient. In the process, they evolved emotions, which helped improve their odds of survival in complex situations.

These emotions were, at first, purely internal. But at some point, social animals began expressing their emotions in increasingly dramatic ways. These emotional expressions could accurately reflect internal emotions (smiling to express happiness)—or they could be quite different (smiling to cover up that you're *actually* furious, but can't tell your boss that without risking your job).

*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 human communication. It will revolutionize the way you see every social interaction, from deciding who gets the last slice of pizza to multimillion-dollar business negotiations, and change your definition of what makes us human.

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# UNMASK ALICE

LSD, Satanic Panic, and the Imposter Behind the World's Most Notorious Diaries

RICK EMERSON

## KEY SELLING POINTS

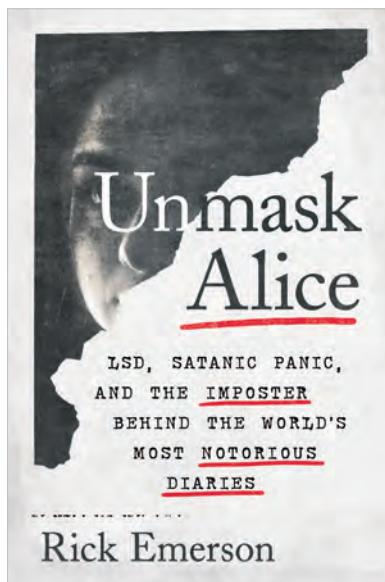
- Based on the iconic *Go Ask Alice* (1971, 5M copies sold) and *Jay's Journal* (1978, 154K copies sold)
- Emerson hosted the brainy, pop-culture talk radio show, *The Rick Emerson Show* (CBS Radio/Entercom Communications), for 15 years until 2012
- Author colaunched a studio, ENN, to produce and manage pop-culture podcasts, and has connections to regional media
- Author is a recurring guest on Sinclair Broadcasting's *AM Northwest*

## PUBLICITY AND MARKETING

- Promotion to author's many media contacts, including W. Kamau Bell (host of CNN's *United Shades of America*), Lisa Desjardins (political director of PBS NewsHour), Eli Saslow (*Washington Post* Pulitzer Prize-winning journalist), and Steve Kastenbaum (NY bureau chief for Westwood One News, heard on 900+ affiliates across the US)



**Rick Emerson** landed his first radio job while still in high school, then worked in markets across the United States (including Salt Lake City, where much of *Unmask Alice* takes place), before moving to Portland, Oregon, where he hosted the nationally-syndicated *Rick Emerson Show*. In 2011, he coauthored *Zombie Economics: A Guide to Personal Finance* and cofounded podcast-management company ENN. He's a regular guest on Sinclair Broadcasting's *AM Northwest*, and can be seen in occasional television roles (*Grimm*, *Leverage*) as well as several indie films. In 2017, *The Oregonian* named him one of Portland's "Fifteen Media Legends" alongside Carrie Brownstein (*Portlandia*) and animation icon Mel Blanc. Residence: Portland, Ore.



**Two teens, two diaries, two sordid scandals. All from the same dark place: a serial con artist who betrayed a grieving family, stole a dead boy's identity, and swindled her way to the National Book Awards.**

**FIRST PUBLISHED IN** 1971, *Go Ask Alice* shocked readers and reinvented the young adult genre. Fifty years and 5 million copies later, *Go Ask Alice* is more than famous—it's iconic. Even people who haven't read it know the basics: *Some teenager's diary... she's hooked on drugs... it might be fake... doesn't she die at the end?*

But Alice was only the beginning.

In 1979, another "real" diary rattled the nation. The posthumous account of a boy lured into devil-worship, *Jay's Journal* spurred the Satanic Panic—a literal witch hunt that lasted for decades, shattering lives and poisoning whole communities.

*Unmask Alice: LSD, Satanic Panic, and the Imposter Behind the World's Most Notorious Diaries* is the true story of a young-adult blockbuster... of a terror that stalked 1980s America... and of the ruthless charlatan behind both.

Author and veteran radio/television broadcaster Rick Emerson spent five years unearthing and assembling this amazing and nearly unbelievable story: interviewing central and peripheral players, visiting key locations, and sifting through tens of thousands of documents.

The story stretches from Hollywood to Quantico, and passes through a tiny patch of Utah desert called "the fraud capital of America." It's the story of a doomed romance and an unhinged celebrity. Of a lazy press and a public mob. Of two suicidal teenagers, and their exploitation by a literary vampire. *Unmask Alice* is the gripping true story of a pop-culture smash—and its ugly, ongoing fallout.

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“The no-name approach made perfect sense. Connecting with readers meant stepping back and letting the dead girl speak; it was *her* story, after all, and some looming adult presence would muffle the impact. Besides, ‘Anonymous’ was intriguing—it got people talking.”

**SPARKS COULDN'T BELIEVE** what she was hearing. Prentice Hall wanted her name off the book. Off the book *she* had brought them.

“*Go Ask Alice* by Anonymous.” That’s what they wanted. No mention of Sparks at *all*, not as editor or anything else. It was too *adult*, they said.

*Kids don't want to be lectured, not by a grown-up. Keep it clean and simple. “Go Ask Alice by Anonymous.” It's better.*

Really? Better for whom?

Sparks’s agent, Clyde Vandeburg, talked about the money, missing Sparks’s real priority. If *Alice* performed, she could use it as a springboard—a way to get more book deals. But that only worked if her *name* was on it. And where did Prentice Hall *get* this diary, anyway? From *her*. She’d handed it to them, and now they wanted to erase her? Fat chance. And why wasn’t Vandeburg pushing back? What were agents for?

Vandeburg explained again, and this time, Sparks understood. It wasn’t Prentice Hall’s idea. Vandeburg—her *own agent*—had suggested it. Without even asking her.

Sparks went nuclear. After 30 years of climbing, and with the top in sight, she wasn’t taking her name off anything. She’d walk first, and said so. Maybe they’d rather have no book at all—how about that?

At first glance, Sparks had a valid complaint. Removing her name from *Alice* seemed egregious and unfair, the worst kind of know-it-all meddling. *Never mind the credit, little lady. Just take the money and smile.*

That the idea came from her own agent was even more galling. Vandeburg was supposed to represent Sparks’s interests, and only Sparks’s interests. Instead, he’d sold her out, and still got 10 percent.

But Sparks didn’t have much leverage. By her own account, she’d only “assembled” the dead girl’s writing, and even then, it wasn’t finished. (It showed up in a *paper bag*, after all.) Kathryn Fitzgerald was the hands-on editor; she was turning the scraps and notes into a real, sellable book.

That made Sparks a courier.

Really, when you thought about it, Sparks had no reason to expect *any* kind of credit. A finder’s fee, sure. Even royalties, if *Alice* performed. But a credit? For what?

Vandeburg might also have sensed that Beatrice Sparks was a walking gray zone. When she talked about the dead girl, dates and details shifted, almost at random. Alice died in May, but sometimes November. Alice herself gave Sparks the diary, except when her parents did it. At other times, Sparks mentioned “interview tapes” she’d made with Alice, but nobody ever heard them.

When discussing her own past, Sparks was no better. Had she *attended* UCLA or actually graduated? Was she a psychiatrist or a psychologist? Or was it a psychotherapist? Had she really taught at BYU?

Either Sparks was lying—about nearly everything—or she had a strange kind of amnesia. Regardless, she was a risk. Putting her name on *Go Ask Alice* would mean interviews, and interviews could spell disaster, no matter how true the story was.

Art Linkletter was throwing his weight behind *Alice*, and Vandeburg wasn’t about to kill the project. Sparks would get paid, and if things went well, she’d get another book deal. But her name on the cover? Not happening.

The no-name approach made perfect sense. Connecting with readers meant stepping back and letting the dead girl speak; it was *her* story, after all, and some looming adult presence would muffle the impact. Besides, “Anonymous” was intriguing—it got people talking.

Sparks was cooked. She could fight her publisher *or* her agent, but not both. If she dug in, they’d find a way to void the deal, and even if they didn’t, she’d be hobbled right out of the gate; she’d be a malcontent, with no support from anyone.

It was an impossible choice—and no choice at all. Sparks, defeated, gave in.

On February 2, 1971, her lawyer typed out a letter agreeing to the new deal. Page two held the gist:

*As you already know, Mrs. Sparks is dedicated to assisting young people through the new book, and is willing to remain anonymous in order to get the message before the public.*

Beatrice Sparks had just been erased from her breakthrough.

# MATT HOLT BOOKS

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## DEAR READER,

It’s hard to believe that this April marks one year since we launched our very first book in the Matt Holt Books imprint. But what a year it’s been. We celebrated our first national bestsellers (*Lead With We, Dear William, Roadmap to a Brighter Future, Lead from the Core, Remarkable, Tractor Wars*), and launched dozens of new books into the market. We learned and grew as a team and faced many challenges together. (Remember when the industry ran out of paper? That was fun.)

But this year, pandemic or not, we continue on stronger than ever and we’re so incredibly excited to share our Spring 2022 lineup with all of you. Our theme this season is creating something new; from starting a food or beverage business (*So You Wanna: Start a Food or Beverage Business*), to creating an e-commerce empire (*How to Get Paid for What You Know*), you’ll find the resources you need to help you on your journey within the pages of our Spring 2022 catalog.

This season, we have an intriguing mixture of first-time and veteran authors. On the newer side we have authors such as Takako Hirata, who uses her extensive international experience to teach executives and managers how to navigate the unique challenges of remote work in *The Virtual Leader*. In the veteran’s arena, we have bestselling authors such as Rick Brandon and Jeffrey Pfeffer, whose books will help readers to survive and thrive in *Straight Talk* and teach people what they need to do to have more influence and success in *The 7 Rules of Power*.

But it’s not all boardrooms and bootstrapping. From AI (*Marketing Artificial Intelligence*) to real estate (*40 Days of Farming*), you’re sure to find the insights you need to have a powerful 2022 in our spring lineup. From all of us here at Matt Holt Books, we thank you for your continued support and look forward to sharing our stories with you this season.

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



# THE PUBLIC RELATIONS HANDBOOK

EDITED BY ROBERT L. DILENSCHNEIDER

## KEY SELLING POINTS

- A-level influencer campaign to reach Fortune 200 CEOs, CTOs, and heads of communications and the deans and presidents of the Top 50 US business schools
- Dilenschneider served as president and CEO of Hill and Knowlton, Inc. before forming The Dilenschneider Group
- Social media expert hired to advance the book through all avenues, including radio interviews and podcasts

## PUBLICITY AND MARKETING

- Bestseller campaign planned
- Bulk sales opportunities through author's connections as a former board member for the Institute of International Education, North American Advisory Board of The Michael Smurfit School of University College Dublin, Council on Foreign Relations, Economic Clubs of New York and Chicago, American Red Cross, National Academy of Television Arts and Sciences, and Bretton Woods Committee
- Promotion through The Dilenschneider Group's Civility in America Lecture Series
- RobertLDilenschneider.com
- Twitter: @DGI\_NYC

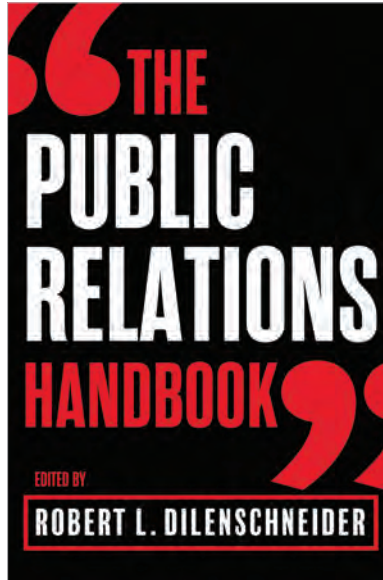


### Robert L. Dilenschneider

formed The Dilenschneider Group in October 1991.

Headquartered in New York and Chicago, the firm provides

strategic advice and counsel to Fortune 500 companies and leading families and individuals around the world, with experience in fields ranging from mergers and acquisitions and crisis communications to marketing, government affairs, and international media. Dilenschneider started in public relations in 1967 in New York, shortly after receiving an MA in journalism from Ohio State University and a BA from the University of Notre Dame. Residence: Darien, Conn.



- Communicating with the investment community
- Supporting top management in the event of a crisis or scandal
- Positively positioning the company's commitment to environmental, social, and governance issues

*The Public Relations Handbook* has been an indispensable guide for public relations professionals since the first edition was published in 1967. This new fifth edition explains how to navigate a far more complex and constantly changing digital world while facing new challenges presented by financial, economic, political, public health, and societal issues. Editor Robert L. Dilenschneider is a communications executive who has called on leading practitioners in the field to address the specific skill sets, strategies, and execution capabilities that public relations professionals need today.

The scope of public relations is always expanding. Today's professionals must be prepared to deal with a wide variety of people, issues, and topics. *The Public Relations Handbook* will help all practitioners in the field advance their personal growth, success, and careers.

To be a successful public relations professional, it's no longer enough to be great at writing press releases and establishing media contacts.

**THE PUBLIC RELATIONS HANDBOOK** is a comprehensive and invaluable guide for public relations practitioners in the 2020s and beyond, covering the multitude of skills needed in the current environment, including:

- Supporting a company's marketing and sales
- Leveraging social media
- Managing government relations
- Working with the media effectively

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# HOW TO F\*CK UP YOUR STARTUP

The Science Behind Why 90% of Companies Fail—and How You Can Avoid It

KIM HVIDKJAER

## KEY SELLING POINTS

- Hvidkjaer is CEO of his most recent startup, Simply CRM, which maintains email lists with thousands of subscribers
- Author has worked with major brands, including LEGO, PlayStation, Motorola, and Huawei

## PUBLICITY AND MARKETING

- Bestseller campaign planned
- Promotion through Simply CRM clients and related email lists
- Promotion through paid social advertising
- Early interest from top brand partners including Upwork, Freelancer, and Fiverr
- KimHvidkjaer.com



**Kim Hvidkjaer** was 29 years old the day he realized he was a millionaire. Two years later, after a cluster of self-described “fuck-ups,” he had lost more money than the average American earns in a lifetime. Now 43 and having rebuilt his fortune as the founder of several successful enterprises, Kim has become an expert in failure. Of course, failure was never something Kim anticipated dedicating his life to; he started his first company at 19, itching for success, and has worked as a serial entrepreneur, investor, board member, and business advisor ever since. With experience across the entertainment, media, FMCG, hosting, SaaS, utility, and broadband industries, he was named one of Denmark’s “6 Rising Stars” in 2008 and joined Mensa “just for fun” in 2009. Residence: Copenhagen, Denmark.



- Attitude mistakes
- Business model missteps
- Market research missteps
- Funding and financial blunders
- Product development errors
- Organization oversights
- Sales slip-ups
- Growing pains

Most important, Hvidkjaer tackles how to avoid these problems and what to do when your business has gone wrong. Chock-full of easy-to-follow lessons that will keep you from f\*cking up your own startup, this down-to-earth guide offers crucial, actionable advice for seasoned business owners and startup founders alike.

A master class in failure, *How to F\*ck Up Your Startup* is required reading for maintaining hope in the face of missteps and for achieving success.

“Entertaining and thought-provoking. Destined to be a classic in the field of entrepreneurship.”

—CAROLINE AHLEFELT, CEO AND FOUNDER OF TOMORROW,  
AND FORMER BOARD MEMBER OF LEGO

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“The digital pioneer and highly successful serial entrepreneur Tim Frank Andersen once advised me something along these lines: If you’re ever approached to invest in a startup that requires ‘educating’ consumers on its necessity, keep your money and run.”

### **BUSINESS MODEL F\*CKUP #3:**

#### **THE PROBLEM-LESS SOLUTION**

Be careful if your business idea hinges on changing people’s habits. If you’re solving an obvious problem in a new way, that’s great. But if you’re trying to change a problem that most people don’t think of as a problem, you’re in for an uphill battle.

In the digital age, an all-too-common example of the Problem-less Solution is when a startup attempts to digitize something that’s better done by hand, the old-fashioned way.

The digital pioneer and highly successful serial entrepreneur Tim Frank Andersen once advised me something along these lines: If you’re ever approached to invest in a startup that requires “educating” consumers on its necessity, keep your money and run.

Remember Juicero, the at-home juice appliance? Founded by Doug Evans and Jeff Dunn, the make-your-own-organic-juice-at-home product aimed to rival any down-the-block juice bar with a fancy Wi-Fi-connected appliance that lived on your kitchen counter. Initially priced at almost \$700, the customer base was exclusive (read: limited). The device only worked with their custom pouches (priced at another \$5–\$7 per pouch, mind you) with printed QR codes for the machine to read. Guess what happened when a QR code was unreadable by the machine? You’ve got it. Absolutely nothing. No delicious organic freshly made juice—just the sting of aggravation. Oh, and Bloomberg later had fun mocking the company, noting how anyone could easily just squeeze the pouches by hand—in practice rendering the hardware thingie worthless. Einstein (Ben Einstein, the venture capitalist, not the theoretical physicist) even did my favorite hobby of deconstructing the press, only to conclude that it was overly complicated, which also inflated the price tag. So after floundering on the market for a few more months, this Silicon Valley startup went bankrupt. Why? Because the product didn’t actually solve a problem.

### **THE FIX:**

#### **FOCUS ON THE PROBLEM**

Even Einstein (yes, now I’m referring to the physicist) agreed that focusing on the problem required more time and energy than a solution. In fact, when presented with the concept of having one hour to solve a problem, he declared he’d spend 55 minutes thinking about the problem and only five on solutions. He remarked that the more time spent considering the problem, the more quality solutions one will find. Only when one can home in on the issue at hand and all the components entrenched in what makes a problem an actual problem can someone develop an excellent solution that holds value.

So, how can we fix this? In five simple steps:

1. Write down the problem, not a specific solution (visualize the blank paper and Juicero must have had).
2. Determine if it’s what BigCommerce co-founder Mitchell Harper calls a Tier 1 problem (i.e., painful enough for the target audience to care enough). Think headache pills, not vitamin pills. If it’s not, keep writing problems until you land on a Tier 1 problem.
3. Correctly determine the currently existing solutions, and look for pain points in existing solutions.
4. Verify there’s a budget for a solution.
5. Use your prospects to define your road map.

Remember, Tier 1 problems affect the largest possible market share for your product or solution. If you’re struggling to find the right problem to solve, start with an issue you’ve personally encountered. This personal experience and relatability is a starting point to test if a problem applies to enough other people to develop a solution.

# CULTIVATING CULTURE

101 Ways to Foster Engagement in 15 Minutes or Less

BRAD FEDERMAN

## KEY SELLING POINTS

- Federman is the founder and CEO of PerformancePoint LLC, a national consulting and training firm
- Author is a former EVP of Novations Group and held leadership positions with Accenture and Humana Inc.
- Author is a member of the Forbes Coaches Council
- Author is an experienced public speaker and is frequently requested to speak at conferences and business meetings worldwide
- Author has been featured on/in Fox Business News, *HR Professionals Magazine*, *American Banker*, *Fortune Small Business*, *Los Angeles Times*, and *HR Magazine*

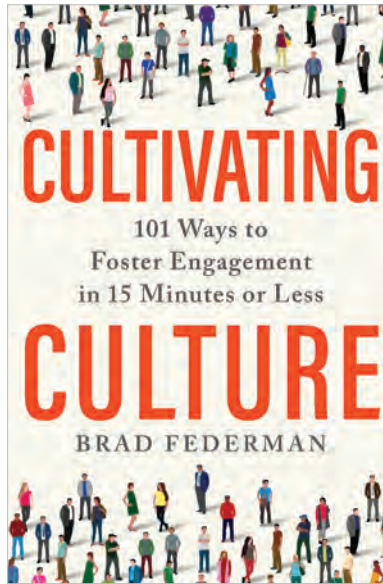
## PUBLICITY AND MARKETING

- Outreach and potential bulk sales opportunities through author's connections at Nordstrom, FedEx, Gemini Hospitality, Kaiser Permanente, Mayo Clinic, Blue Cross Blue Shield, Deloitte & Touche LLP, Hewitt and Associates, Gillette, Polo Ralph Lauren Corporation, Walmart, AT&T Wireless, Dow Chemical Company, Nextel, Genentech, Amgen, Tyson Foods, Subaru of America, New York Life, St. Jude Children's Research Hospital, and Gulf Bank
- BradFederman.com



**Brad Federman** is a speaker and consultant with more than 25 years of corporate experience in leadership, creating employee and customer experiences,

building resilient relationships, and promoting collaborative cultures. He is the founder of PerformancePoint LLC, and his background includes sales, marketing, product development, and operations. Federman is also the author of *Employee Engagement* and *Jump Start*. Residence: Memphis, Tenn.



Perhaps your company culture is immortalized in a mission statement on your website or framed on your office walls, but how often are you actively cultivating those values?

**CULTURE CANNOT BE** a set-it-and-forget-it aspect of your business. Weaving culture-building into your daily and weekly activities strengthens the engagement of your people and reinforces the key principles of your desired culture, making it a reality.

In *Cultivating Culture*, author, speaker, and leadership coach Brad Federman provides actionable tools for immediately promoting

better teamwork, creating two-way conversations with your people, and gaining better feedback about how things are really going.

With the belief that *we are what we talk about*, Federman offers more than 100 ways to engage your team in conversations that matter. Make your meetings about more than tasks, deadlines, and problems, and instead utilize *Cultivating Culture's* pre-meeting notes and activities to grow a deeper understanding of the work you're doing and why.

Activities are divided into eight key focus areas:

1. Leadership
2. Communication
3. Talent development
4. Inclusion
5. Team harmony
6. Solution seeking
7. Safety
8. Serving your customers

Regular attention to these principles will not only sustain your culture and amplify the presence of your values at work, but also result in exponential growth in all your endeavors. *Cultivating Culture* is your practical, accessible guide to becoming the most effective leader you can be, 15 purposeful minutes at a time.

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# SO YOU WANNA: START A FOOD OR BEVERAGE BUSINESS

Discovering Your Bias & Blind Spots While Navigating the Consumer Packaged Goods Industry

DOUGLAS RAGGIO

## KEY SELLING POINTS

- Author is frequently invited to speak at top food events, including Natural Products Expo West and East conferences
- Author is a frequent *Forbes* contributor and host of the *Bias & Blind Spots* blog
- Author is supported by a network of influencers and media connections, including Mark Manson, Douglas Rushkoff, and Bo Burlingham

## PUBLICITY AND MARKETING

- Bestseller campaign planned
- Promotion through New Hope Network, the largest trade/media platform in the natural food space
- Promotion through the Pass the Honey (3K subscribers) and *Bias & Blind Spots* (1K) email lists
- BiasandBlindSpots.com
- Instagram: @PasstheHoney (18K followers)



**Douglas Raggio** is experienced in nearly every aspect of the \$150 billion specialty food industry. He is the founder of Pass the Honey, a food company; Stews & Such, a slow-cooked meal company; Gastronome Ventures, one of the first fully dedicated VCs in the health food/beverage industry; and Bias & Blind Spots, a private equity fund focused on emerging healthy food and beverage companies. Raggio has been an advisor to more than a hundred startups and has vetted over 12K investment opportunities. Prior to his work in the food and beverage industry, he managed \$100M marketing campaigns for Fortune 500 companies including Nike and Motorola. Residence: Cardiff, Calif.



**A pick-your-path guide to launching and sustaining a successful food or beverage business.**

**THE SPECIALTY FOOD** and beverage business is a thriving industry, and the barrier to entry is low: all you need is a recipe idea. It sounds simple, but launching a food or beverage company is a maze of choices and consequences.

Douglas Raggio has been there: both as a food founder and as a consultant, and he's come to learn that every choice a founder makes has a fairly predictable outcome. In *So You Wanna: Start a Food or Beverage Business*, he helps you think through the many decisions you'll make along the road from an idea to a success—whether you see yourself building a following at

your farmers market, partnering with a local restaurant, or launching the next Pepsi.

This innovative guide follows four archetypal food start-ups that cover a range of business ideas and founders. Every few pages, you'll make crucial decisions about the next step to take in growing a hypothetical business. You'll have a chance to see how each choice is likely to play out before you try out anything in the real world, where the stakes are higher.

In this book, you'll get insider tips on:

- **Coming up with an exciting, profitable new product**
- **Funding your start-up**
- **Conducting market research**
- **Pricing and producing to scale**
- **Establishing partnerships, promotions, and branding**
- **Deciding when to keep going—and when to fold**

By understanding the perils and pleasures of this fast-growing industry, you will be able to approach your own business with confidence and make the decisions that feel right to you ... and learn to have a lot of fun along the way!

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# 40 DAYS OF FARMING

Unlock the Secret to Real Estate Success and Personal Fulfillment

JOHN McMONIGLE

## KEY SELLING POINTS

- McMonigle is the cofounder and CEO of Agentinc., one of the fastest growing real estate companies in the US
- Author's team has been named the "Top Real Estate Team" five years in a row by the *Wall Street Journal*
- Author has been featured in/on *The Oprah Winfrey Show*, *Access Hollywood*, *Insider*, HGTV, and Bravo's *Real Estate Wars*
- Workbook gives readers the spiritual, physical, mental, emotional, relational, financial, and vocational health necessary to succeed in today's competitive real estate industry, applying more than 7K promises of scripture

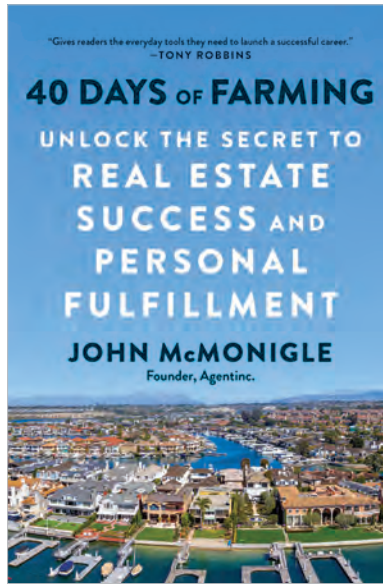
## PUBLICITY AND MARKETING

- Endorsements in from Tony Robbins, Tom Ferry (top real estate coach and author), and David Cabot (former CEO of Berkshire Hathaway)
- Promotion planned through 40 Days of Farming workshops (200 agents per session) and Saddleback Church Orange County (Rick Warren)



**John McMonigle** has transformed the art of geographic real estate farming into a lucrative and time-tested system designed to generate financial and personal

success. He has been named the "Top Real Estate Team" for five years in a row by the *Wall Street Journal* and made history by selling properties totaling more than \$7.5B. As the foremost expert in residential real estate and founder of Agentinc., John has been featured in some of the nation's most respected publications, and most recently was the star of Bravo's *Real Estate Wars*. Residence: Corona del Mar, Calif.



Most real estate agents fail in their first five years on the job—but *40 Days of Farming* gives you the skills to not only beat those odds, but also build a thriving and successful real estate career.

**JOHN MCMONIGLE, FOUNDER OF AGENTINC.**—named the "Top Real Estate Team" five years in a row by the *Wall Street Journal*—has made history by selling properties totaling more than \$7.5 billion. He's written *40 Days of Farming* to share with you how geographic farming, a proven system of generating lead productivity based on love and community stewardship, has been the key to his success

and can unlock your full potential.

The secret to successful geographic farming—and, indeed, to succeeding in today's highly competitive real estate industry—is having spiritual, physical, mental, emotional, relational, financial, and vocational health. John leads you on a guided, 40-day journey to cultivate each of those areas in your life to make way for exponential growth.

Utilizing a combination of experience, networking, faith, and scripture, John has transformed the art of geographic real estate farming into a lucrative and time-tested system designed to generate personal and financial success. In *40 Days of Farming*, he applies the over 7,000 promises of Scripture to your career and includes a life-plan handed down by God, along with a proven business plan culled from his decades-long career as a leader in the industry.

As a real estate agent, you're in the business of changing lives for the better. The journey you take in *40 Days of Farming* will lead you closer to career success and deeper fulfillment in your spiritual life.

"Gives readers the everyday tools they need to launch a successful career."

—TONY ROBBINS

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# HOW TO GET PAID FOR WHAT YOU KNOW

Turning Your Knowledge, Passion, and Experience into an Online Income Stream in Your Spare Time

GRAHAM COCHRANE

## KEY SELLING POINTS

- Cochrane has a very large online following around both his music and entrepreneurial businesses
- Author's podcast, *The Graham Cochrane Show*, has 10K downloads per month
- Author has been featured in *Business Insider* and is a frequent guest on music and business podcasts

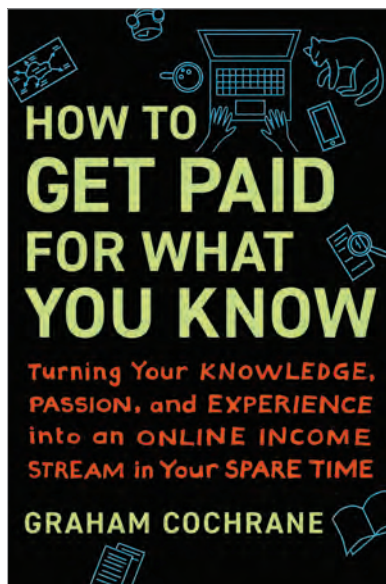
## PUBLICITY AND MARKETING

- Preorder campaign planned with early purchaser perks, including live-streamed virtual book signing and Q&A event, the "30-Day Idea-to-Income" 13 video course, and the chance to win a coaching call with the author
- Podcast/video campaign planned, including daily episodes focusing on a chapter from the book for two weeks before publication
- Promotion through The Recording Revolution (300K subscribers) and Graham Cochrane (11K) email lists
- YouTube: /RecordingRevolution (605K subscribers); /GrahamCochrane (8K)
- GrahamCochrane.com



**Graham Cochrane** is a business coach and host of *The Graham Cochrane Show* podcast, where each week he teaches people how to grow their online

business, work less, and live and give more to the things and people they care about. Graham founded his first online business, The Recording Revolution, to teach musicians how to record professional sounding music at home on a budget via YouTube; it now gets more than 600,000 views a month worldwide, is a million dollar a year business, and requires less than five hours of work per week. He has been featured in *HuffPost*, Yahoo!, and *Business Insider*. Residence: Wesley Chapel, Fla.



**You may not know it, but you are sitting on a goldmine.**

**YOUR KNOWLEDGE, PASSIONS,** and skills can be transformed into a lucrative income stream that requires no college degree, zero employees, and less than \$50 to get started. Whether that takes shape as a full-fledged business, a side hustle, or automated earnings is up to you!

There's no one better to teach you how to monetize what you know than Graham Cochrane—business coach, YouTuber, and founder of The Recording Revolution, a once no-name blog about music turned seven-figure business that requires fewer than five hours of work per week.

With *How to Get Paid for What You Know*, he provides a proven six-step system for turning your ideas, skills, and passions into an income stream that puts money in your bank account day and night, whether you're working or not. In this book, you'll learn how to:

- **Discover your idea—and ensure it will be profitable**
- **Build an audience**
- **Package your knowledge into a highly desirable digital product**
- **Sell online in an authentic and ethical way**
- **Leverage simple online tools to market your product**
- **Automate the entire process so that income flows to you even when you're not working**

*How to Get Paid for What You Know* is your essential guide to a new and better way to make a living.

“Here's good news: you don't have to choose between growing a successful career and a fulfilling life. In *How to Get Paid for What You Know*, Graham Cochrane gives you a simple, actionable plan for creating an online business that gives you both.”

—MICHAEL HYATT, *NEW YORK TIMES* BESTSELLING AUTHOR OF *PLATFORM*

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# THE VIRTUAL LEADER

How to Manage a Remote Workplace

TAKAKO HIRATA

## KEY SELLING POINTS

- Hirata is Head of International Business Development at ROHTO Pharmaceutical Co., Ltd.
- Author previously led marketing design and branding strategy at Procter & Gamble
- Author has a solid following in the US and Japan (where she now resides) through media, alumni, and business connections

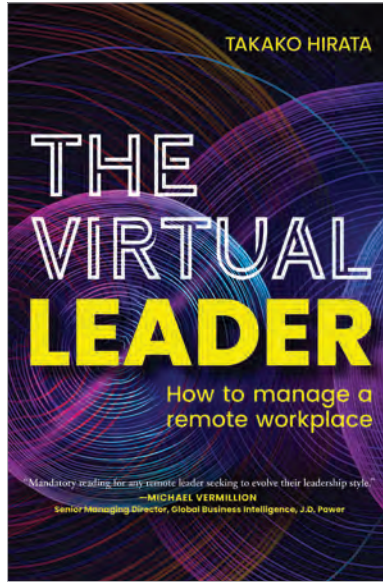
## PUBLICITY AND MARKETING

- Outside PR firm hired
- International bestseller preorder campaign planned
- The author has speaking engagements planned with Kansai University, Sophia University, and Gakushuin University. Will pursue virtual speaking events in the US as well
- A-level media campaign planned for both US and international media
- Academic mailings to top universities and industry leaders



**Takako Hirata** is head of international business development at ROHTO Pharmaceutical Co., Ltd. In working to bridge the information gap between

Japan and the US, she's also building an online technology-focused media hub called InTech Media. As a board member of Mentholatum, Hirata works at the frontier of health care and technology. Previously she was at Procter & Gamble, where she oversaw major product lines such as Febreze, before becoming a marketing design manager and leading branding strategy in their US and China markets. She later took on a role as director of brand strategy at Aeon. Currently, Hirata is an executive MBA candidate at UCLA-NUS and the only Japanese certificate holder of the MIT-Harvard Medical School Healthcare Innovation Bootcamp. Residence: Tokyo, Japan.



**By 2025, an estimated 70 percent of the workforce will work remotely at least five days each month.**

**REMOTE WORK IS** here to stay.

As a result, remote leadership is now a core competency for most executives and managers.

Leaders cannot simply transfer what they've been doing in the office to the remote context. While the goals remain the same—efficiency, engagement, community—the means of achieving those are very different.

In *The Virtual Leader*, Takako Hirata shares the proven leadership methods she has developed over nearly a decade coordinating teams across the globe as the head of international

business development at ROHTO Pharmaceutical.

Hirata has seen firsthand that while the remote environment presents its own set of obstacles, the opportunities for innovation far outweigh the challenges. Because remote work is only advantageous when it's done right, she offers workers and leaders a comprehensive guide to making the most of the world of remote work through strategies such as:

- **Conserving office rituals in the remote environment**
- **Cultivating trust**
- **Enabling clear and efficient communication**
- **Making your company leaner and reinvesting in your teams**
- **Maintaining mental and physical health**
- **Conducting productive meetings**
- **Minimizing distractions and maximizing focus**
- **Managing new expectations for employees**

With *The Virtual Leader*, learn how to evolve your leadership style to empower your teams to thrive wherever they work.

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“When these thought leaders talk about office culture, they speak of it in terms that portray it as immutable or fundamentally entrenched, almost as if there were a set of tenets that were passed on to us by our predecessors from centuries ago. The reality, however, is that these ideas are far newer than we’re prone to think.”

**WHAT COMES TO** mind when you hear the phrase *office culture*, or even *corporate culture*? It’s a fairly loaded term, and I find myself thinking about a lot of different things: about the way I dress myself for work; about the way I lower my voice when speaking in the office; of the respect with which I address my superiors, almost as if they were my elders; and even the jealousy with which I guard my working time, refusing to let anything else spill over into it.

I often see an opinion piece or a quote from a business leader about how office culture is being “eroded” by remote work, or how work culture as we know it might be over if we don’t return to the office soon.

When these thought leaders talk about office culture, they speak of it in terms that portray it as immutable or fundamentally entrenched, almost as if there were a set of tenets that were passed on to us by our predecessors from centuries ago. The reality, however, is that these ideas are far newer than we’re prone to think. The first time the term *office culture* appeared in the *New York Times* was 1987, in a discussion on whether having a computer on your desk makes you appear more or less prestigious.

Notions of what constitutes office culture have also changed over time. Sometimes these changes were dramatic, like when women became a substantial part of the workforce a few decades ago. Sometimes they were minor and cosmetic, like when Silicon Valley, Steve Jobs, and Mark Zuckerberg adopted and made appropriate in the office the “T-shirt, denims, Nikes, and ruffled hair” (one might even say unshowered) look. My point here is that any lamentations for office culture may be both premature and a little misguided. Nothing is dying; work is simply changing.

About two years ago, I modified my role to make it more remote-oriented to reduce my travel

time, and then the onset of the pandemic turned even most (if not all) of my local engagements remote. I thought initially that this would give me far more time to do the things I’d like, but what happened in reality was a little different. I found that I became, strangely enough, both freer and far busier.

There were no more hour-long drives to the airport, no more hours of waiting in the lounge before boarding, no more whole days in the air. All my newfound time allowed me to take better care of myself and the friends and family members whom I am closest to: I was going to the gym more, attending more social gatherings, and spending more time with my daughter. I was also more available to my work team for meaningful conversations and good discussions.

All this newfound time, however, seemed to have come at the price of a more compressed or dense workday. I still found myself in consecutive meetings with international leaders whom I would have been visiting otherwise, and I was frequently switching from one meeting room to another in the blink of an eye with no time for a quick break. In fact, I found myself in *more meetings* than ever before, simply because there was a greater need to stay aligned with the other virtual leaders of my company.

I find this change quite paradoxical, in that time has both been saved and lost. But in a way, this change is quite characteristic of remote work in general, because there are always trade-offs along the spectrum from being fully remote to being in an office full-time. For me, addressing this meant figuring out how I could best make remote work *work* for me.

Making remote work “work for you” really means reassessing your own role and trying to take advantage of what this new work environment can offer. This also applies to how you approach your team.

# THE BOGLE EFFECT

How John Bogle and Vanguard Turned Wall Street Inside Out and Saved Investors Trillions

ERIC BALCHUNAS

## KEY SELLING POINTS

- Balchunas is the Senior ETF Analyst and Funds Product Specialist for Bloomberg Intelligence
- Author's podcast, *Trillions*, receives 32K downloads per episode
- Author is keyed into current events and frequently acts as a commentator for national and global financial news
- Author has received media coverage from Bloomberg, *Financial Advisor*, Quartz, and ETF.com

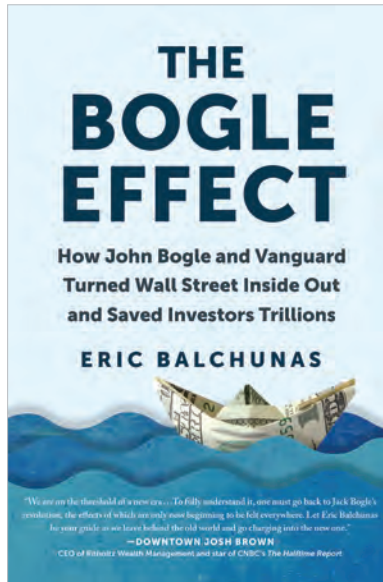
## PUBLICITY AND MARKETING

- Promotion to author's many top-tier media contacts and the individuals/organizations he profiled in his 21 years writing for Bloomberg
- Promotion to author's podcast network from *Trillions*
- Author's in-house publicity team will assist with marketing efforts
- Twitter: @EricBalchunas (36K followers)
- LinkedIn: /EricBalchunas (5.2K connections)



**Eric Balchunas** is senior ETF analyst at Bloomberg Intelligence, where he leads the ETF and passive fund research. He and his team write several

notes a week for the Bloomberg terminal, which total more than a million reads per year. Eric is cohost of the weekly Bloomberg TV show *ETF IQ* (83K views per episode) and cohost of the Bloomberg podcast *Trillions* (32K downloads per episode). He is the author of *The Institutional ETF Toolbox* as well as a frequent speaker at industry events and conferences, including internal events at Bloomberg, Blackrock, State Street, and Vanguard. Residence: Philadelphia, Pa.



Vanguard's index fund wouldn't be jack without Jack.

AS MONEY FLOWS to where it is treated best, nearly every dollar invested today in America goes to either Vanguard funds or Vanguard-influenced funds. But Jack Bogle's impact and this "great cost migration" reaches well beyond index funds into many other areas, such as active management, ETFs, the advisory world, quantitative investing, ESG, behavioral finance, and even trading platforms. *The Bogle Effect* takes readers through each of these worlds in an effort to show Bogle's influence and help them become smarter, better investors.

And while hundreds of fund providers have copied Vanguard's index fund, no one is yet

to copy its "mutual" ownership structure. Why? This book explores that question as well as what made Bogle such an anomaly—seemingly immune to the overwhelming magnet of ambition that dictates Wall Street, made famous by movies like *Wall Street*, *The Big Short*, and *The Wolf of Wall Street*. But this "magnet" is not going down easy and will be in an ongoing battle with Bogle's legacy and mission for decades to come. Understanding this tension is crucial for investors.

*The Bogle Effect* is animated by the author's hours of one-on-one, exclusive interviews with Bogle in the years before he passed, which reveal his philosophy, vision, intellect, and humor. Dozens of additional interviews with people who worked with him, lived with him, were influenced by him, and disagreed with him round out a portrait of this revolutionary figure.

You will never look at the financial industry or your portfolio the same way again.

"I think Bogle did have a role in behavior. His influence, apart from his role of pushing down fund fees, was that he created this sort of frictionless investment product. That's one of the underrated and underdiscussed aspects of Bogle's legacy. That if you buy an index fund portfolio and do a little bit of rebalancing along the way, you literally have no reasons to make changes to it."

—CHRISTINE BENZ, DIRECTOR OF PERSONAL FINANCE, MORNINGSTAR, INC.

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**“The whole thing about indexing is—as a wise man has said a thousand times—it gives you the magic of compounding returns without the tyranny of compounding costs. That’s when it happens in the long run. That’s why lifetime is the most important holding period for everybody.”**

**I REMEMBER READING** an article about U2 back in the day in which lead singer Bono said that writing a song was as easy as walking down the street, but that writing a good song, a hit song, was much more difficult. The same could be said of passive investing. Buying an index fund or ETF is as easy as clicking a button, but holding it for 10 years—let alone a lifetime—is a whole other story. This is why Bogle made behavior an ancillary piece to his low-cost and indexing sermons. Because investors can have the ultimate dirt-cheap portfolio, but if they can’t control themselves from trading said cheap funds at the wrong time, all that cost savings will go right out the window.

The proper name for this concept is “behavioral finance,” although I prefer the “art of doing nothing.” Along those lines, I also like the phrase “chasing patience,” which I first heard from Michael Batnick of Ritholtz Wealth Advisors and is a riff off of the habit many investors have of chasing performance. Both of these ideas point to the fact that doing nothing is a deliberate act and ironically much harder than doing something. Whatever you want to call it, it is the next phase of this Investor Enlightenment Era that Bogle had a big hand in ushering in.

While Vanguard and passive funds generally attract the type of investor who may be more aware of behavior than most, Bogle pounding the drum on this point surely helped the cause as well. Bogle distilled it down to its bare essence in one our interviews. This is basically his  $E = mc^2$ :

*The whole thing about indexing is—as a wise man has said a thousand times—it gives you the magic of compounding returns without the tyranny of compounding costs. That’s when it*

*happens in the long run. That’s why lifetime is the most important holding period for everybody.*

And just to be clear, when I say “doing nothing,” it doesn’t necessarily mean never doing anything, although that really is about 99 percent of it. It really means sticking to a plan and trading on your terms rather than emotions like fear and, especially, FOMO—the fear of missing out.

#### **SOMETHING WORTH HOLDING**

Beyond his message, however, Bogle’s even bigger impact was in giving investors something worth holding onto: an index fund. Just providing the low-cost index fund to the marketplace helped change behavior for the better. For many when the market is falling, there’s not a thought of “I’m in the wrong fund, I should switch” because many realize it’s hard to do better than owning the total market for 3 basis points. So they do nothing. You can see this in the flow data as the most disciplined investors are the passive investors. They rarely, if ever, flinch.

Improving investor behavior was no easy feat, however, given the opposing forces at work, which is why Bogle would say doing nothing is “simple but not easy.” It is essentially a battle against human nature. People are simply wired to do something. We are wired to want to buy when things when they are popular and sell when they’re not. It just feels right instinctually. And it doesn’t make matters any easier when brokerage platforms are designed to encourage trading and an entire media apparatus is motivated to get clicks and eyeballs by amplifying selloffs, stoking fear, and framing market coverage in the ultra-short term. I know this first-hand. I’m guilty of it too.

# THE ART OF PRINCIPLED ENTREPRENEURSHIP

Creating Enduring Value

ANDREAS WIDMER

## KEY SELLING POINTS

- Widmer's previous book, *The Pope & the CEO*, sold 40K copies and has been translated in into four languages
- Author is the director and cofounder of The Arthur & Carlyse Ciocca Center for Principled Entrepreneurship; center will promote the book through their website (137K views per month)
- Author teaches at The Catholic University of America's Busch School of Business & Entrepreneurship; the university will promote the book
- Author speaks English, German, French, Italian, and some Spanish

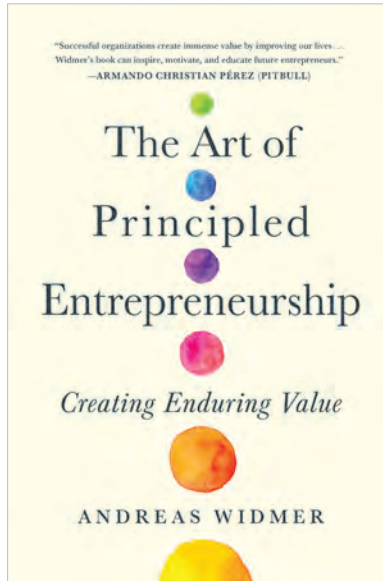
## PUBLICITY AND MARKETING

- Outside PR firm hired
- Speaking campaign planned, aimed at universities and large corporations with potential bulk purchases
- Promotion to author's media contacts for top tier press coverage
- Twitter: @AndreasWidmer (4.2K followers)



**Andreas Widmer** is an entrepreneur, professor, consultant, business coach, popular speaker, and author, with 30 years' experience in international

business strategy, economic development, and entrepreneurship. He has worked extensively in the US, Europe, Asia, Africa, and Latin America and has launched more than 100 technology products. Andreas has taught at The Catholic University of America since 2012 and is the director of the Ciocca Center for Principled Entrepreneurship. Residence: Hyattsville, Md.



*In **The Art of Principled Entrepreneurship**, you'll find an insightful, practical guide to how businesses can and should be run to be both virtuous and profitable.*

**ART CIOCCA ORCHESTRATED** the creation of the largest wine brand—one that has dominated the industry for over twenty years. It is an achievement that even the best entrepreneurs can only dream of, and yet you've probably never even heard his name. That's exactly why you should get to know him.

With his people-centered leadership approach, Art assigned the same importance to creating value for his customers as he did to fostering excellence in all who worked with

him. *The Art of Principled Entrepreneurship* tells his story and the stories of others like him, and it proves how business can be a force for good.

Inspired by Art, Andreas Widmer crafts a practical model of principled entrepreneurship that anyone who strives to advance people-centered values while creating profits can adopt in their work. Widmer outlines five pillars that form the foundation of an entrepreneurial mindset that places the human person at the center of work:

- **The Economy Exists for People, Not People for the Economy**
- **To Work Is to Create; To Create Is to Be Human**
- **Culture Eats Strategy for Breakfast**
- **Principled Business Creates Win-Win Solutions**
- **Always Think Like an Entrepreneur**

*The Art of Principled Entrepreneurship* is your guide to getting started today on developing the habits that can enable you to do good, create value, and empower others to achieve excellence.

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# THE CHINA DREAM

How the Aspirations of Government, Business, and People Are Driving the Greatest Transformation in History

JONATHAN KRANE

## KEY SELLING POINTS

- Krane is the founder and CEO of KraneShares, an asset management firm focused on providing expert access and products for investors to gain exposure to China's capital markets

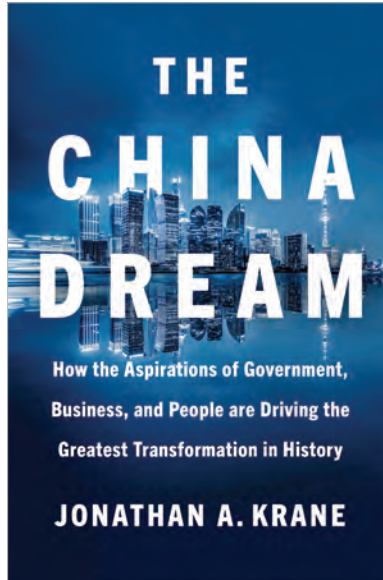
## PUBLICITY AND MARKETING

- Bestseller preorder campaign planned
- Galley copy outreach to US companies with major business interests in China as well as the author's selected clients, institutional investors, wealth managers, select high-net-worth individuals and financial institutions investing or doing business in China
- Outside digital marketing and publicity team hired
- Robust social media campaign planned for US and China markets via Twitter, Instagram, and WeChat
- Upcoming author speaking event at the Metropolitan Club in New York and author plans to pursue more speaking opportunities
- Outreach to top-tier media covering China, including potential op-ed placement
- Outreach to think tanks, academics, and nonprofit groups involved in US-China relations



**Jonathan Krane** is the founder/CEO of KraneShares, an asset management firm delivering China-focused exchange traded funds to global investors, and has

spent the last 15 years working with companies in China. He founded a leading media and entertainment company in China, which was later sold to a publicly traded multinational corporation. Krane received an MBA from Columbia Business School and a BA from Connecticut College. He is on the board of the US-China Strong Foundation and is a member of the Young Presidents Organization (YPO). Residence: New York, N.Y.



Many people do not have a full understanding of China today. Currently, the most important economic relationship in the world is between the US and China. But many people do not fully understand that relationship or how it will shape our future.

**SINCE THE EARLY** 1990s, hundreds of millions of people have moved to cities in China, where they gain access to better schools, health care, and infrastructure, as well as higher-paying jobs.

China's GDP has grown from \$300 per capita to more than \$10,000 in the past 30 years and lifted more people into the middle class than in

any other country at any other point in human history. It is important for investors, US companies, and anyone interested in the global economy to understand China.

China is rapidly shifting from an export-driven, low-cost manufacturer to a consumer-driven economy, and the wealth of China's 1.4 billion consumers continues to grow.

As the founder and CEO of KraneShares, an asset management company focused on China and headquartered in New York, author Jonathan A. Krane provides an inside look at China's transformation into a global superpower and explains why the relationship between the US and China is the most critical economic relationship in the world today.

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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# STRAIGHT TALK

Influence Skills for Collaboration and Commitment

RICK BRANDON, PhD

## KEY SELLING POINTS

- Dr. Brandon is well connected with top industry influencers, including David Pollay (author of *The Law of the Garbage Truck*), Franke James (artist and author of *Dear Office Politics*), Rachel Simmons (bestselling author of *Odd Girl Out* and cofounder of the Girls Leadership Institute), and Don Goewey (author of *The End of Stress* and a featured expert on the *Today* and *Dr. Oz* shows)
- Author has strong ties to Attitudinal Healing International, which maintains a presence in 40 countries and has tens of thousands of followers

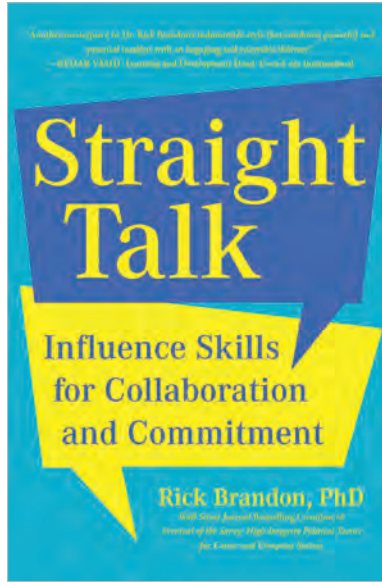
## PUBLICITY AND MARKETING

- Promotion and direct sales through author's Institute for Management Studies training and speaking events
- A-level influencer campaign planned
- Promotion to affiliate partner consulting firms and their newsletter subscribers
- BrandonPartners.com



**Dr. Rick Brandon**, a distinguished faculty member for the Institute for Management Studies and author of the *Wall Street Journal* bestseller *Survival*

*of the Savvy*, which won book of the month for *Fast Company*, *Forbes*, and *CEO.com*. With 35 years of performance-improvement experience, Dr. Brandon has trained hundreds of thousands of people in workshops and speeches. He has consulted, trained, and presented at companies worldwide, from start-up e-commerce to blue chip companies. Residence: Mill Valley, Calif.



provides Brandon's training in an "edu-taining" workshop-in-a-book format for anyone who wants to develop direct, empathetic, and positive communication skills that will benefit themselves, their teammates, and their companies.

It's common sense but not always common practice to refine interpersonal skills to achieve accountability and cultivate a more productive and harmonious work climate. *Straight Talk* shows how thoughtful changes to communication can create ripple effects across teams and organizations. Brandon's unique approach engages readers as actual workshop participants, using practical tips, real-world examples, involvement exercises and humor to build positive influence skills with competence and confidence.

This book first hones core Assertive Speaking and Empathic Listening skills, and then funnels them into step-by-step formats for six vital workplace conversations: Advising and Guiding, Gaining Commitments, Recognizing, Reminding, Constructively Confronting, and Disagreeing Agreeably.

*Straight Talk* will empower you to make interpersonal expertise your competitive advantage.

"An invaluable field guide for communication and influence skills in today's demanding, ever-changing, and increasingly virtual work environment."

—LISA GOUDE-VERA, SENIOR MANAGER, TALENT DEVELOPMENT, LOCKHEED MARTIN SPACE

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EBOOK: 9781637740668 • DISTRIBUTION: WORLD

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**The costs of faulty communication are enormous for companies.**

**EACH YEAR, BILLIONS** of dollars are lost, precious time is wasted, innovation is thwarted, teamwork deteriorates, and morale suffers. Sharpening interpersonal influence skills can help you tackle these challenges head-on and produce widespread rewards.

Collaborative and commitment-driven interactions are crucial to overcoming the obstacles of ever-rising performance expectations, widespread stress, and remote work.

Dr. Rick Brandon has taught hundreds of thousands of people to improve their results and work relationships by increasing the clarity and impact of their communication. *Straight Talk*

# EXPAND

Stretching the Future by Design

CHRISTIAN BASON AND JENS MARTIN SKIBSTED

## KEY SELLING POINTS

- The authors have connections to influential public intellectuals, business and social leaders, political leaders, academic experts, and well-known writers
- The authors have established connections with prestigious design schools, business schools, and executive training programs
- The authors are frequently interviewed by top media publications

## PUBLICITY AND MARKETING

- Strong support as well as potential events anticipated from the New School Parsons School of Design, Harvard Business School, and Stanford University
- Aggressive media outreach to media that previously covered the authors' work
- Twitter: @JMSkibsted (3.8K followers)



**Christian Bason, PhD**, is the CEO of the Danish Design Centre, a not-for-profit advancing the value of design for business and society. He is a board member of the Royal Academy of Architecture, Design, and Conservation in Copenhagen; a member of the World Economic Forum's Global Future Council on Agile Governance; and a lecturer at Oxford Saïd Business School, Copenhagen Business School, and the EU School of Administration. Residence: Virum, Denmark.



**Jens Martin Skibsted** is VP of Freethought and Mobility Design at Strategic Design Group. His designs live in the collections at the MoMA,

Le Cnap, Designmuseum Danmark, and SFMOMA. Jens Martin is the cochair of World Economic Forum's Global Future Council on Entrepreneurship and vice chair of Design2Innovate. Residence: Holte, Denmark.



The best way to predict the future is to design it. *Expand* is the book that shows us how.

**TODAY, IT CAN** seem as if the world has nothing but problems. And more than ever the boundaries of those problems are expanding in terms of the speed, scale, and impact by which they can alter business conditions, public governance, entire societies, the health of our planet, and the quality of our lives. Meeting these growing challenges with *Expand: Stretching the Future by Design*, authors Jens Martin Skibsted, a multiple-award-winning designer, entrepreneur, and design philosopher, and Christian Bason, political scientist and CEO of the Danish Design Centre, take readers

beyond “design thinking” to challenge current habits and carve out new space for more sustainable innovation.

From transforming the ways we do business and reimagining health care, to creating planet-restoring housing and humanizing our digital lives in an age of AI, *Expand* explores how expansive thinking across six key areas—time, proximity, value, life, dimensions, and sectors—can provide radical, useful solutions to a whole host of current problems around the globe.

With powerful real-world examples, the book challenges our freewheeling belief in technological determinism and its insensitivity toward ethics, humanity, and the environment.

*Expand* is the first book to not just critique design thinking, but welcome it as a starting point for an ambitious, wide-ranging tale of how to expand and think beyond it.

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# 7 RULES OF POWER

Surprising—but True—Advice on How to Get Things Done and Advance Your Career

JEFFREY PFEFFER

## KEY SELLING POINTS

- Pfeffer is a professor at the Stanford University Graduate School of Business and previously taught at the University of Illinois and the University of California at Berkeley
- Author has written 16 previous books, including *Power: Why Some People Have It—and Others Don't* (36K copies sold), *Hard Facts, Dangerous Half-Truths, and Total Nonsense* (22K), and *The Knowing-Doing Gap* (15K+ units sold)

## PUBLICITY AND MARKETING

- Outside PR firm hired
- Author plans to integrate the book into his Stanford class (taught in person and online around the world)
- Promotion to author's large LinkedIn audience (85K followers)
- JeffreyPfeffer.com
- Twitter: @JeffreyPfeffer (13K followers)



### Jeffrey Pfeffer is the

Thomas D. Dee II Professor of Organizational Behavior at the Graduate School of Business, Stanford University, where he

has taught since 1979. He has been a visiting professor at the Harvard Business School, Singapore Management University, London Business School, Copenhagen Business School, and for the past 14 years a visitor at IESE in Barcelona. Dr. Pfeffer has presented seminars in 40 countries, as well as consulted for numerous companies, associations, and universities in the United States. He won the Richard D. Irwin Award for scholarly contributions to management, is in the Thinkers50 Hall of Fame, and was named one of the “Most Influential HR International Thinkers” by *HR Magazine*. Residence: Stanford, Calif.



If you want to “change lives, change organizations, change the world,” per the Stanford business school’s motto, you need power.

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 have 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. In *7 Rules of Power*, Jeffrey Pfeffer, professor of organizational behavior at the Stanford University Graduate School of

Business, provides the insights that have made both his online and on-campus classes incredibly popular—with life-changing results often achieved in 8 or 10 weeks.

Rooted firmly in social science research, Pfeffer’s 7 rules provide a manual for increasing your ability to get things done, including increasing the positive effects of your job performance.

The 7 rules are:

- 1) Get out of your own way.
- 2) Break the rules.
- 3) Show up in powerful fashion.
- 4) Create a powerful brand.
- 5) Network relentlessly.
- 6) Use your power.
- 7) Understand that once you have acquired power, what you did to get it will be forgiven, forgotten, or both.

With *7 Rules of Power*, you’ll learn, through 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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# GET OUT OF MY HEAD

Creating Modern Clarity with Stoic Wisdom

M. ANDREW McCONNELL

## KEY SELLING POINTS

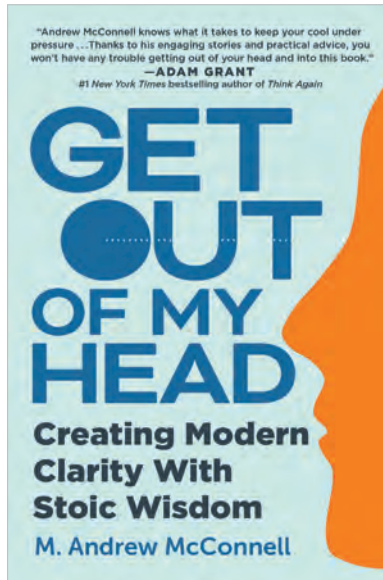
- McConnell is the founder of Rented.com
- Author is a regular contributor to *Inc.*, *Forbes*, *USA Today*, *HuffPost*, *Betterment*, *Skift*, and *Curbed*, with articles on Stoicism, the access economy, and the highs and lows of contemporary work-life

## PUBLICITY AND MARKETING

- Outside publicity and digital marketing firm hired
- Promotion to author's extensive list of contacts, including Josh Breinlinger (founding member at Upwork), Simon Rothman (founder of eBay automotive), Bernice King (daughter of Martin Luther King, Jr.), Jewel Burks Solomon (head of Google for Startups, US), and Anthony Marx (president/CEO of the New York Public Library)
- Aggressive search and ad campaigns planned
- LinkedIn: /MAndrewMcConnell (5.5K Connections)



**M. Andrew McConnell** was born in Birmingham, AL, and, through Stoicism and Southern grit, he graduated Harvard University, Harvard Law School, and University of Cambridge with honors. Entering the work world, he bounced from banker (Merrill Lynch) to attorney (Eversheds Sutherland) to consultant (McKinsey & Co.), before finally striking out on his own. McConnell founded Rented.com, and grew the business from \$200,000 in revenue to nearly \$10 million in under three years. Today, Rented.com is a two-time Inc. 500 winner, with more than \$25 million raised. He's a board member of Georgia's oldest charity, Sheltering Arms, a founding board member of Atlanta Technology Leaders, and a TechStars mentor for Social Impact Startups. Residence: Atlanta, Ga.



Are self-doubt and other negative feelings living rent free in your mind? If so, you're not alone.

**IT'S COMMON, EVEN** for the most accomplished among us, to let people, circumstances, and worries take up valuable headspace.

*Get Out of My Head* is a lifeline for overwhelmed professionals seeking direction and tranquility in turbulent times, whether navigating daily stressors or experiencing defining moments.

Author M. Andrew McConnell, CEO of RENTED, INC., shows you it's possible to achieve clarity, make good decisions, and rise in your career, by illustrating that the human mind is not unlike real estate: adopting an owner's

mindset can make all the difference.

Drawing on ancient Stoic philosophy, modern science, and remarkable stories of contemporary innovators in business, sports, and more, *Get Out of My Head* demonstrates how to effectively allocate your mental resources, set mental boundaries, and overcome challenges by seizing ownership of your own mind and channeling adversity as a vehicle for growth.

The ancient Stoics recognized that the mind is a human's most precious and finite resource—that it is the only thing of value anyone can truly possess. The Stoics also understood that the default human state is to waste our minds on trivial things. When we lend our mind to things that do not serve us, we are left with only remnants of our potential.

Beyond giving you the tools to set boundaries and develop better resilience—the remedy to chronic stress—*Get Out of My Head* shares the stories of high-achieving modern Stoics who have successfully reclaimed their headspace so that you, too, can transition from “mind rentership” to “mind ownership.”

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# WHAT TO ASK

How to Learn What Customers Need but Don't Tell You

ANDREA BELK OLSON

## KEY SELLING POINTS

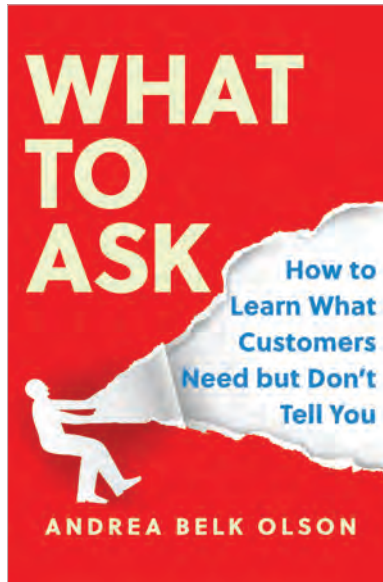
- Olson is CEO at Pragmadik
- Author has consulted for Ernst & Young and McKinsey & Company
- Author is an ongoing contributor to *Entrepreneur* magazine and The Financial Brand
- Author has been featured in *Chief Executive Magazine*, *Customer Experience Magazine*, and *IndustryWeek*
- Author hosts *The Customer Mission* podcast (weekly episodes) and cohosts *Riveting Exchanges* podcast, a guest segment of *DistributED* (monthly episodes)

## PUBLICITY AND MARKETING

- Promotion through Pragmadik's internal communications group
- Aggressive media outreach is planned for outlets the author has been covered by or written for in the past
- Potential bulk sales through author speaking events; Olson has given multiple TEDx talks and delivers 20+ keynotes a year
- Promotion to author's email list (16.5K subscribers)
- AndreaBelkOlson.com



**Andrea Belk Olson** is a strategist, speaker, and customer-centricity expert. As the CEO at Pragmadik, she helps organizations of all sizes, from small businesses to Fortune 500. Andrea is the author of *The Customer Mission* and *No Disruptions*. She is a 4-time ADDY® award winner and a sought-after keynote speaker for conferences and corporate events. Andrea is a visiting lecturer at the University of Iowa's Tippie College of Business and head of their Startup Business Incubator (JPEC Founders Club), a TEDx presenter, and a TEDx speaker coach. She is also a mentor at the University of Iowa Venture School. Residence: Davenport, Iowa.



**Does capturing customer feedback feel like a pointless exercise?**

**NO MATTER THE** number of surveys, interviews, or studies conducted, we regularly fail to uncover those gems needed to make our organization stand out. It's no surprise, given that "expert" guidance states the obvious, like "Ask open-ended questions," "Identify patterns," or "Extract insights." What's needed is a way to discover what we're missing.

Traditional customer feedback methods ignore two essential sources of insight: context and behavior. These reveal the *why* behind the *what*, eliminating the ambiguity of open-ended customer feedback—and this requires a different approach.

In *What to Ask*, author Andrea Belk Olson, CEO of applied behavioral science consulting firm Pragmadik, and head of the University of Iowa JPEC start-up incubator, delivers a unique, cognitive method for discovering hidden customer needs, converting them quickly into differentiators, and avoiding the pitfalls of traditional research.

Olson also details how individuals and organizations can better tune into customer needs by sharpening their strategic focus, cultivating customer-focused behaviors, and challenging cognitive biases.

For anyone faced with discovering what customers really want, *What to Ask* delivers a concise approach for spotting those unspoken customer needs and converting them into real customer innovations.

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# MARKETING ARTIFICIAL INTELLIGENCE

AI, Marketing, and the Future of Business

PAUL ROETZER WITH MIKE KAPUT

## KEY SELLING POINTS

- Roetzer is the founder and CEO of the Marketing AI Institute, which tracks and analyzes hundreds of AI-powered vendors and has \$15B in combined funding
- Author's previous books include *The Marketing Agency Blueprint* (14K copies sold) and *The Marketing Performance Blueprint* (9K)
- Author is a frequent guest of and contributor to major media outlets and publications

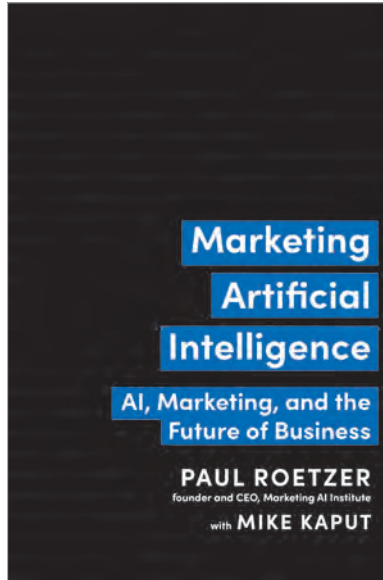
## PUBLICITY AND MARKETING

- Potential bulk purchase opportunities at the author's 30+ conference speaking engagements per year
- Promotion to author's newsletter (40K subscribers)
- Promotion through author's newly launched podcast, *The Marketing AI Show* (500+ downloads the first month)
- Anticipated social media support from author's contacts, including Hubspot, Drift, Mobilewalla, Pattern89 Pandata, MarketMuse, PR 20/20, and Rasa.io
- Twitter: @PaulRoetzer (18.9K followers)
- LinkedIn: /PaulRoetzer (6.4K connections)



**Paul Roetzer** is founder and CEO of PR 20/20 and Marketing AI Institute, and creator of the Marketing Artificial Intelligence Conference (MAICON) and

AI Academy for Marketers. As a speaker, Roetzer is focused on making AI approachable and actionable and helping change agents drive transformation through marketing talent, technology, and strategy. A graduate of Ohio University's E.W. Scripps School of Journalism, Roetzer has consulted for hundreds of organizations, from startups to Fortune 500 companies. Residence: Cleveland, Ohio.



**Artificial intelligence is forecasted to have trillions of dollars of impact on businesses and the economy, yet many marketers struggle to understand it.**

**THE TRUTH IS,** AI possesses the power to change everything.

While AI-powered marketing technologies may never achieve the sci-fi vision of self-running, self-improving autonomous systems, a little bit of AI can go a long way toward dramatically increasing productivity, efficiency, and performance.

Marketing AI Institute's founder and CEO, Paul Roetzer, and chief content officer, Mike Kaput, join forces to show marketers how to

embrace AI and make it their competitive advantage.

*Marketing Artificial Intelligence* draws on years of research and dozens of interviews with AI marketers, executives, engineers, and entrepreneurs. Roetzer and Kaput present the current potential of AI, as well as a glimpse into a near future in which marketers and machines work seamlessly to run personalized campaigns of unprecedented complexity with unimaginable simplicity.

As the amount of data exponentially increases, marketers' abilities to filter through the noise and turn information into actionable intelligence remain limited. Roetzer and Kaput show you how to make breaking through that noise your superpower.

So, come along on a journey of exploration and enlightenment. *Marketing Artificial Intelligence* is the blueprint for understanding and applying AI, giving you just the edge in your career you've been waiting for.

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# THE LEADERSHIP SECRETS OF NICK SABAN

How Alabama's Coach Became the Greatest Ever

JOHN TALTY

## KEY SELLING POINTS

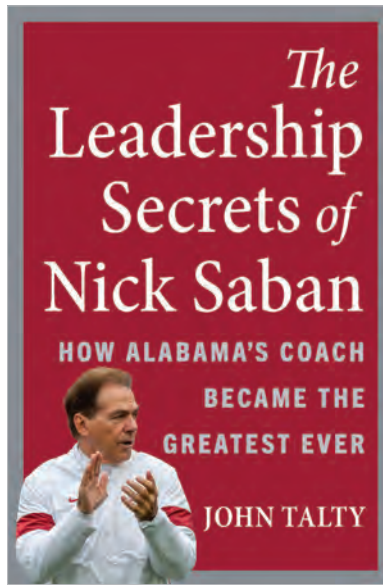
- Talty is the senior sports editor and SEC Insider for Alabama Media Group covering college football, recruiting, high school sports, and professional sports
- Author specializes in Alabama and Auburn football coverage, and has built deep relationships with former players, coaches, and staffers near 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.



Learn about the strategies that keep the Crimson Tide the top program in college football.

**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.

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**“If you want the people below you to buy into your vision, how you respond during the bad times is even more important than when everything is going well. Shielding the rest of your team from the fallout of a negative result can go a long way to building goodwill and respect.”**

**SABAN IS INTENSELY** curious about human psychology and how to find the right ways to motivate his team. When you boil down his approach, it can be quite simple: After a win he doesn't want his team to get complacent, so he finds things to keep pushing them. After a loss, he senses his team needs a pick-me-up and he usually doesn't want to make them feel worse.

He also pushes a strategy he learned under George Perles at Michigan State: The 24-hour rule.

The premise of the 24-hour rule is simple though challenging to maintain. No matter how big a win or how bad a loss you experience, you get 24 hours to deal with it and then you have to move on. Now, of course, this rule wasn't created to deal with things like the death of a beloved family member or other life-changing events. No one is saying to move on that fast. But it is one of Saban's lessons most applicable to every aspect of life. Didn't get the promotion you wanted at work? You get 24 hours to wallow in it, and then you have to move on or risk it lingering and hurting any future chance you have of moving up in the organization. The 24-hour rule tries to prevent complacency, too. Celebrate a victory too long and someone else out there who is working harder than ever to win is going to surpass you. In sports, we call this the winner's hangover when teams struggle to repeat as champions because of how much they enjoyed celebrating getting to the top. Won an award in your professional field? Great. You get 24 hours to live it up and then it's back to work if you want a shot at winning another.

Saban stresses the importance of the rule

because he doesn't want anyone within his organization getting too high or too low off a single outcome. When he was at Michigan State, Saban told his players, “The biggest difference between winning and losing is the way the fans and media treat you.”

“If you can get over that fact and stay in the middle of the road emotionally, at the end of this thing you're going to be so much better off,” Michigan State tight end Josh Keurs remembers Saban instructing his team.

When his teams do lose, Saban owns it publicly. In postgame press conferences with the media, Saban will be honest about why his team didn't win, but you'll never see him blame one of his coaches or players. As the leader, the onus is always on him. That might seem like a basic concept but you'd be surprised how many leaders like to shirk responsibility when times are tough. If you want the people below you to buy into your vision, how you respond during the bad times is even more important than when everything is going well. Shielding the rest of your team from the fallout of a negative result can go a long way to building goodwill and respect. Legendary Alabama coach Bear Bryant once said, “If anything goes bad, I did it. If anything goes semi-good, we did it. If anything goes really good, then you did it. That's all it takes to get people to win football games for you.”

“He's the first to take responsibility and say, ‘I didn't do my job well enough and because of that we didn't win today,’” says David Blalock who played at Alabama from 2008–2012. “He comes in, he's calm and he says, ‘We didn't do this and we have to go work on it.’”

# NO POINT B

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*

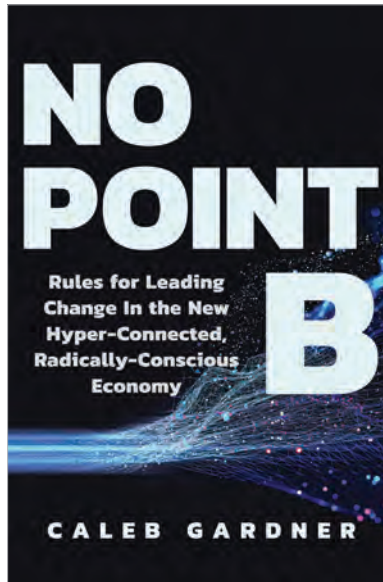
## PUBLICITY AND MARKETING

- 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
- 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. *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, and**
- **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 that 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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# SMART POP BOOKS

## SPRING 2022 TITLES

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## DEAR READER,

To paraphrase Lord Alfred Tennyson, “In the Spring, a young fan’s fancy turns lightly to thoughts of their love of pop culture.” And whether you’re young or young at heart, a new fan or an OG stan, or looking for something to gift or to pop a little culture into your day, Smart Pop’s got you covered!

***Parks and Recreation: The Official Cookbook*** is the perfect way to treat yourself or any of the millions of fans of the Emmy Award–winning hit NBC show. Fully authorized and filled with photos, quotes, and recipes of the best meals and snacks enjoyed throughout the show, it’s the perfect way to bring the tastes of Pawnee, Indiana home!

One of the most enduring, endearing, and yes, energizing legacies of over 55 years of *Star Trek* is its depiction of deep and meaningful friendships. ***The Star Trek Book of Friendship*** explores not only the relationships of the franchise’s characters, but the ways in which fans from all walks of life have become life-long friends.

Though lots of encyclopedias and guides cater to hardcore fans, there’s literally nothing out there to introduce a property to new fans. The brand-new **Smart Pop Explains** series was created specifically to fill this huge gap in the market by explaining, in a fun and conversational way, everything a new fan needs to know about a film, show, or book’s characters, storylines, and most talked-about moments.

Famed animator and director Don Bluth’s life and career are truly like no other, and we’re honored to publish his memoir, ***Somewhere Out There***. In it, Don chronicles his epic and uniquely American tale from small-town childhood to working for—and with—his hero, Walt Disney, to the unprecedented step to forming his own animation studio responsible for such genre-defining films as *The Secret of NIMH*, *An American Tail*, *The Land Before Time*, *Anastasia*, and the *Dragon’s Lair* video game franchise.

Keep on poppin’!

**ROBB PEARLMAN**

EDITOR-IN-CHIEF, SMART POP BOOKS

ROBB@BENBELLABOOKS.COM



# PARKS AND RECREATION: THE OFFICIAL COOKBOOK

JENN FUJIKAWA

## KEY SELLING POINTS

- Cookbook will contain more than 50 recipes with original full-color photography
- Fujikawa is the author or coauthor of four previous pop culture cookbooks
- Her recipes have been featured in BuzzFeed, *LA Times*, *Food & Wine Magazine*, and *Food Network Magazine*, and 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*

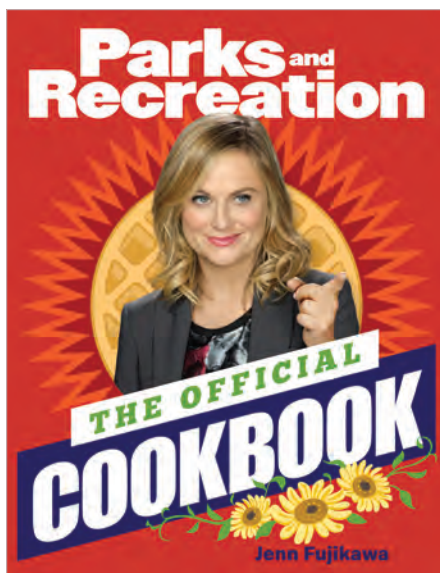
## PUBLICITY AND MARKETING

- Promotional support on official *Parks and Recreation* channels
- Promotion at 2022 San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)
- Aggressive outreach to print and online media, podcasts, pop culture influencers, *Parks and Recreation* fans
- Facebook: /ParksandRecreation (1.9M followers)
- Twitter: @ParksandRec (698K followers); @JustJenn (8.5K)
- Instagram: @ParksandRec (400K followers); @JustJennRecipes (14K)



**Jenn Fujikawa** is the author of *The Gudetama Cookbook*, *The I Love Lucy Cookbook*, and is the coauthor of *The Goldbergs Cookbook*. She has created

lifestyle and pop culture content for Disney, Lucasfilm, Marvel, Amy Poehler's *Smart Girls*, and more. Jenn has been featured in the *New York Times*, *BuzzFeed*, *Los Angeles Times*, *Food & Wine*, and on the cover of *Food Network Magazine*. Residence: Los Angeles, Calif.



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- Leslie Knope's Favorite JJ's Diner Waffles
- Eagleton Crepes
- Ron Swanson's Meat Tornado Burrito
- Paunch Burger's Double Bason Grenade Deluxe
- Chris Traeger's Turkey Burger and Literally the Best Salad You've Ever Had
- Stu's Stew

Prepare to treat yo' self—to delicious meals, snacks, and desserts from the hit show *Parks and Recreation*.

**THERE'S NO SHOW** that leaves viewers' hearts as full, and stomachs as rumbling, as *Parks and Recreation*.

*Parks and Recreation: The Official Cookbook* is the ultimate way for fans to visit the kitchens, restaurants, and Harvest Festivals of Pawnee, IN, without ever leaving their homes.

And 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 meals for any time of day, including:

- April and Andy's Most Amazing Grilled Cheese Sandwich Ever Made
- Ben's Calzones

And don't forget to treat yo' self to:

- Donna's Mimosas
- Marshmallow Ron Swansons
- Sweetums Sugar Splash Floats

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!

9781637740873 • 7X9 • PAPER-OVER-BOARD • JUNE 2022

136 PAGES • US \$24.95 / \$33.95 CAN • COOKING/TELEVISION

EBOOK: 9781637740880 • DISTRIBUTION: WORLD X ANY AND ALL COUNTRIES OR TERRITORIES WHERE UNIVERSAL DETERMINES UNITED STATES COMPANIES ARE PROHIBITED BY LAW, EXPORT CONTROLS AND/OR SANCTIONS TO CONDUCT BUSINESS

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## Classic Waffles

MAKES 4 SERVINGS

Leslie Knope knows what's important in life: friends, waffles, and work. Or waffles, friends, work. It doesn't matter, but work is third. Crispy and sweet, there's nothing like waffles when they're hot off the iron. Fill every crevice with butter and syrup and top them off with an extra-large helping of Whipped Cream Mousse for good measure. Any time of day, this breakfast miracle can change your bad attitude, lift your spirits, or brighten a gloomy day. A good waffle can change the world.

### Ingredients

- 2 large egg whites
- 2 cups all-purpose flour
- 2 tablespoons granulated sugar
- 1 tablespoon baking powder
- ½ teaspoon cinnamon
- ¼ teaspoon salt
- 1¾ cups whole milk
- 2 large egg yolks, beaten
- 1 teaspoon vanilla extract
- 2 tablespoons unsalted butter, melted

Prep waffle maker according to the manufacturer's directions.

In a large bowl with a handheld mixer, whip the egg whites until stiff peaks form, 2 to 3 minutes.  
Set aside.

In a separate large bowl, whisk together the flour, sugar, baking powder, cinnamon, and salt.

Make a well in the center of the dry ingredients and add the milk, egg yolks, vanilla, and melted butter. Stir until just combined.

Fold in the egg whites.

Pour batter into the waffle maker and cook until crispy and golden brown.



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### LESLIE KNOPE

Leslie's love of breakfast food fuels her determination and optimism when it comes to public service. She's an innovator who loves to combine her friend groups and her personal causes, all with her love of waffles, whether it's baking Unity Cookies to merge the cities of Pawnee and Eagleton or crafting educational buffets for the Pawnee Goddesses. Her good deeds don't stop at government work. She's always thinking of the next generation, whether it's writing a self-published women's right barbeque cookbook called *The Feminine Mesquite* or hosting a Galentine's Day luncheon for her best pals. As an advocate for the people, Leslie knows that food is the way to cut through bureaucracy and win over the hearts and stomachs of the citizens of Pawnee.

# THE STAR TREK BOOK OF FRIENDSHIP

You Have Been, and Always Shall Be, My Friend

ROBB PEARLMAN AND JORDAN HOFFMAN; ILLUSTRATIONS BY J.K. WOODWARD

## KEY SELLING POINTS

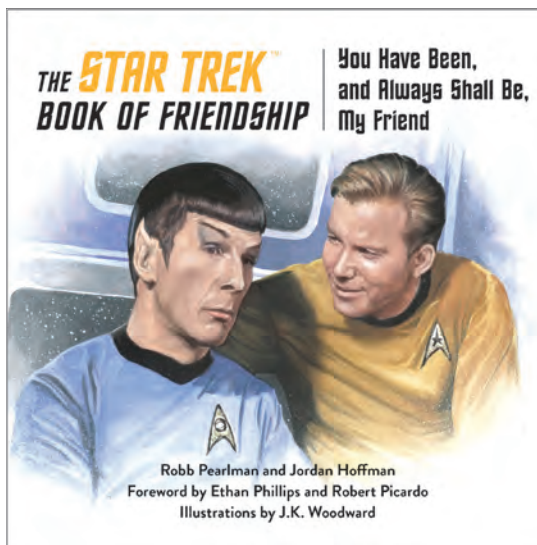
- Foreword coauthored by *Star Trek: Voyager* actors Robert Picardo (The Doctor) and Ethan Phillips (Neelix)
- Authors are well connected in the *Star Trek* fandom
- Original illustrations by J.K. Woodward, who has illustrated comics for Marvel, IDW, and BOOM! Studios
- A portion of the proceeds will benefit The Planetary Society

## PUBLICITY AND MARKETING

- Promotional support from ViacomCBS on official *Star Trek* platforms
- Promotion at 2022 San Diego Comic-Con (150K+ attendees), New York Comic Con (250K+ attendees), and *Star Trek* conventions
- Outreach to sci-fi, pop culture, and *Star Trek* fandom media outlets
- Promotion in Smart Pop's newsletter and social media
- StarTrek.com
- Facebook: /StarTrek (3.5M followers)
- Twitter: @StarTrek (480K followers)
- Instagram: @StarTrek (111K followers)

**Robb Pearlman** is a pop culturalist and *New York Times* bestselling author of more than 50 books for adults and children, including seven *Star Trek* books. He is a frequent guest and speaker at *Star Trek* and pop culture conventions. Residence: Garwood, N.J.

**Jordan Hoffman** is an entertainment journalist whose work can be read in *Vanity Fair*, *Guardian*, *New York Times*, *New York Daily News*, *Los Angeles Times*, and *New York Magazine*. He penned 100 "One Trek Mind" columns for StarTrek.com, hosted *Engage: The Official Star Trek Podcast* for two years, and has moderated at *Star Trek* conventions across the world. Residence: Queens, N.Y.



Created by fans for fans, with a foreword from *Star Trek: Voyager*'s Robert Picardo and Ethan Phillips, 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, and more!

**STAR TREK HAS** energized friendships for more than 50 years. Whether it's exploring a convention, beaming into a movie theater, or joining in on a landing party watch party, generations have been as united in their love of the franchise's bold storytelling and stunning action as they are in the honest, fully realized relationships of their favorite characters.

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, a nonprofit dedicated to empowering the world's citizens to advance space science and exploration.

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128 PAGES • US \$18.00 / \$24.00 CAN • TELEVISION/FILM  
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TRANSLATION RIGHTS: RISA KESSLER, RISA-RHKCREATIVE@MSN.COM

**JORDAN:** I wish, somehow, there was a way to get all my *Star Trek* friends into one episode. I know it's a little silly, but I do consider these characters to be my friends, too. And I think that's because they are friends with one another, not merely companions in adventure and exploration, but friends. That comes off the screen, and I've come to realize that this is why you can often make a fast and tight bond with someone else when you learn that they, too, are a *Star Trek* fan. Whether it's spending time at a convention or just hitting *like* on a funny social media post, when you clock that someone else "speaks" Spock, you've jumped the line a little on creating a friendship.

**ROBB:** This is why I love connecting with someone like you, my *Star Trek* friend! There are very few people I can make laugh by just whispering "Gorgon."

**JORDAN:** There it is. Well, before we start duking it out like Kirk and the Gorn, do you have an all-time favorite on-screen *Star Trek* friendship?

**ROBB:** I will always stan Kirk and Spock's friendship the most. I know that's not the hottest take in the quadrant, but nothing short of an agony booth is going to change my mind in this or any mirror universe.

**JORDAN:** You can't beat a classic! And of course that's my pick, too. They have a true friendship and recognize how they complement each other. Usually when I think about the two of them it's, "Oh, Kirk needs Spock so much," which of course he does, but I think Spock also sees things in Kirk that he has actively trained himself to suppress. They each have traits the other simply can never have. Kirk knows that without Spock to keep him in check, he'll default into just being a man of action and wind up using that Kirk Chop too much.

**ROBB:** I've been thinking about this a lot, maybe even overthinking, as is my wont, about when Spock sacrifices himself to save the *Enterprise in The Wrath of Khan*. And they do the hand thing...



**JORDAN:** Wait, you are going to make me cry! You can't just surprise me with that!

**ROBB:** Sorry not sorry. Just pretend I'm Sybok and share your pain with me. What I'm trying to say is that it's exactly when we're sharing those final moments with Kirk and Spock that I think we all realize that that declaration of friendship had never been as

deeply articulated before. For example, when Spock returns to the *Enterprise in The Motion Picture*, Kirk is like, "You're back! Great! Please sit down!" And as much as we know that Spock is glad to see him, he has his own reasons to be there. And half-Vulcan that he is, he never allows himself the luxury to share, let alone express, his joy in being reunited.

**JORDAN:** The closest we would have seen them express anything like that would have been at the end of *TOS* season two's "Amok Time," when Spock thinks he's killed Kirk, and then Kirk's like, "Aha! Fooled you!" which is played for laughs. That kind of posturing, that ribbing back and forth goes all the way back to that first Tridimensional chess game from season one's "Where No Man Has Gone Before," and it's completely dropped when we get to *The*

*Wrath of Khan*. There's an openness which goes both ways, like when Kirk takes command, that scene in Spock's quarters with the awesome sequined IDIC mural, Spock stops him and says, "Jim... I am a Vulcan. I have no ego to bruise." It's very different from the last episode of season one's "Operation: Annihilate!," when Kirk's brother is killed, and Spock clumsily tries to extend condolences. Kirk just interrupts him with a, "Yes, yes," and finds an excuse to spring to action just to let Spock off the hook.

**ROBB:** And unless toxic masculinity somehow makes its way into the twenty-third century, I don't think any of this is because they're suffering under the weight of society telling them they shouldn't express how they feel. Spock's a Vulcan! Captains and their Vulcans—they're two great tastes that taste great together, especially from a mess hall replicator.



## INTERESTED? YOU MAY ALSO LIKE . . .

### **Star Trek: Starfleet Is...: Celebrating the Federation's Ideals**

**ROBB PEARLMAN; FOREWORD BY KENNETH MITCHELL**

This commemorative book highlights 50 of the key traits of the *Star Trek* universe and demonstrates, through memorable images and beautiful artwork, how these ideals are personified by your favorite characters, and how they are actively and sincerely lived by the *Star Trek* fans themselves.

**PAPER OVER BOARD: 9781637740194 • EBOOK: 9781637740255 • US \$16.00 / \$22.00 CAN • TELEVISION/FILM • SEPTEMBER 2021**

# SMART POP EXPLAINS MARVEL MOVIES AND TV SHOWS

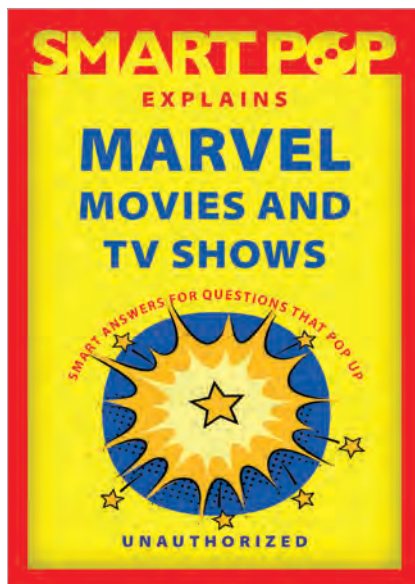
THE EDITORS OF SMART POP

## KEY SELLING POINTS

- A perfect resource for new Marvel fans
- Covers 22 movies and shows, from 2008's *Iron Man* through 2021's *Loki*
- Publishing to coincide with the release of the fourth Thor film and *Ms. Marvel*.
- Marvel films have earned over \$22.5 billion worldwide, with new films and shows premiering in theaters and on Disney+ throughout 2022.

## PUBLICITY AND MARKETING

- Promotion at 2022 San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)
- Outreach to pop culture and geek media and Marvel fans
- Promotion in Smart Pop's newsletter and social media
- Facebook: /SmartPopBooks
- Twitter: @SmartPopBooks
- Instagram: @SmartPopBooks



Who is Iron Man? What's an Infinity Stone? When did Captain America become the first Avenger? Why does everyone love Loki even though he's a bad guy?

AFTER THE 14 years between *Iron Man*'s premiere in movie theaters in 2008 and *Loki*'s 2021 Disney+ series, it can be difficult to find an entry point into the more than 20 Marvel movies and shows that have been entertaining and amazing fans.

While lots of authorized encyclopedias and guides offer die-hard Marvel fans trivia, details, and deep dives into every on-screen

moment, they can be overwhelming for new and casual fans. Rather than keeping you at arm's length, 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 has 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 want to enjoy *Spider-Man*, but don't quite know what a Skrull is? Maybe you know that it was Agatha all along, but did *WandaVision* leave you wondering about the multiverse of madness? Do you need a primer on Thor's backstory so you can grasp how the God of Thunder became friends with the Guardians of the Galaxy? Or, maybe you just want to be able to join in when everyone shouts out "Wakanda Forever!"

If you're looking for an easy-to-understand entry into the multiverse everyone is talking about, this is the book for you! As the perfect and unauthorized resource to keep on hand when watching something for the first—or tenth—time on the big or small screen, *Smart Pop Explains Marvel Movies and TV Shows* like no one else could!

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

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192 PAGES • US \$14.95 / \$19.95 CAN • TELEVISION/FILM  
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“Through a massive injection of the serum and dosage of Vita-Rays, the 95-pound weakling instantly transformed into the peak of human perfection AND got the kind of beach body that infomercials and back-of-comic-book advertisements only dream of promising.”

#### WHO IS ... CAPTAIN AMERICA?

Winghead, Cap, the Star-Spangled Man with a Plan, Possessor of America's A\$\$, or even Capsicle ... whatever you call him, Steve Rogers was the first superhero.

Steven Grant Rogers grew up in Brooklyn, New York. The scrawny Rogers was often bullied, but as he once told Agent Peggy Carter, he felt he had to stand up to bullies. “Once you run, you never stop running.”

He desperately wanted to fight overseas because he didn't like bullies like the Nazis. Rogers tried five times to join the military, but each time was deemed 4F. However, Professor Erskine decided that the good-hearted Rogers might be the perfect specimen for his “super-soldier” serum.

Through a massive injection of the serum and dosage of Vita-Rays, the 95-pound weakling instantly transformed into the peak of human perfection AND got the kind of beach body that infomercials and back-of-comic-book advertisements only dream of promising.

However, the military did not immediately take advantage of Rogers's abilities. Instead, they gave him a bad cosplay outfit and he became little more than a “chorus girl,” touring and performing in a USO show. And though the USO provides a valuable service to our troops and their families, Steve grew frustrated at not being able to directly help the war effort. When Rogers discovered his best friend's platoon was captured, he used his abilities to free hundreds of Allied prisoners from the Red Skull's fortress. That day, Rogers earned the name Captain America. Or Capsicle. Whatever you prefer.

#### WHO LET THE STONES OUT?

Where have the Stones been all this time? Some were hidden in some ... unique places.

**space stone**—Perhaps not surprisingly, the Space Stone was well traveled. Odin had it, then left it on Earth, hidden in a church. The Red Skull found it, got zapped away to Vormir, and it fell to the bottom of the ocean. Howard Stark fished it out and S.H.I.E.L.D. had it for years. Mar-Vell used it to make a Light-Speed Engine, and hides it in her lab in space. Goose swallows it before finally coughing it up on Fury's desk. After Loki steals it from Project Pegasus, Thor takes it back to Asgard, where right before Ragnarok, Loki steals it again, and then when Thanos attacks the Asgardian refugees, Thanos grabs it for himself.

**mind stone**—For some reason, Thanos let Loki use the Mind Stone in his scepter, and then while in the custody of S.H.I.E.L.D., HYDRA, takes it for Strucker's experiments on Wanda and Pietro Maximoff, among others. It is then embedded in the vibranium body Ultron prepared for himself, but that body became Vision. To prevent Thanos from getting it, Wanda destroys it and Vision, but Thanos undoes this with the Time Stone, and kills Vision again by pulling the Mind Stone from him.

**reality stone**—Always changing and appearing, usually as a red liquidy thing that you definitely shouldn't touch, the Dark Elves used the Aether until Odin's father stopped them and hid it away. Jane Foster got infected with it, then once it was drawn from her, Odin gave it to the Collector for safekeeping. Thanos came to Knowhere and killed the Collector for it.

**power stone**—Star-Lord stole it from an abandoned temple on Morag, then tried to sell it to the Collector. He didn't, but Ronan acquired it and used it in his weapon. Star-Lord and the Guardians destroyed Ronan and left the Stone on Xandar. Thanos wiped out the Nova Corps to acquire it.

**time stone**—For ages, it was sealed away in Kamar-Taj, until Doctor Strange found he was able to use it. He battled Dormammu with it, and kept it with him at all times, until he surrendered it to Thanos, knowing it was part of their only chance to ultimately defeat him.

**soul stone**—It was on Vormir all the time. Somehow, Gamora discovered it was there but never told Thanos. It required the death of someone you loved to get it, and Thanos reluctantly killed his daughter to acquire the Stone.

**gold stone**—Hidden in an egg roll in the Tony Award-winning musical *Gypsy*. We're kidding, of course. Though Mr. Goldstone did have the power to change the trajectory of Rose's life, there's no indication that his power transcended musical theater. Yes, *Gypsy* has nothing to do with anything in this book, but it's a darn good show.

# SMART POP EXPLAINS HARRY POTTER BOOKS AND MOVIES

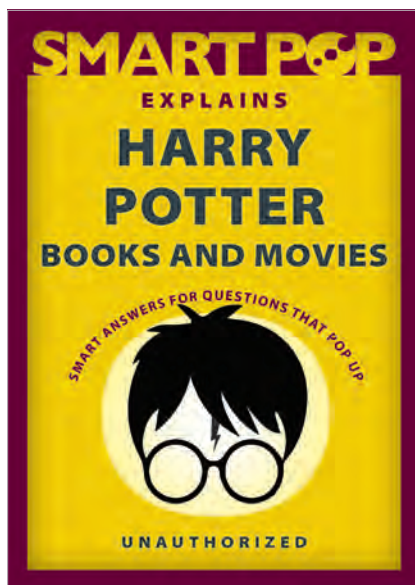
THE EDITORS OF SMART POP

## KEY SELLING POINTS

- A gift book perfect for new Harry Potter fans
- Harry Potter is both the bestselling book series in history (+500M copies worldwide and translated into 80 languages) and the third highest-grossing film series of all time (\$7.7B worldwide)
- Will include information on every Harry Potter book and movie from the 1997 publication of *Harry Potter and the Sorcerer's Stone* through the 2018 film *Fantastic Beasts: The Crimes of Grindelwald*
- Published to coincide with the release of the third *Fantastic Beasts* movie

## PUBLICITY AND MARKETING

- Promotion at 2022 San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)
- Outreach to pop culture and geek media and Harry Potter fans
- Promotion in Smart Pop's newsletter and social media
- Facebook: /SmartPopBooks
- Twitter: @SmartPopBooks
- Instagram: @SmartPopBooks



**Who is Snape? What's a horcrux? When did Sirius Black escape from Azkaban? Why was Hermione sorted into Gryffindor?**

**AFTER A QUARTER** of a century, it's easy for new fans of any age to get overwhelmed by the sprawling mythology and complexity of what's gone on in the magical world first published in *Harry Potter and the Sorcerer's Stone* and seen in *Fantastic Beasts: The Crimes of Grindelwald*.

And though there have been countless trivia and guidebooks that offer superfans more details than can fit into a bag enchanted with an Undetectable Extension Charm,

there's nothing out there that offers anyone new to the franchise, or anyone who wants to introduce the franchise to a new generation, a basic resource of who's who and what's what.

Maybe you're a First Year and need an entry-level class on the magical Hogwarts School of Witchcraft and Wizardry? Are you trying to figure out why Slytherins are so slippery? Trying to parcel out parseltongue? Having trouble sorting out when Dumbledore battled Grindelwald? Or maybe you're a confident Ravenclaw who wants to understand why it's leviOsa, not levioSA!

If you're a Muggle, witch, or wizard looking for an easy entry into what literally everyone is talking about, then this is the book for you. As the perfect and unauthorized resource to keep on hand when watching or reading for the first—or tenth—time, *Smart Pop Explains Harry Potter Books and Movies* to you like no one could!

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

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192 PAGES • US \$14.95 / \$19.95 CAN • PERFORMING ARTS  
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“Like a verse from a certain Alanis Morissette song, it’s ironic that Voldemort’s plans to achieve immortality racked up a deadly cost.”

#### WHO WAS HE WHO MUST NOT BE NAMED AND HOW DO WE TALK ABOUT HIM?

Very carefully! Lord Voldemort (*SHHHH! You’re not supposed to say the name—he may be listening!*) is the dark wizard who terrorized the wizarding world twice. Decades before Harry was born, Hogwarts student Tom Marvolo Riddle was obsessed with becoming immortal.

Riddle’s father, Tom Sr., was a rich Muggle whom Tom’s mother fell in love with and won his affection by using magic. At least temporarily. Tom Sr. left his family after his wife, Merope, stopped using magic on him. Merope died soon after Tom Jr. was born, leaving him to be raised, unaware of his wizardy powers, in a Muggle orphanage.

Dumbledore brought him to Hogwarts, where he discovered he was descended from one of the school’s founders, Salazar Slytherin. A gifted student, Tom soon found he could perform unusual feats, as many young witches and wizards do. But unlike many young witches and wizards, Riddle discovered possible methods of immortality and soon set into motion his plans to defeat death.

Creating a new identity for himself, Tom became the Dark Lord. He wasn’t fond of the fact that he himself was only a half-blood wizard. To renounce his father’s Muggle heritage, he chose a new name—an anagram formed from his real name, “Tom Marvolo Riddle”: “I AM LORD VOLDEMORT.”

Like a verse from a certain Alanis Morissette song, it’s ironic that Voldemort’s plans to achieve immortality racked up a deadly cost. Voldemort’s power grew, and eventually a war raged between his followers and those who wished to protect a peaceful and tolerant way of life, in particular, acceptance of Muggle-born wizards and witches.

Voldemort was totally obsessed with not dying. Like, even more obsessed than your best friend is about making TikTok videos. He Who Must Not Be Named wanted to be He Who Will Never Die, No Matter What. This sort of obsession can cost you a social life. Luckily, Voldemort had some followers (more than your friend does on TikTok) who were almost as obsessed with not dying as he was.

#### WHAT SORT OF CLASSES DO YOU TAKE AT HOGWARTS?

Like a Muggle school, future witches and wizards can look forward to a variety of classes that test their aptitudes and skill sets until they decide on a focus. O.W.L. tests were given in the fifth year, N.E.W.T.s at the end of the seventh.

While no doubt some slacker witches and wizards opt to live in their parents’ basement while they figure out what they want to do with their lives, student loans do not appear to be an issue for Wizarding World millennials and others.

#### PROMINENT DEATH EATERS

**Lucius Malfoy**—A trusted servant of Voldemort in the first war, less so in the second.

**Draco Malfoy**—Lucius’s son, Harry’s main rival at school, and a real git (British for an unpleasant person).

**Regulus Black**—Sirius Black’s brother, who eventually saw the light and tried to leave Voldemort’s group.

**Bellatrix Lestrange**—She REALLY was into Voldemort and she was cray.

**Severus Snape**—Saw the light, but remained pretty dark.

**Peter Pettigrew**—A rat of a guy.

**Igor Karkaroff**—Imagine Putin with magical powers.

**Barty Crouch Jr.**—Detail-obsessed sociopath.

**The Carrows**—Twins who liked to double-up on torturing students when they taught at Hogwarts.

**Antonin Dolohov**—Murderer, torturer, and he later had his memory wiped by Hermione.

**Augustus Rookwood**—A spy and generally not-nice person.

#### CORE CLASSES

**Charms**—This class teaches a wide variety of spellwork, not how to be charming.

**Herbology**—Deals with the care and effects of magical plants.

**Flying**—Kind of self-explanatory.

**Defense Against the Dark Arts**—Teaches students to defend against . . . well, it’s not the “light arts.”

**Potions**—Brewing up fame and glory. And Polyjuice.

**Transfigurations**—Changing things into other things.

**History of Magic**—A rather dull class. Does teach about goblin rebellions.

**Astronomy**—Teaches the names of the stars and celestial movements.

# SOMEWHERE OUT THERE

My Animated Life

DON BLUTH

## KEY SELLING POINTS

- Bluth is director, animator, and video game designer best known for films like *The Secret of NIMH*, *An American Tail*, *The Land Before Time*, *All Dogs Go to Heaven*, and *Anastasia*
- Author started his career working with Walt Disney himself on *Sleeping Beauty* before opening a competing animation studio
- Author created the iconic 1983 LaserDisc game *Dragon's Lair*, which is being adapted into a live-action Netflix film featuring Ryan Reynolds
- Featuring more than 30 original drawings created by Don Bluth especially for this book.

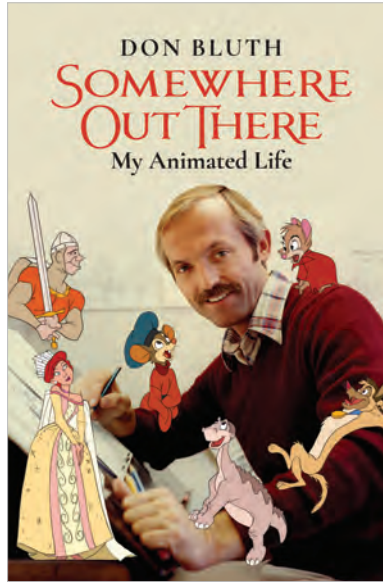
## PUBLICITY AND MARKETING

- Promotion at 2022 San Diego Comic-Con (150K+ attendees) and New York Comic Con (250K+ attendees)
- Outreach to pop culture, geek, and video game media; art, animation, and film publications; academic animation courses
- Promotion in Smart Pop's newsletter and social media
- Facebook: /TraditionalAnimation (331K followers); /DonBluthFilms (24K followers)
- Twitter: @Traditional2D (45K followers); @DonBluth (19K followers)
- Instagram: @TraditionalAnimation (41K followers); @DonBluthStudios (12K followers)



**Don Bluth** is an award-winning director, animator, production and video game designer, and teacher. His films have entertained and shaped the childhoods

of untold millions. His company, Don Bluth Studios, continues creating and innovating animation and filmmaking. Residence: Scottsdale, Ariz.



**After more than five decades in Hollywood, Don Bluth, the man behind some of the most iconic animated films ever made, tells his story.**

**DON BLUTH** never felt like a Donald, so people have always called him Don. A matinee of *Snow White and the Seven Dwarfs* awakened something within him. Despite growing up in rural Texas and Utah, he practiced and worked hard to become a Hollywood animator. After working alongside his idol Walt Disney, and on films including *Sleeping Beauty*, *The Sword in the Stone*, *Robin Hood*, *Winnie the Pooh*, *The Rescuers*, and *Pete's Dragon*, he realized that the company had changed into something he didn't

necessarily believe in. So Don made the industry-shocking decision to start his own animation studio.

It was from that studio—Don's studio—that came such award-winning, generation-defining films as *The Secret of NIMH*, *An American Tail*, *The Land Before Time*, *All Dogs Go to Heaven*, *Anastasia*, and the video game franchise, *Dragon's Lair*.

Now, after more than half a century in the movie business, Don is ready to tell the story of his life. 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.

Exclusive original art makes this book perfect for fans, cineasts, and anyone looking "somewhere out there" for inspiration and motivation.

9781637740538 • 6X9 • TRADE PAPERBACK • JULY 2022

384 PAGES • US \$21.95 / \$28.95 CAN • AUTOBIOGRAPHY

EBOOK: 9781637740545 • DISTRIBUTION: WORLD

TRANSLATION RIGHTS: ADRIENNE LANG, ADRIENNE@BENBELLABOOKS.COM

“I was more concerned that reading just took precious time away from drawing. Now I know better. As Walt Disney once said, ‘There’s more treasure in libraries than in the whole of the Spanish Main.’ The boy in the mirror shrugged. ‘You want to be like Disney? Start reading.’”

**ONE DAY I** looked up and saw a strange-looking wire contraption on the neighbor’s roof.

“That, Don,” my father explained, “is a television antenna.” He paused and then proclaimed, “TV is the future, son; a gift from heaven.”

I went to the mirror in my bedroom. “Mirror, mirror on the wall,” I began. “What can you tell me about the future of television?”

“It has no future. It’s a fad, and will go away,” said the boy in the mirror. “It can’t compete with the big, colorful dazzle of the movie screen.”

“Are you sure about that?” I asked. “I see antennas springing up all over the city. It beckons to me. Remember that story of the piper and his flute—you know the one—where the rats follow the music and are drowned in the river? That’s what it feels like. I’m one of the rats. Our family needs a TV, and that’s all there is to it. I dream about it day and night.”

“Suit yourself,” said the boy in the mirror. “But you know what happened to the rats. Why don’t you try reading a book?”

“I just don’t have time to read. It takes too long,” I grumbled. That was true: ever since I started reading, I’d had to read out loud—and slowly—to understand what was on the page. This caused me some embarrassment in school, but I was more concerned that reading just took precious time away from drawing. Now I know better. As Walt Disney once said, “There’s more treasure in libraries than in the whole of the Spanish Main.”

The boy in the mirror shrugged. “You want to be like Disney? Start reading.”

Dad brought home a beautiful blond wood cabinet that housed a television, a combination radio, phonograph, and TV on Christmas, 1950. We gathered around it that Christmas Day as he turned it on. The screen flickered and lit up, and my jaw dropped. There he was, my hero,

moving and talking—my first glimpse of Walt Disney as a real person, not a photograph. He was promoting his newest full-length animated feature, *Alice in Wonderland*, on the TV special “*One Hour in Wonderland*.” The clips of the “Alice” animation, even in black and white, were to die for.

Our TV unified the family. Most evenings, my siblings, my parents, and I sat mesmerized, staring at the “box”—that’s what people called it in those days. As we watched, we also chatted, laughed, threw pillows, and munched on

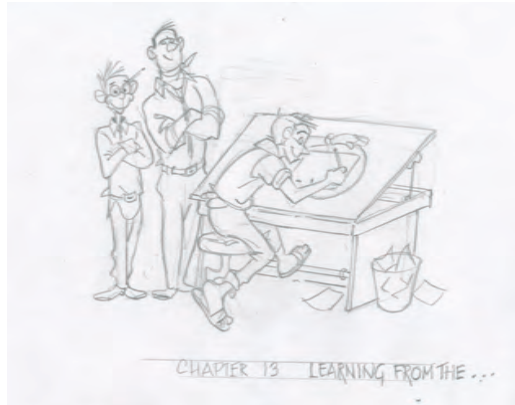
chips and dip. We watched world news, documentaries, variety shows, mysteries, and puppet shows like *Howdy Doody Time* and *Kukla, Fran, and Ollie*. It was not just great fun, but so much more. Having a TV was like opening a window—we could see the world and connect with people who were total strangers.

My favorite comedy revue was *The Show of Shows*, starring Sid Caesar and Imogene Coca, both highly lauded comedians.

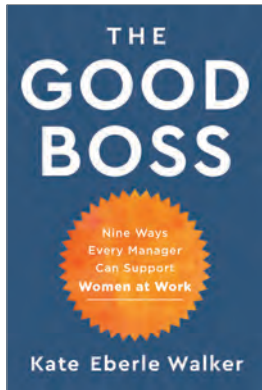
Their gift to me was laughter; I owe my sense of humor to them. During the production of a movie, whenever I’m looking how to evoke laughter, I still think of *The Show of Shows* and the matchless wordplay and timing of Sid and Imogene.

Many years later, I had the opportunity to work with Sid Caesar, who at that time was recording the voice for Henri, the pigeon, the *An American Tale* role that eventually went to Christopher Plummer. As I stood there beside him, I could only think, “How can this be happening? Mr. Caesar is a world-renowned actor, and I’m only a skinny little kid from West Mountain, Utah.”

I told the image in the mirror that night about working with one of my heroes. By this time the boy in the mirror had turned into the man in the mirror, but his message was the same as it always was. “You’re boasting,” he said.



# BUSINESS



## THE GOOD BOSS KATE EBERLE WALKER

When it comes to a woman's day-to-day experience and her career trajectory, one key player has the most significant impact: her boss. If we really want to support women in the workplace, managers must step up. In *The Good Boss*, CEO and business consultant Kate Eberle Walker offers timely, tactical advice based on her experience coaching managers, as well as the lessons she learned working her own way up the corporate ladder. Eberle Walker outlines nine straightforward rules that any manager can follow to help the women on their team—whether they oversee one, one hundred, or one thousand employees.

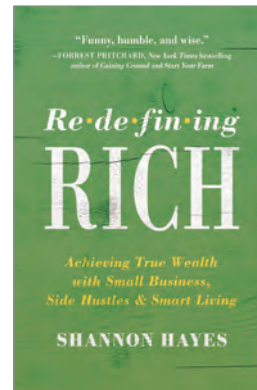
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**BUSINESS • MARCH 2021**



## ONE MILLION FOLLOWERS BRENDAN KANE

How can you make a significant impact in the digital world and stand out among all the noise? Digital strategist and “growth hacker” Brendan Kane has the answer and will show you how—in 30 days or less. In this revised and expanded edition of *One Million Followers*, Kane will teach you how to gain an authentic, dedicated, and diverse online following from scratch; create personal, unique, and valuable content that will engage your core audience; and build a multi-media brand through platforms like Facebook, Instagram, YouTube, and LinkedIn. It's time to stop being a follower and start being a leader.

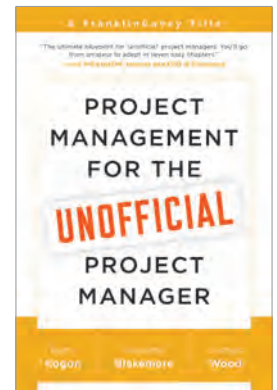
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## REDEFINING RICH SHANNON HAYES

In our dysfunctional economy, “success” often comes at great personal cost . . . We're tired, we're stressed out, and we have no time for family and friends. It's time to redefine “rich.” From a third-generation farmer and successful entrepreneur, *Redefining Rich* is an entrepreneur's guide to balancing work and family with the pleasures of the good life, with simple exercises and important lessons to serve everyone from the new sole proprietor to a seasoned CEO. *Redefining Rich* will comfort, instruct, amuse, and inspire those of us who are trying to make our lives work in untraditional ways.

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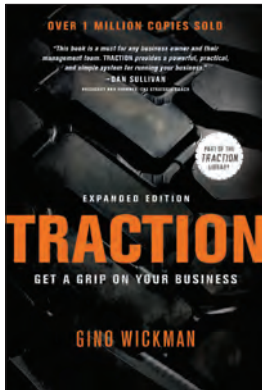
## PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER KORY KOGON, SUZETTE BLAKEMORE AND JAMES WOOD

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

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**BUSINESS • APRIL 2015**

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# TRACTION LIBRARY



## 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.

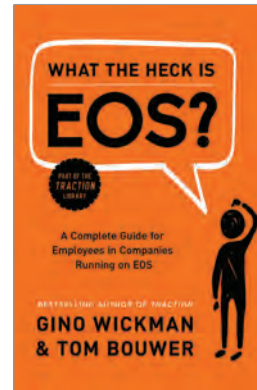
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## ROCKET FUEL GINO WICKMAN AND MARK C. WINTERS

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.

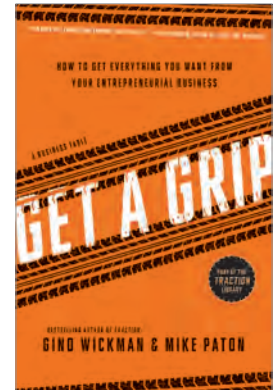
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**BUSINESS • APRIL 2016**



## 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 (Entrepreneurial Operating System). 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.

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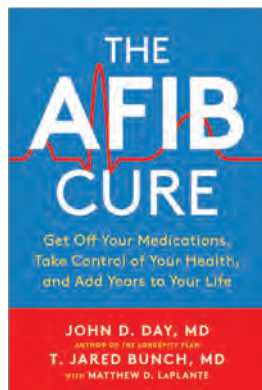
## GET A GRIP GINO WICKMAN AND MIKE PATON

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*, learn 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.

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## HEALTH



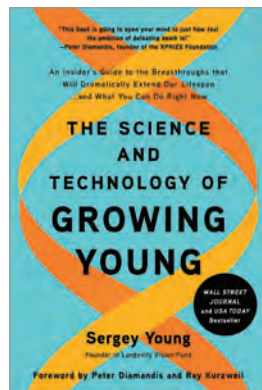
## THE AFIB CURE

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

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

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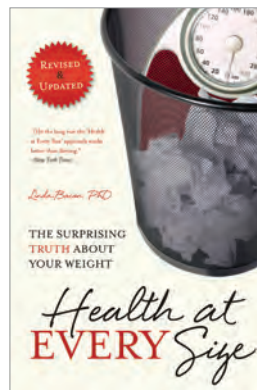
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HEALTH • FEBRUARY 2021

THE SCIENCE AND  
TECHNOLOGY OF  
GROWING YOUNG

SERGEY YOUNG

The prospect of living to 200 years old isn't science fiction anymore. Sergey Young, a leader in the emerging field of longevity, offers his perspective on what cutting-edge breakthroughs are on the horizon, as well as the practical steps we can take now to live healthily to 100 and beyond. Combining practical advice with an incredible overview of the brave new world to come, *The Science and Technology of Growing Young* redefines what it means to be human and to grow young.

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EBOOK: 9781953295392  
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HEALTH • AUGUST 2021

HEALTH AT  
EVERY SIZE

Revised and  
Updated Edition

LINDA BACON, PhD

You too can feel great in your body right now—and *Health at Every Size* will show you how. The health at every size has been scientifically proven to boost health and self-esteem. The program was evaluated in a government-funded academic study, its data published in well-respected scientific journals. Updated with the latest scientific research and even more powerful messages, *Health at Every Size* is not a diet book, and after reading it, you will be convinced the best way to win the war against fat is to give up the fight.

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## WHY WE GET SICK

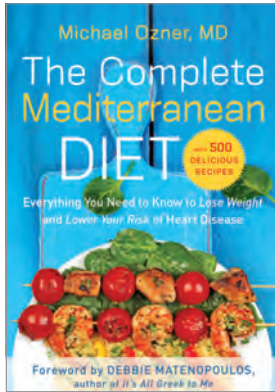
BENJAMIN BIKMAN, PhD

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

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# HEALTH



## THE COMPLETE MEDITERRANEAN DIET

MICHAEL OZNER, MD

In *The Complete Mediterranean Diet*, top cardiologist Michael Ozner offers the traditional Mediterranean diet—clinically proven to reduce your risk of heart disease, cancer, and numerous other diseases—with the latest scientific findings in health and nutrition to create a diet that’s easy to follow. Alongside an abundance of evidence supporting the Mediterranean diet’s incredible health benefits Dr. Ozner includes 500 delicious, classic Mediterranean recipes. *The Complete Mediterranean Diet* shows you how and why to change your diet for a longer, healthier, happier life.

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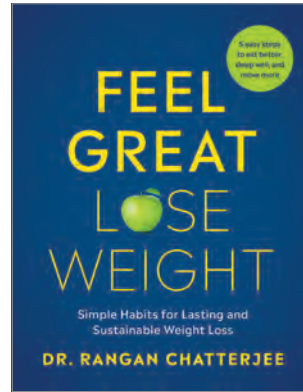


## VIBRANT

DR. STACIE STEPHENSON  
WITH EVE ADAMSON

Stop thinking of your own well-being as something that’s beyond your control. In *Vibrant*, Dr. Stacie Stephenson introduces readers to a new and empowering way of looking at health. A recognized leader in functional and integrative medicine, Stephenson has helped thousands by focusing not on treating disease, but on creating health by giving individuals the knowledge, confidence, and inspiration they need to do so for themselves. With a step-by-step program for making foundational lifestyle shifts, *Vibrant* shows you how to reclaim your health and energy, reverse aging, and glow—not just on the outside, but from deep within yourself.

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HEALTH • MARCH 2021

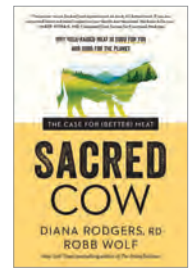


## FEEL GREAT, LOSE WEIGHT

DR. RANGAN CHATTERJEE

Weight loss isn’t a race. It isn’t one size fits all. When it comes to losing weight with crash diets, what goes down nearly always comes back up. And weight-loss programs designed to fit “everyone” are often too broad and restrictive to fit into the complicated lives of real people. Drawing on twenty years of experience, Dr. Rangan Chatterjee—BBC personality and author of the bestselling *Feel Better in 5*—has created a conscious, compassionate, sustainable approach to weight loss that goes far beyond fad diets to find the individual strategies that will work for *you*.

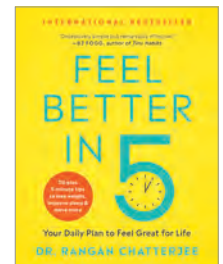
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DIANA RODGERS, RD,  
AND ROBB WOLF  
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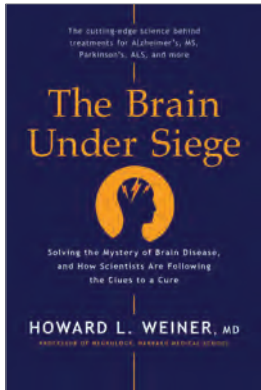


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HEALTH • SEPTEMBER 2020

# SCIENCE

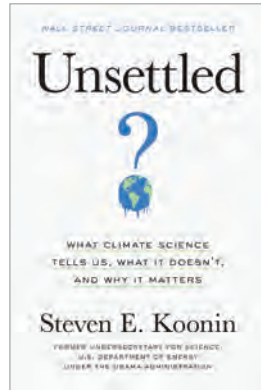


## THE BRAIN UNDER SIEGE

HOWARD L. WEINER, MD

Harvard neurologist Howard L. Weiner takes you inside the brain under attack—and illuminates the path to a cure for diseases such as MS, Parkinson's, and Alzheimer's. He likens the brain to a crime scene, showing readers how “clues” point to causes and suggest paths to a cure. He takes readers on a journey through the latest technological advances, exploring which routes of investigation have gone cold and which have led to breakthroughs. *The Brain Under Siege* is a must-read for patients, families, and anyone interested in unraveling the mysteries of the brain.

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SCIENCE • OCTOBER 2021



## 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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## A BRIEF HISTORY OF TIMEKEEPING

CHAD ORZEL

It's all a matter of time—literally. From the movements of the spheres to the slipperiness of relativity, the story of science unfolds through the fascinating history of humanity's efforts to keep time. Our modern lives are ruled by clocks and watches, smartphone apps and calendar programs. While our gadgets may be new, however, the drive to measure and master time is anything but—and in *A Brief History of Timekeeping*, Chad Orzel traces the path from Stonehenge to your smartphone. The time you spend reading this book may fly, and it is certain to be well spent.

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SCIENCE • JANUARY 2022



## DRUNK FLIES AND STONED DOLPHINS

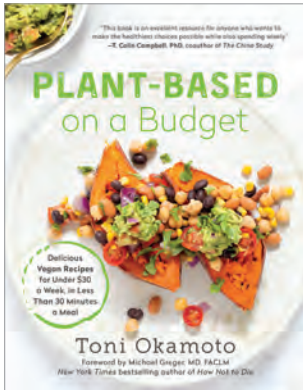
ONÉ R. PAGÁN

From the cup of coffee that jumpstarts the day to dangerously addictive drugs, the recreational use of plants with psychoactive properties has a long history among humans. But it turns out that other animals got there first. In this book, you'll get an eye-opening glimpse into the mind-altering behavior of the non-human members of the animal kingdom, spanning insects to elephants. *Drunk Flies and Stoned Dolphins* takes you on a trip through the colorful world of animal intoxication—and along the way, explores what this science reveals about the surprising connections between all the world's creatures.

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# BENBELLA VEGAN



## 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* gives you everything you need to make plant-based eating easy, accessible, and most of all, affordable.

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## DREENA'S KIND KITCHEN

DREENA BURTON

Dreena Burton has been creating plant-based, whole-food recipes for more than 20 years. Home cooks know they can trust her recipes to turn out great—and to be delicious! Whether you need weekly staple meals for your family or want a dish to wow your friends for a special occasion, *Dreena's Kind Kitchen* has you covered with these reliable, flavorful, and healthy recipes. With helpful guidance on techniques, time-saving tips, and suggestions for repurposing leftovers into new dishes, this dependable resource will boost your cooking confidence and help you find success in your own plant-powered kitchen.

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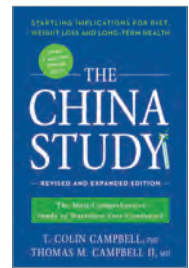


## THE FUTURE OF NUTRITION

T. COLIN CAMPBELL, PHD,  
WITH NELSON DISLA

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

**TRADE PAPERBACK**  
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## The China Study

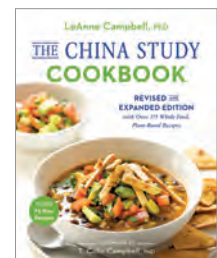
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## Plant-Powered Families

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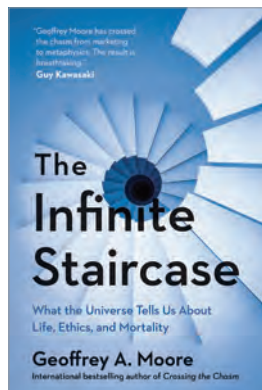


## The China Study Cookbook

Revised and Expanded Edition

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**COOKING • JUNE 2018**

# GENERAL NONFICTION



## THE INFINITE STAIRCASE

**GEOFFREY A. MOORE**

High-tech's best-known strategist makes a seminal contribution to the search for meaning in *The Infinite Staircase*. Two questions fundamental to human existence have always been “Where do I fit in the grand scheme of things?” and “How should I behave?” Geoffrey A. Moore uses his signature framework-based approach to answer these questions, taking us on an intellectual roller coaster ride through physics, chemistry, biology, the social sciences, and the humanities. Combining an extraordinary range of scholarship with an accessible and entertaining writing style, *The Infinite Staircase* provides a coherent and unified platform for a full human life.

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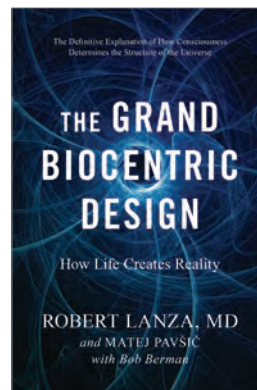


## MORE VEGGIES PLEASE!

**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.

**TRADE PAPERBACK**  
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**EBOOK: 9781953295903**  
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**COOKING • OCTOBER 2021**



## THE GRAND BIOCENTRIC DESIGN

**ROBERT LANZA, MATEJ PAVŠIČ,  
 AND BOB BERMAN**

This engaging, mind-stretching exposition of how the history of physics has led us to Biocentrism—the idea that life creates reality—takes readers on a step-by-step adventure into the great science breakthroughs of the past centuries, from Newton to the weirdness of quantum theory, culminating in recent revelations that will challenge everything you think you know about our role in the universe.

**HARDCOVER**  
 9781950665402  
**EBOOK: 9781950665556**  
 US \$26.95 / \$35.95 CAN  
**SCIENCE • NOVEMBER 2020**



## SURVIVING DIRTY JOHN

**DEBRA NEWELL**

**WITH M. WILLIAM PHELPS**

Now that articles, podcasts, magazines, and miniseries have had their sensationalistic say, Debra Newell, the one woman who truly knows what it was like to survive “Dirty John” Meehan shares the full story—the reality—with the world for the first time. More than a tabloid-ready true-crime exposé, Debra’s story is one of trauma, denial, and deception. Told in Debra’s words with the help of M. William Phelps, this book is filled with exclusive stories about Debra and her family, previously unpublished photos, and the unvarnished, unapologetic, and unbelievable reality of *Surviving Dirty John*.

**TRADE PAPERBACK**  
 9781953295507  
**EBOOK: 9781953295842**  
 US \$16.95 / \$22.95 CAN  
**TRUE CRIME • AUGUST 2021**

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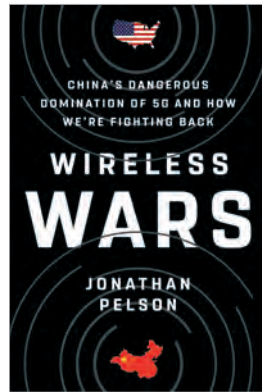
# GENERAL NONFICTION



**SUPERSIGHT**  
DAVID ROSE

For thousands of years, human vision has been largely unchanged by evolution. We're about to get a software update. Over the next decade, what we see and how we see it will no longer be bound by biology. Instead, our everyday vision will be augmented with digital information to give us what spatial computing pioneer David Rose calls "SuperSight." And as our view of the world becomes blended layers of information delivered via glasses, contact lenses, or projected light, it will fundamentally change learning, shopping, work, play, and much, much more. *SuperSight* offers a rich speculative preview of the future and its implications, both shocking and thrilling.

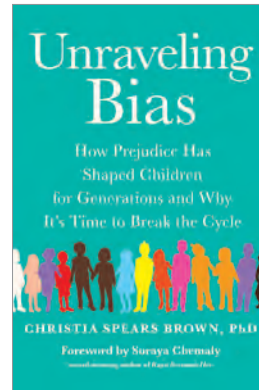
**HARDCOVER**  
9781950665808  
EBOOK: 9781637740125  
US \$27.95 / \$36.95 CAN  
TECHNOLOGY • NOVEMBER 2021



**WIRELESS WARS**  
JONATHAN PELSON

In *Wireless Wars*, author Jon Pelson explains how America invented cellular technology, taught China how to make the gear, and then handed them the market. Pelson shares never-before-told stories from the executives and scientists who built the industry and describes how China undercut and destroyed competing equipment makers, freeing themselves to export their nation's network gear—and their surveillance state. He also reveals China's successful program to purchase the support of the world's leading political, business, and military figures in their effort to control rival nations' networks. *Wireless Wars* offers an immersive crash course and an unforgettable read.

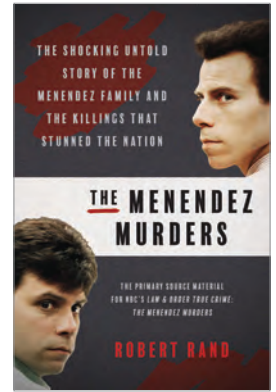
**HARDCOVER**  
9781953295613  
EBOOK: 9781953295958  
US \$27.95 / \$36.95 CAN  
POLITICAL SCIENCE  
SEPTEMBER 2021



**UNRAVELING BIAS**  
CHRISTIA SPEARS BROWN, PhD

We need only scan the latest news headlines to see how bias and prejudice harm adults and children alike—every single day. It would be easy to fix these problems if the examples stopped with a few racist or sexist individuals, but there are also biases embedded in our government policies, media, and institutions. In *Unraveling Bias*, Dr. Christia Spears Brown will uncover what scientists have learned about how children are impacted by biases, and how we adults can help protect them from those biases. It's time to unravel our biases—starting with the future leaders of the world.

**TRADE PAPERBACK**  
9781953295552  
EBOOK: 9781953295897  
US \$17.95 / \$23.95 CAN  
SOCIAL SCIENCE  
NOVEMBER 2021



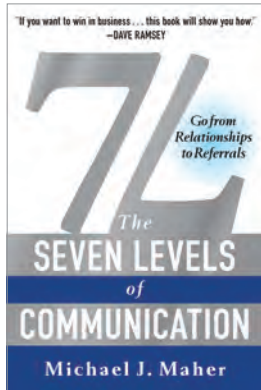
**THE MENENDEZ MURDERS**  
ROBERT RAND

The Menendez saga has captivated the American public since 1989. When the first Menendez trial began in July 1993, the public was convinced that Lyle and Erik were a pair of greedy rich kids who had killed loving, devoted parents. But the real story remained buried beneath years of dark secrets. Until now. Robert Rand shares these intimate, never-before-revealed findings, including a deeply disturbing history of child abuse and sexual molestation in the Menendez family going back generations, and the shocking admission O.J. Simpson made to one of the Menendez brothers when they were inmates at the L.A. County Men's Central Jail.

**TRADE PAPERBACK**  
9781946885265  
EBOOK: 9781946885272  
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TRUE CRIME • SEPTEMBER 2018

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# GENERAL NONFICTION



## 7L: THE SEVEN LEVELS OF COMMUNICATION

MICHAEL J. MAHER

*7L: The Seven Levels of Communication* tells the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. This heartwarming tale of Rick's trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals—it is about building business that not only feeds your family, but also feeds yours soul.

**TRADE PAPERBACK**  
9781942952473  
**EBOOK: 9781940363707**  
US \$16.95 / \$22.95 CAN  
BUSINESS • APRIL 2016

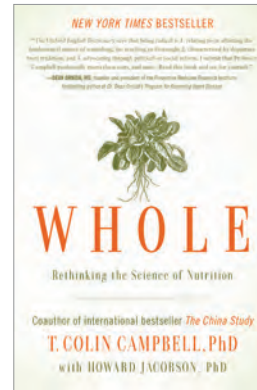


## 12 MONTHS TO \$1 MILLION

RYAN DANIEL MORAN

Building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. *12 Months to \$1 Million* condenses the start-up phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this road map helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy.

**HARDCOVER**  
9781948836951  
**EBOOK: 9781950665143**  
US \$27.95 / \$36.95 CAN  
BUSINESS • MAY 2020

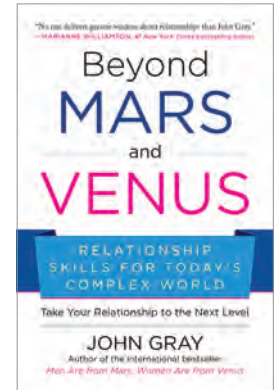


## WHOLE

T. COLIN CAMPBELL  
AND HOWARD JACOBSON

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

**TRADE PAPERBACK**  
9781939529848  
**EBOOK: 9781937856250**  
US \$16.95 / \$22.95 CAN  
HEALTH • MAY 2014



## BEYOND MARS AND VENUS

JOHN GRAY

It's time to move beyond Mars and Venus, toward a new relationship model for modern couples. Today, men and women are no longer trapped by rigid societal roles. Now more than ever, we have the freedom to be our authentic selves. Women can access their masculine side, and men can embrace their feminine side. This new freedom is a good thing, but it also brings new challenges. *Beyond Mars and Venus* teaches readers how to strengthen their bonds and grow in love together with their partner, bringing lasting happiness and a fulfilling partnership.

**TRADE PAPERBACK**  
9781953295132  
**EBOOK: 9781942952305**  
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SELF-HELP • DECEMBER 2020

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## The Provider Cookbook

CHAD BELDING AND CHAD MENDES  
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EBOOK: 9781637740224  
US \$35.00 / \$47.00 CAN  
COOKING • NOVEMBER 2021



## Wallet Activism

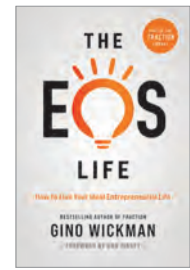
TANJA HESTER

PAPERBACK: 9781953295590  
EBOOK: 9781953295934  
US \$17.95 / \$23.95 CAN  
BUSINESS & ECONOMICS  
NOVEMBER 2021



## How to Be a Great Boss

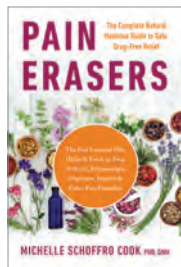
GINO WICKMAN AND RENÉ BOER  
HARDCOVER: 9781942952848  
EBOOK: 9781942952855  
US \$19.95 / \$25.95 CAN  
BUSINESS • SEPTEMBER 2016



## The EOS Life

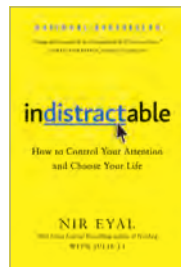
GINO WICKMAN

PAPER OVER BOARD:  
9781637740132  
EBOOK: 9781637740149  
US \$29.95 / \$39.95 CAN  
BUSINESS • SEPTEMBER 2021



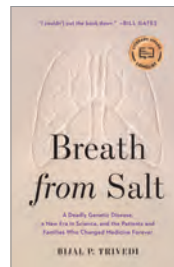
## Pain Erasers

MICHELLE SCHOFFRO COOK, PhD, DNM  
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EBOOK: 9781953295859  
US \$16.95 / \$22.95 CAN  
HEALTH • SEPTEMBER 2021



## Indistractable

NIR EYAL WITH JULIE LI  
HARDCOVER: 9781948836531  
EBOOK: 9781948836784  
US \$26.95 / \$35.95 CAN  
BUSINESS • SEPTEMBER 2019



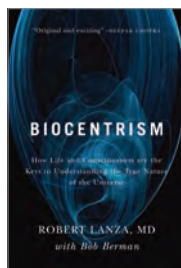
## Breath from Salt

BIJAL P. TRIVEDI  
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EBOOK: 9781948836623  
US \$28.95 / \$38.95 CAN  
SCIENCE • SEPTEMBER 2020



## The Empowered Wife

LAURA DOYLE  
PAPERBACK: 9781944648381  
EBOOK: 9781944648602  
US \$16.95 / \$22.95 CAN  
RELATIONSHIPS • MARCH 2017



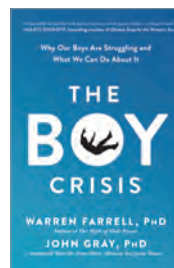
## Biocentrism

ROBERT LANZA, MD,  
WITH BOB BERMAN  
PAPERBACK: 9781935251743  
EBOOK: 9781935251248  
US \$14.95 / \$19.95 CAN  
SCIENCE • MAY 2010



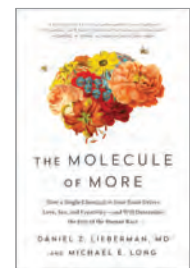
## The Actor's Life

JENNA FISCHER  
PAPERBACK: 9781944648220  
EBOOK: 9781944648237  
US \$17.95 / \$23.95 CAN  
BIOGRAPHY & AUTOBIOGRAPHY  
NOVEMBER 2017



## The Boy Crisis

WARREN FARRELL, PhD  
AND JOHN GRAY, PhD  
PAPERBACK: 9781948836135  
EBOOK: 9781942952725  
US \$17.95 / \$23.95 CAN  
RELATIONSHIPS • FEBRUARY 2019

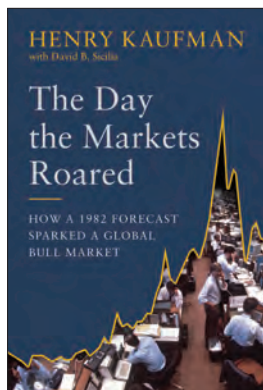


## The Molecule of More

DANIEL Z. LIEBERMAN, MD,  
AND MICHAEL E. LONG  
PAPERBACK: 9781948836586  
EBOOK: 9781946885296  
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PSYCHOLOGY • SEPTEMBER 2019

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# MATT HOLT BOOKS

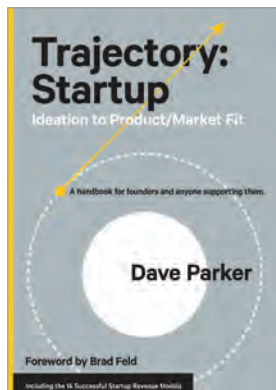


## THE DAY THE MARKETS ROARED

HENRY KAUFMAN  
WITH DAVID B. SICILIA

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

**HARDCOVER**  
9781953295088  
**EBOOK: 9781953295200**  
US \$25.00 / \$34.00 CAN  
BUSINESS/HISTORY • APRIL 2021

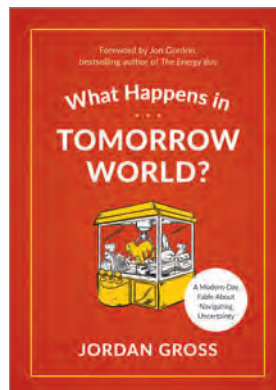


## TRAJECTORY: STARTUP

DAVE PARKER

People often spend years working on start-up ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and now he offers a path to get you from ideation to launch and revenue in just six months. *Trajectory: Startup* removes the mystery from the start-up process and outlines a roadmap of tasks and timeframes, with monthly milestones and resources. This pre-accelerator program will help you get the momentum you need. Skip the Executive MBA and go make money!

**HARDCOVER**  
9781953295071  
**EBOOK: 9781953295149**  
US \$28.00 / \$38.00 CAN  
BUSINESS • MARCH 2021

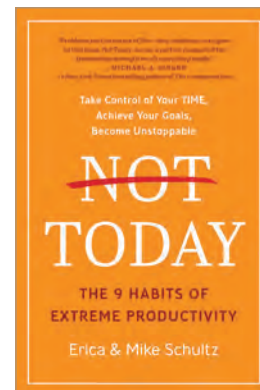


## WHAT HAPPENS IN TOMORROW WORLD?

JORDAN GROSS

*What Happens in Tomorrow World?* tells the story of the prizes found in a traditional arcade claw machine game, and what happens when one special player, Cayla “Catch” Alltoys, plays their game. As Catch maneuvers the claw over, down, and around, four of the prizes face their own existential crisis of uncertainty as they face the possibility of being removed from their safe environment and thrust into the unknown “real” world. In the spirit of Gibran’s *The Prophet*, *What Happens in Tomorrow World?* presents readers a useful toolbox on how to confront and manage the uncertainty we face every day.

**HARDCOVER**  
9781950665952  
**EBOOK: 9781953295187**  
US \$17.00 / \$23.00 CAN  
BUSINESS • MARCH 2021



## NOT TODAY

ERICA SCHULTZ AND MIKE SCHULTZ

When their five-year-old son fought for his life, business leaders Erica and Mike Schultz learned a new way to live, work, and succeed—discovering how to achieve extreme productivity with heart and purpose. After reflection and recovery, Mike and Erica codified their method of coping and working, and set out to study the work habits of extremely productive people. Interweaving their son’s poignant story with effective productivity and happiness strategies, *Not Today* shows how anyone can better manage their time—while living a more energetic and meaningful life.

**HARDCOVER**  
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**EBOOK: 9781953295330**  
US \$25.00 / \$34.00 CAN  
BUSINESS • JUNE 2021

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# MATT HOLT BOOKS



## BRINGING UP THE BOSS

RACHEL PACHECO

What does it mean to manage, and how do you teach someone to be a good manager? In *Bringing Up the Boss*, Rachel Pacheco shares what makes a manager great, along with anecdotes, research, tools, and how-tos that help employees become expert managers fast. Readers will learn how to give effective feedback, motivate team members, and hire and fire well, among many other critical management skills. You'll also learn what it means to manage yourself in this new role, and how to navigate the often awkward and sometimes challenging situations that arise in this new position.

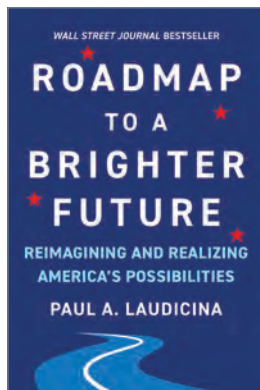
**HARDCOVER**

9781953295019

EBOOK: 9781953295408

US \$25.00 / \$34.00 CAN

BUSINESS • AUGUST 2021



## ROADMAP TO A BRIGHTER FUTURE

PAUL A. LAUDICINA

With multiple possible futures before us, Americans need to understand the specific consequences of our immediate choices, seize the opportunity to renew the nation's promise, and set the stage to benefit current and future generations. Based on decades of expertise in envisioning and articulating policy options, Paul Laudicina lays out four vastly different visions for America's future. He explains why the best version of America will only come about if the correct actions are taken now—and outlines the ten steps needed to decisively tackle our most pervasive problems and address critical priorities.

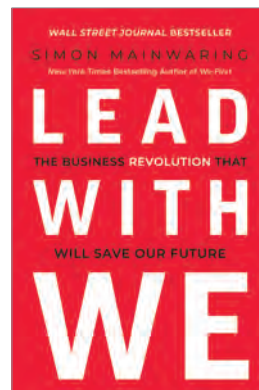
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EBOOK: 9781953295989

US \$27.00 / \$36.00 CAN

CURRENT EVENTS • SEPTEMBER 2021



## 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. This book's message is simple: The future of profit is people's purpose, aligned. *Lead with We* not only examines why we must all conduct business differently in order to grow in today's market, but also provides the how—concrete steps any reader can take toward success.

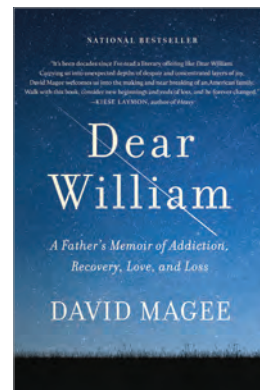
**HARDCOVER**

9781953295699

EBOOK: 9781637740033

US \$27.00 / \$36.00 CAN

BUSINESS • NOVEMBER 2021



## DEAR WILLIAM

DAVID MAGEE

This is more than just another addiction story. It's about a father making sense of his son's addiction and death while seeking his own identity, a broken family fighting to repair itself, and, ultimately, a commitment to making a difference from and through grief. This inspirational book guides readers toward finding purpose, resilience, and breaking the cycles that damage too many individuals and the people who love them. David Magee wrote this moving book so that any deeply suffering soul can know—and experience—that devastation can be repaired, voids can be filled, and peace is possible.

**HARDCOVER**

9781953295682

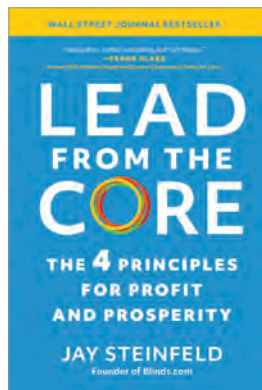
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MEMOIR • NOVEMBER 2021

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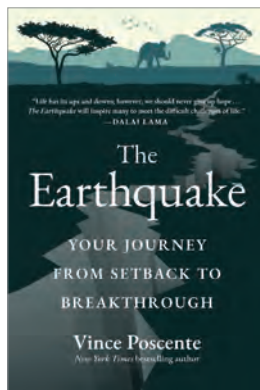


## LEAD FROM THE CORE

JAY STEINFELD

Jay Steinfeld, Ernst & Young Entrepreneur of the Year and the founder and CEO of Blinds.com, never planned to create the biggest online window blinds retailer in the world. With the odds stacked against him, his journey includes failed acquisitions, partnerships gone wrong, budget-limited guerilla marketing, corporate buyouts, brutal market competition, and a complete disruption of industry leaders. Told with humor and heart, *Lead from the Core* is not just a road map to make your company a resounding success. It's a master class for leaders looking to prevent costly business mistakes, no matter where you are in your journey.

**HARDCOVER**  
9781953295729  
**EBOOK: 9781637740064**  
US \$25.00 / \$34.00 CAN  
**BUSINESS • NOVEMBER 2021**

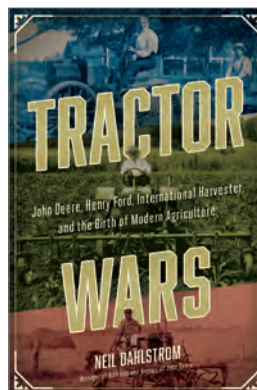


## THE EARTHQUAKE

VINCE POSCENTE

Personal catastrophes are like an earthquake: they leave us too shaken to know what to do next, afraid that every step we take might spark another upheaval. But we can learn to resist our human instinct to hide from challenges. In this entertaining modern-day fable, Vince Poscente introduces us to the well intentioned, conscious ant and the habitually fearful, subconscious elephant as seismic destruction changes their world and ultimately forces them to leave their oasis. *The Earthquake* offers prescriptive advice, and is based on Poscente's study of practices like decoding human behavior, the neuroscience of performance, and interpersonal dysfunction around fear.

**HARDCOVER**  
9781953295712  
**EBOOK: 9781637740057**  
US \$20.00 / \$27.00 CAN  
**BUSINESS • NOVEMBER 2021**

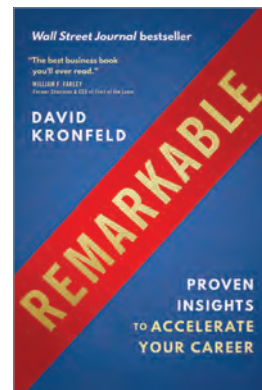


## TRACTOR WARS

NEIL DAHLSTROM

Discover the untold story of the “tractor wars,” the twenty-year period that introduced power farming—the most fundamental change in world agriculture in hundreds of years. In *Tractor Wars*, Neil Dahlstrom offers an insider's view of a story that entwines a myriad of brands and characters, stakes and plots. 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.

**HARDCOVER**  
9781953295743  
**EBOOK: 9781637740088**  
US \$25.00 / \$34.00 CAN  
**BUSINESS/TECHNOLOGY**  
JANUARY 2022



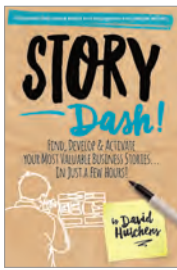
## REMARKABLE

DAVID KRONFELD

David Kronfeld offers his incomparable life lessons, experience, and proven insight for your entire career, from entry-level skills—writing a great resume, performing well on interviews, how to get promoted—to the management-level expertise that covers becoming a better negotiator, employer, and company leader. With his extensive guidance, you'll learn how to accelerate your career and powerfully impact your effectiveness and career trajectory. Follow the journey, lessons, and remarkable insights of an executive who has seen it all, and now offers pragmatic and infallible wisdom that you can use immediately. *Remarkable* is the first and last professional playbook you'll ever need.

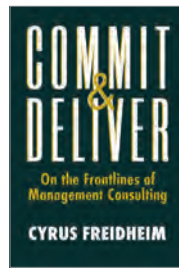
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**EBOOK: 9781953295972**  
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**BUSINESS • SEPTEMBER 2021**

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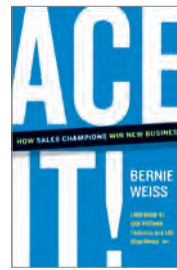
**Story Dash**  
DAVID HUTCHENS

HARDCOVER: 9781950665990  
EBOOK: 9781953295446  
US \$26.00 / \$35.00 CAN  
BUSINESS • AUGUST 2021



**Commit & Deliver**  
CYRUS FREIDHEIM

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EBOOK: 9781637740019  
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BUSINESS • OCTOBER 2021



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BERNIE WEISS

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EBOOK: 9781953295873  
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BUSINESS • SEPTEMBER 2021



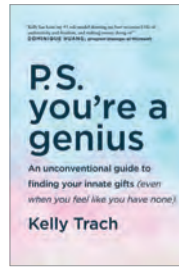
**Good Comes First**  
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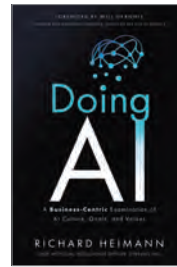
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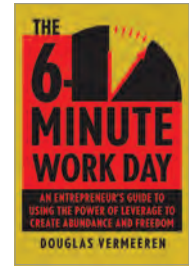
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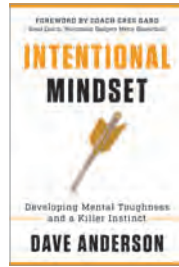
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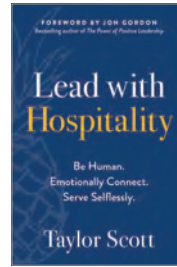
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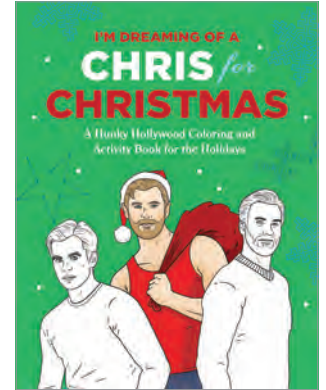


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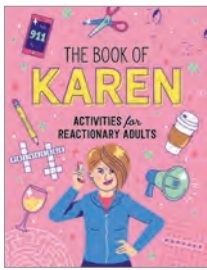
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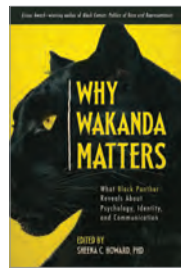
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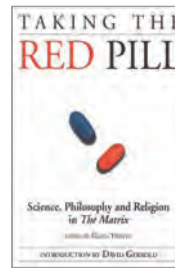
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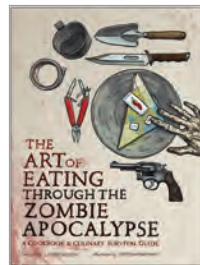
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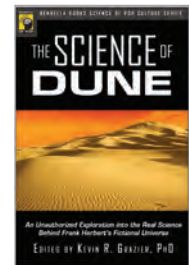
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