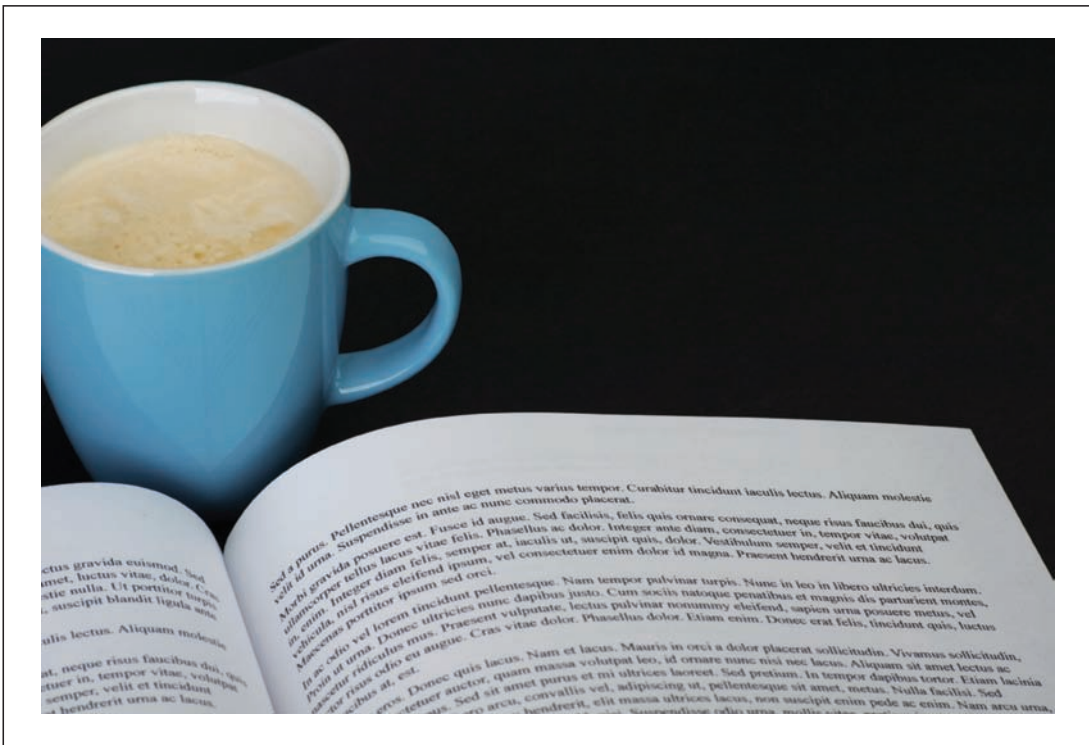


# FALL 2010



# BenBella Books



fall 2010

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# The Elite Entrepreneur

How to Master the 7 Phases of Growth & Take Your Business from Pennies to Billions

EPHREN W. TAYLOR

If anyone knows what it takes to be an elite entrepreneur, it's Ephren Taylor.

Author of the 2009 Wall Street Journal bestseller *Creating Success from the Inside Out*, Taylor started his first business venture at age 12, when he began making video games. Just five years later, he built a technology company that became a multimillion-dollar enterprise. At age 23, he took AmoroCorp (later, City Capital) public.

Now 27, Taylor, the youngest ever African-American CEO of a publicly traded company, appears weekly on FOX News and has been featured on "20/20," PBS, Black Enterprise and CNN Money, as well as his own infomercial.

In *The Elite Entrepreneur: How to Master the 7 Phases of Growth & Take Your Business from Pennies to Billions*, Taylor relays his years of successful business experience to take the guesswork out of entrepreneurialism. Full of anecdotes, tips, strategies and resources, *The Elite Entrepreneur* gives readers advice on what Taylor has identified as the essential seven phases of business:

- Startup
- Branding
- Sales
- Hiring
- Innovation, joint ventures and partnerships
- Stock offerings
- Charity and social entrepreneurship

With interviews from successful and proven entrepreneurs such as Montel Williams, Tony Robbins and Campbell Soup CEO Douglas R. Conant, *The Elite Entrepreneur* contains a checklist to help readers determine what their next steps should be.

This book will provide the reader—young or old, doctorate or GED-holder—the motivation and tools to break the mold and become an elite entrepreneur.

## MARKETING

- National publicity campaign spearheaded by national publicity, marketing and branding firms
- Taylor will go on nationwide speaking tour, appearing at no fewer than 40 engagements
- National radio interview tour
- Book will be used as complimentary sales collateral for corporate sales and financial planners nationwide using Taylor's Celerity Plan IRAs
- Direct mail campaign
- Continued appearance as a weekly guest on Fox News

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224 PAGES

\$24.95 US/\$31.95 CAN

BUSINESS – ENTREPRENEURS

OCTOBER 2010

SELLING TERRITORY: WORLD

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EPHREN W. TAYLOR is a Wall Street Journal bestselling author and the CEO of two publicly traded companies, one of which, City Capital Corporation, is recognized by the Wall Street Journal as one of the "Top 100 Socially Conscious Corporations in the U.S." Named by The Michigan Chronicle as one of the top "10 people making a global difference," at 27 years old, Taylor is the youngest African-American CEO of any publicly traded company in U.S. history. Taylor began his career as a video-game developer at the age of 12 and built a multimillion-dollar technology company, GoFerretGo.com, by the age of 17.

Written by a Wall  
Street Journal bestseller  
and the youngest ever African-  
American CEO of a publicly  
traded company, this book is a  
comprehensive guide on how to succeed  
as an elite entrepreneur

**Praise for *The Elite Entrepreneur***

“Ephren has an amazing story!”

~Montel Williams

“Ephren Taylor is doing it all and shows you can be  
successful at any age!”

~Donny Deutsch of “The Big Idea with Donny Deutsch”

“He made a million dollars  
before he graduated from high school!”

~Elizabeth Vargas, Host of ABC’s “20/20”

“Ephren Taylor has succeeded in  
systematically constructing a blueprint  
for business and personal wealth—on  
various levels. This is very compelling material.”

~Neal Lemlein, President, Around the Bend  
Media Inc. and Former Senior Marketing Executive at  
Universal Studios and Twentieth Century Fox Pictures

“Ephren Taylor, an early phenom in the  
entrepreneurial business community, has  
proven himself a true professional who  
understands the power and principles of success.”

~Omar Tyree, New York Times Bestselling Author

“Ephren Taylor is living proof that  
success can come on your own terms,  
at any stage and at any age. His refreshing industry  
insight is exactly what the next generation  
of wealth builders needs to grow.”

~Marshawn Evans, Esq., President,  
EDGE 3M Sports & Entertainment,  
and Former Contestant on “The Apprentice”

“Ephren Taylor is doing it all and shows  
you can be successful at any age!”

—DONNY DEUTSCH, *The Big Idea with Donny Deutsch*

The *Elite*  
**ENTREPRENEUR**  
HOW TO MASTER THE 7 PHASES OF GROWTH &  
TAKE YOUR BUSINESS FROM PENNIES TO BILLIONS

**EPHREN TAYLOR**

Author, Wall Street Journal Bestseller,  
*Creating Success from the Inside Out*

**OF NOTE**

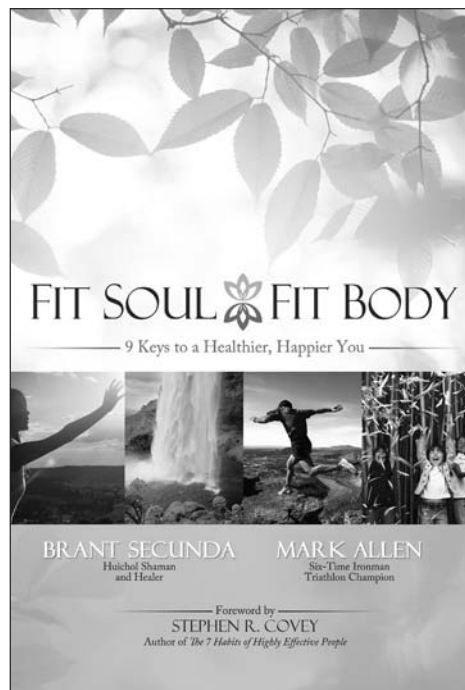
- Author’s previous book was a Wall Street Journal bestseller
- Author’s previous book was featured in:
  - ABC’s “20/20”
  - Jet Magazine
  - The Miami Herald
  - The Wall Street Journal
  - Fox News’ “Bulls & Bears”
  - Fox News’ “Your World” (regular)
  - CNBC’s “The Big Idea with Donnie Deutsch”
  - CNN’s “Sunday Morning”
  - Christianpost.com
  - “The Montel Williams Show”
  - Blackenterprise.com
  - Forbes.com

A nationally recognized authority on personal wealth and entrepreneurial business development, Taylor appears regularly on Fox News and CNBC and has been featured on such networks and shows as ABC’s “20/20,” PBS and “The Montel Williams Show.” He also has regular appearances in print and radio media, including Black Enterprise and The Miami Herald. His 2009 Wall Street Journal bestselling book, *Creating Success from the Inside Out* (John Wiley & Sons), serves as an exposé of the mindset of today’s multimillionaires while defining success as not only attaining wealth, but knowing how to utilize it. As a result, he’s become a frequently requested speaker and panelist across the country. He lives in New York, N.Y.

# Fit Soul, Fit Body

## 9 Keys to a Healthier, Happier You

BRANT SECUNDA AND MARK ALLEN; FOREWORD BY STEPHEN R. COVEY,  
AUTHOR OF *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*



**Legendary Ironman Mark Allen and world-renowned shaman Brant Secunda show you how to become truly fit from the inside out and take your life to the next level**

Let's face it: fitness goes far beyond how long it takes to walk or run a mile. When you're stressed out, emotionally drained, overworked, overweight and ungrateful of your physical body, you can't get much of anything accomplished—at work, at home, on the race track, wherever and in whatever capacity. Put simply, when you're spiritually unfit, life is a greater challenge. That mythical "balance" you've always dreamed of achieving is just that—a myth. But not anymore.

Mark Allen was one of the top triathletes in the world but struggled to get past the barriers that were preventing him from winning the grueling Ironman World Championship triathlon in Kona, Hawaii.

Then he began studying with Brant Secunda, healer and teacher in the Huichol Indian tradition of Mexico. Brant is the only Westerner to have completed a 12-year apprenticeship with Don José Matsuwa, the revered Huichol Indian shaman. Brant taught Mark the spiritual and healing exercises that allowed him to integrate his physical and psychological fitness, which led to Mark's unprecedented success. Mark went on to win a never-before-achieved six Ironman triathlons in a row and was called the "World's Fittest Man" by Outside magazine.

Now, Brant and Mark have integrated their wisdom into one book, providing practical tools you can adapt to your lifestyle and achieve results you never thought possible.

### OF NOTE

- Mark Allen's credibility as an athlete is untouched. He has won the Ironman triathlon six times
- The hardcover version of *Fit Soul, Fit Body* appeared on People.com and Ironman.com and was reviewed by the Atlanta Journal-Constitution

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TRADE PAPERBACK REPRINT  
6 X 9  
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SEPTEMBER 2010  
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GERMANY



BRANT SECUNDA is a shaman-healer in the Huichol tradition of Mexico and the director of the Dance of the Deer Foundation Center for Shamanic Studies and teaches seminars and retreats worldwide. He lives in Santa Cruz, Calif.

MARK ALLEN is a six-time Ironman triathlon world champion. He was named Triathlete of the Year six times by Triathlete Magazine and called the "World's Fittest Man" by Outside magazine. He lives in Santa Cruz, Calif.



# The Amazing Monarch

## The Secret Wintering Grounds of an Endangered Butterfly

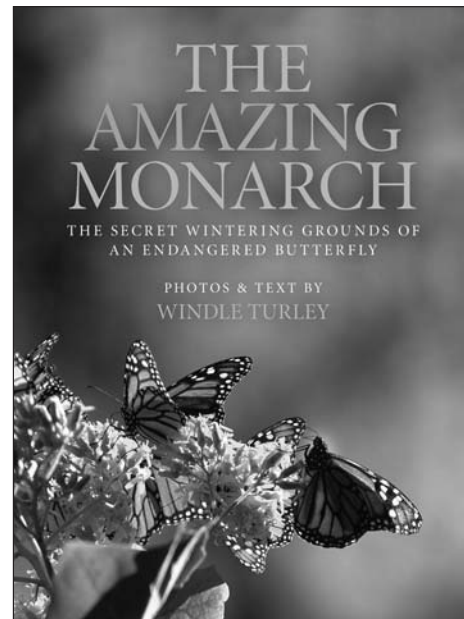
WINDLE TURLEY

**Awe-inspiring photographs from the rarely seen hidden wintering grounds of the monarch butterfly**

Each September, millions of monarch butterflies, each weighing only a few grams, begin a journey of up to 2,800 miles from Canada and the Northeast to transverse Neovolcanic Mountains, 150 miles southwest of Mexico City. The monarch is one of the few insects capable of such a journey (they are capable of trans-Atlantic crossings as well). Amazingly, this migration only takes place every three to five generations, but somehow, by the last week of October, they arrive at the same small groups of Oyamel Fir trees their ancestors populated the year before. The handful of roosting sites, located at about 10,000 feet altitude, may contain 20 million to 30 million monarchs in a single site only a few acres in size.

In early March, the monarchs mate and start their journey back north. Along the way, the female lays her eggs on milkweed plants and dies. The eggs become larvae, or caterpillars, then pupas that transform into butterflies. These then mate and continue their journey, find another milkweed, lay eggs and die. They will have lived only 60 to 90 days. The process continues for 2,500 miles and three to five generations until they find their summer home in the North.

The wintering grounds of the monarch were unknown to outsiders until 1975. *The Amazing Monarch* captures a set of truly stunning pictures of the monarch, considered by many to be nature's most beautiful butterfly, in its rarely seen winter home.



978-1-935251-94-1

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11.5 X 15.5

114 PAGES; FULL-COLOR

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NATURE

SEPTEMBER 2010

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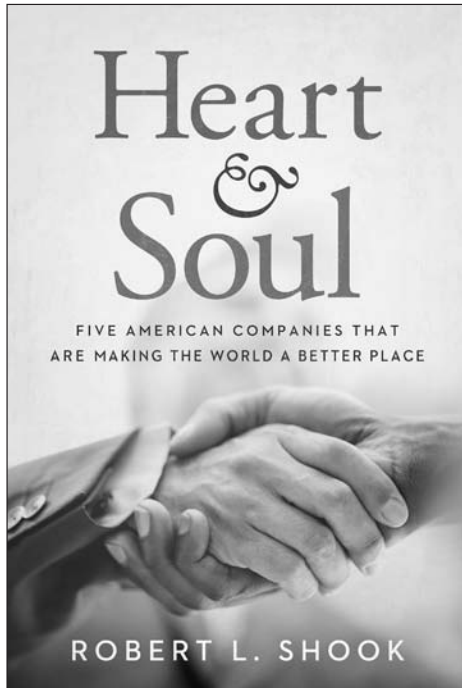
For the past 25 years, WINDLE TURLEY has traveled the world photographing wildlife, large and small. Orangutans in Borneo and gorillas in Africa, along with polar bears and butterflies, are only a few of the many subjects he has tracked. Exhibits of his works have been praised for their unique composition and character. When Turley is not taking pictures of wildlife, he is a practicing trial attorney. He lives in Dallas, Texas.



# Heart & Soul

## Five American Companies That Are Making the World a Better Place

ROBERT L. SHOOK



### MARKETING

- National campaign targeting human-interest, women's and business publications
- Campaign targeted to five cities of companies featured in book: Dallas; Cincinnati; Eden Prairie, Minn.; Santa Monica, Calif.; St. Louis
- Marketing will be directly supported by the five companies featured in the book

### OF NOTE

- Robert L. Shook has authored and/or co-authored 53 books that together have sold more than 8 million copies

**While corporate greed may seem out of control, New York Times bestselling author Robert L. Shook shows five businesses that have prospered financially, while doing good in the world**

In *Heart & Soul*, Shook takes readers on heartwarming journeys through some of America's most successful companies:

- Mary Kay, whose primary focus has always been to be a vehicle for women's success and independence in a world that often supports neither; the company now has more than 2 million women working toward their dreams in 37 countries.
- DaVita, America's largest dialysis company, which transformed its culture from a financially oriented bureaucracy to a company focused on excellent customer service and improving and extending the lives of millions of patients
- InReturn, a company that intentionally employs those with brain injuries and other neurological challenges
- World Wide Technology, the largest African-American-owned business in the nation, which thrives on biblical principles of fairness and caring
- Starkey Laboratories, whose employees travel to remote places to provide more than 50,000 hearing aids to the poor

To the employees of these companies, success is measured by the good they accomplish in the world. However, profiting and caring aren't mutually exclusive—these companies demonstrate how any company of any size can do both.

978-1-935618-06-5

6 X 9

CLOTH ORIGINAL

400 PAGES

SELLING TERRITORY: WORLD

\$24.95 US/\$31.95 CAN

BUSINESS

SEPTEMBER 2010

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ROBERT L. SHOOK has been working full-time as an author since 1978. He has more than 50 published books to his credit, including four New York Times bestsellers. He is co-founder and past chairman of the board of Shook Associates Corporation, American Executive Corporation and American Executive Life Insurance Company. He has appeared on more than 600 radio and TV shows and outlets, including CNN and the "Today" show. He lives in Columbus, Ohio.

# Surviving the Coming Tax Disaster

Why Taxes Are Going Up, How the IRS Will Be Getting More Aggressive, and What You Can Do to Preserve Your Assets

RONI DEUTCH

**Tax lawyer Roni Deutch arms struggling taxpayers with the tools to fight back against IRS audits**

The most recognizable tax expert in the nation, Roni Deutch has helped save American taxpayers tens of millions of dollars from the clutches of the IRS. Owner of the nation's largest tax-resolution firm and a new tax-preparation franchise, Deutch knows the IRS has no problems taking advantage of taxpayers who might be uninformed about tax laws or who are unable to pay due to financial troubles.

And the IRS pressure is only going to get worse. With almost \$2 trillion in government bailout money approved by Congress for 2008 and 2009 in addition to a hefty stimulus package, you better believe Uncle Sam has no intention of being stuck with the tab.

If you're behind on your taxes, the government is coming after you. Millions of Americans may be down on their luck and hurting financially, but the IRS, whose sole purpose is to confiscate the assets of American taxpayers, will seek you out, regardless of your ability to pay.

It's up to you to protect yourself, and that's where the Tax Lady comes in. Deutch identifies what the IRS can do if you fall behind on your taxes—wage garnishments, tax levies and liens, interest and penalties, and ruined credit—and how you can prevent these things from happening or fight back if they do.

In the book:

- Why your taxes are going to rise in this economy
- Steps to avoid getting yourself into back taxes
- Your options when confronted by the IRS
- When to file and how to balance withholdings

Get a bailout of your own—*Surviving the Coming Tax Disaster* will show you how.

978-1935618-07-2

TRADE PAPERBACK

6 X 9

342 PAGES

SELLING TERRITORY: WORLD

\$16.95 US/\$21.95 CAN

BUSINESS & ECONOMICS

OCTOBER 2010

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## MARKETING

- National media campaign leveraging Roni Deutch's name recognition and existing media relationships
- Deutch is a regular contributor on FOX Business and Air America
- Deutch has extensive Internet assets and 190-plus franchise locations that will support the sale of the book
- Previous book had appearances on or mentioned in: the "Today" show, CNN Radio, Better TV, Wall Street Journal Network, various NBC, CBS and ABC affiliates and The New York Post

RONI DEUTCH is the most recognizable tax expert in the country, known by name to 1 out of every 3 Americans over the age of 18. The founder of the nation's largest tax-resolution firm, she is an experienced tax debt attorney dedicated to resolving IRS back taxes. Her tax law firm, which began as a one-person practice in a small condo, has grown to employ hundreds and has assisted thousands of taxpayers across the country in finding relief from the IRS. Today, her competitive spirit continues as she reaches out to those in need of help with IRS tax debts. She lives in Granite Bay, Calif.





# Networking Is a Contact Sport

How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence—or Even Land Your Next Job

JOE SWEENEY WITH MIKE YORKEY

How did Joe Sweeney...

... get Bob Costas to come to Milwaukee (in the middle of winter)?

... become the “wingman” to the archbishop of New York City?

... take Brett Favre’s off-the-field income from \$65,000 to more than \$4 million?

The answer is simple. Networking.

Master networker Joe Sweeney shares his networking secrets from a long and successful career as a business owner, sports agent and executive, and investment banking consultant. His first secret: master networkers are focused on giving, not getting.

With today’s difficult economy and uncertain workplace, networking has never been more important. Sweeney’s simple but effective 5/10/15 networking plan will give you a leg up in the current job market, help you stay employed, or, if you’ve been laid off, find your next job. The cliché that who you know is more important than what you know has never been truer. Sweeney illustrates his insights with dozens of helpful examples from his own life (along with a few fascinating insider sports stories).

With special sections on networking for women and minorities, insights into the usefulness (and handicaps) of social networking sites, how to get (and why you need) a wingman and profiles of other master networkers, *Networking Is a Contact Sport* is a practical and essential guide for anyone who wants to get ahead in today’s economy.

## MARKETING

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- Outreach to Sweeney’s vast network of big names
- National business media campaign
- Heavy outreach to local Milwaukee media, where the author is well-known

978-1-935618-08-9

CLOTH ORIGINAL

6 X 9

296 PAGES

\$24.95 US/\$31.95 CAN

BUSINESS

OCTOBER 2010

SELLING TERRITORY: WORLD

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JOE SWEENEY is a businessman, entrepreneur, former sports agent, investment banker and author. For 28 years, he has built a career by combining his love of business and his passion for sports. Sweeney brings an extensive background in hands-on business experience. He has owned and operated four manufacturing companies and has more than three decades of experience in the business and sports worlds. Prior to acquiring an equity position in Corporate Financial Advisors, a middle-market investment banking firm, he founded and was president of SMG, a sports management firm that specializes in assisting and representing coaches

A 30-year master networker with connections such as Brett Favre and Bob Costas shows how to build beneficial relationships to further your career

### Praise for *Networking Is a Contact Sport*

“Joe Sweeney is a most persistent and persuasive man. *Networking Is a Contact Sport* exemplifies the value of networking ‘outside the box.’”

~Bob Costas, Broadcaster

“Joe Sweeney’s networking skills helped to significantly increase my off-the-field income.”

~Brett Favre, Three-time NFL MVP,  
NFL Future Hall of Famer

“Joe Sweeney is right. Networking is one of the most crucial aspects of being successful in any workplace. Cultivating personal and business relationships both inside and outside of your workplace will lead to more contacts and greater opportunities.”

~Bud Selig, Commissioner of Major League Baseball

“I teach Joe Sweeney’s networking philosophy to all 4,000 of our employees. The Joe Sweeney way works.”

~Bob Trunzo, COO CUNA Mutual Insurance

“Joe explains what’s common in all successful people. It’s the importance of networking.”

~Darren Hardy, Publisher of Success Magazine

“Everything I know about the world of networking stems from Joe Sweeney’s philosophy—networking truly is a place where you go to *give*, not to get.”

~John Assaraf, President and CEO of OneCoach and  
New York Times Bestselling Author of *The Answer*

“*Networking Is a Contact Sport* is an outstanding tool for any person who wants to become a master networker.”

~Keith Ferrazzi, CEO of Ferrazzi Greenlight

and athletes, including three-time MVP Brett Favre. Sweeney was also president of the Wisconsin Sports Authority and has served on 23 boards of directors. He received his BA from St. Mary’s College and his MBA from the University of Notre Dame. Sweeney has used his 28 years of experience as a master networker in the sports and business worlds. He lives in Fox Point, Wis.

MIKE YORKEY is the author, editor or collaborator of more than 70 books. He lives with his wife, Nicole, in San Diego, Calif.

“*Networking is a Contact Sport* is an outstanding tool for any person who wants to become a master networker.” — Keith Ferrazzi, CEO of Ferrazzi Greenlight

# NETWORKING IS A CONTACT SPORT

How Staying Connected and Serving Others Will Help You Grow  
Your Business, Expand Your Influence—or Even Land Your Next Job



## JOE SWEENEY

WITH MIKE YORKEY

FOREWORD BY JACK CANFIELD, CO-CREATOR OF THE *CHICKEN SOUP FOR THE SOUL* SERIES

“Joe has nailed it! If I had met Joe when we were selling millions of copies of *For Dummies* books, I would have signed him to write *Networking for Dummies*. In this book Joe gives you a gift that keeps on giving ... apply his principles and watch your business grow.”

~John Kilcullen, Creator and Publisher of the *For Dummies* Series

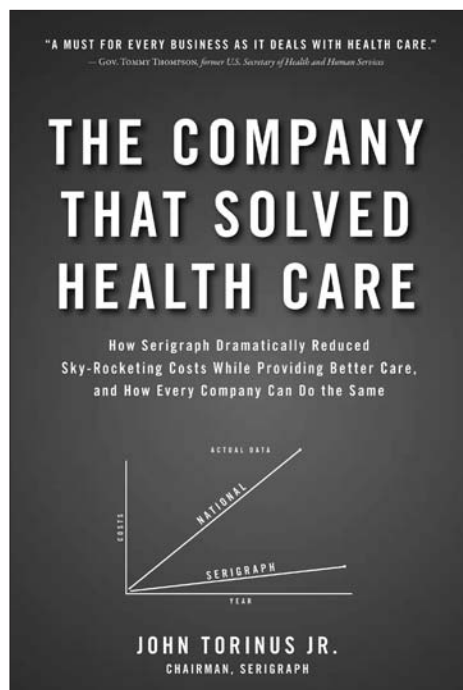
“When you think about it, life is all about relationships—both personal and professional ones. But they don’t just happen by themselves ... many have to be pursued, and that’s where *Networking Is a Contact Sport* comes into play. A great read that proves that networking is hard work but well worth the while.”

~Bill Perez, Former CEO of S.C. Johnson & Son, Nike Inc.,  
and Wm. Wrigley Jr. Company

# The Company That Solved Health Care

## How Serigraph Dramatically Reduced Sky-Rocketing Costs While Providing Better Care, and How Every Company Can Do the Same

JOHN TORINUS JR.



Economic journalist and former CEO John Torinus Jr. presents a way to manage health costs in both the private and public sectors

Whether health-care legislation passes—and whatever form it passes in—one thing is clear: health-care costs will continue to rise at alarming rates. While individuals may get better coverage, or at least access, businesses will have the same problem they've had for the last four decades. Health care, one of corporate America's largest expenses, is growing at double-digit rates, and nothing proposed in Washington will change that.

One medium-size company set out to tame the beast of out-of-control health-care costs by employing best practices and cutting-edge ideas. The results have caused others to sit up and take notice. Serigraph Inc., a Wisconsin-based manufacturer of decorative parts, and its chairman, John Torinus Jr., did what Washington can't or won't do: reduce cost increases to less than 2 percent while improving the quality of health care for its employees. The implications for corporate America are staggering—it has the opportunity for genuine reform in an expense category that has been metastasizing for years.

Serigraph began its initiative to lower health-care costs in 2003, when its annual health-care bill was \$5 million and another \$750,000 was needed for the projected 15 percent annual increase. The company employed three strategies, each of which can cut the health-care bill by 20 percent to 40 percent: consumer responsibility, the primacy of primary over specialty care and centers of value. Applied in concert with other management methods, these three approaches almost eliminated growth in health-care costs while improving the quality of employee care. The results are beyond refute.

*The Company That Solved Health Care* describes the details of Serigraph's program and shows how any company can achieve similar results. This book is essential reading for any manager responsible for his or her company's health-care expenses, any academic or thinker involved in the health-care debate and anyone who wants to better understand why health-care costs have been rising and what can be done to achieve price stability while improving patient care.

### MARKETING

- National campaign geared toward health and political media, including print, broadcast and online

978-1-935618-19-5

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6 X 9

224 PAGES

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BUSINESS

OCTOBER 2010

SELLING TERRITORY: WORLD

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Chairman and general manager of Serigraph Inc. JOHN TORINUS JR. has studied and practiced management for more than 50 years. His company had \$40 million in sales annually when he bought it in 1987; it now generates \$120 million and has more than 1,000 employees in plants in the U.S., Mexico, China and India. Torinus graduated magna cum laude from Yale and was a company commander in the U.S. Marine Corps. Torinus has served as business editor and columnist at the Milwaukee Journal Sentinel. He lives in Milwaukee, Wis.

# The Safe and Sane Guide to Teenage Plastic Surgery

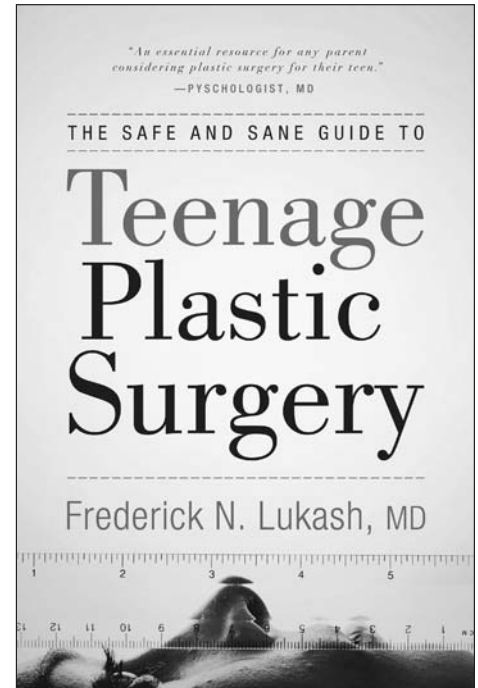
FREDERICK N. LUKASH, MD

The American Society of Plastic Surgery's spokesman on pediatric and adolescent surgery writes the only guide to teenage plastic surgery, a growing phenomenon covered by The Wall Street Journal, MSNBC, The New York Times and Time

*The Safe and Sane Guide to Teenage Plastic Surgery*, by Dr. Frederick N. Lukash, is the only complete guide to this ever-expanding trend. Written by the American Society of Plastic Surgery's acknowledged expert and official media spokesperson on pediatric and adolescent plastic surgery, *The Safe and Sane Guide to Teenage Plastic Surgery* answers those tough questions parents of potential teenage plastic surgery candidates have: Will surgery increase their child's self-esteem and help him or her fit in better? Or is it a dangerously easy solution to deeper issues? When is surgery right, and when is it not?

Interviewed in The New York Times and featured on Discovery Health among many other media outlets, Lukash guides families through every step of the process, from finding the perfect-fit doctor and applying for medical insurance to surgery and finally to recovery and a changed life. A virtual, free consultation with a renowned expert in the field, the book addresses the surgical solutions to teen's body-image problems and helps parents understand the emotional, psychological and social dilemmas involved.

Complete with action plans, real-life stories and pictures, *The Safe and Sane Guide to Teenage Plastic Surgery* offers advice on what can, can't and shouldn't be done—and on how to spot the doctors who will exploit a teen's fragile sense of self-esteem as well as his or her parent's pocketbook. Most important, Lukash provides a useful red light/yellow light/green light guide for considering teen plastic surgery.



## MARKETING

- An outsourced publicity firm will spearhead a national media campaign involving radio, print and broadcast
- The American Society of Plastic Surgeons has agreed to promote the book on its highly trafficked Web site

## OF NOTE

- This is the only guide to teenage plastic surgery in print
- Lukash has been featured in several national media: Discovery Health, The New York Times, Allure, Cosmopolitan, Bazaar, ABC, CBS and Fox

978-1-935618-09-6

TRADE PAPERBACK ORIGINAL  
6 X 9

248 PAGES

SELLING TERRITORY: WORLD

\$16.95 US/\$21.50 CAN  
HEALTH

NOVEMBER 2010

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FREDERICK N. LUKASH, MD, has consistently been voted one of "America's Top Doctors" by the *Castle Connolly Guide* and by the Consumer Research Council of America. A board-certified cosmetic and reconstructive plastic surgeon in New York City and Long Island since 1981, he received his college and medical degrees from Tulane University. His postgraduate training includes Emory University, State University of New York and Harvard University, where he held the position of instructor in surgery. Dr. Lukash is a member of all the major plastic surgical societies, including the American Society of Plastic Surgeons—for whom he is the media spokesperson on the topic of teens and plastic surgery. He lives in Great Neck, N.Y.

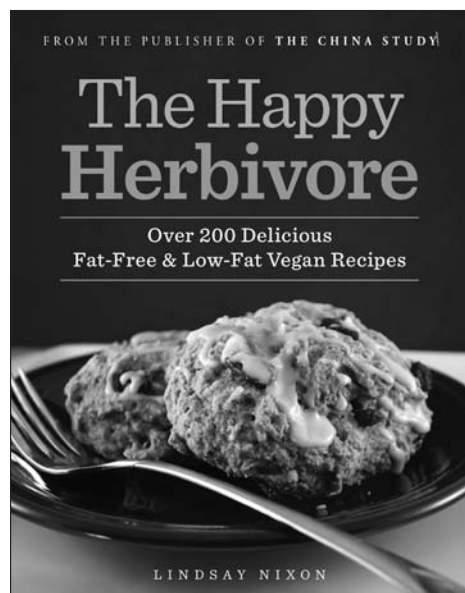




# The Happy Herbivore

## Over 200 Delicious Fat-Free & Low-Fat Vegan Recipes

LINDSAY S. NIXON



### MARKETING

- Heavy online outreach to vegan- and food-oriented sites
- Promotion by the author with her thousands of followers on happyherbivore.com and various Internet outlets

### OF NOTE

- Author has one of top 50 food blogs and the fifth most popular vegan blog
- Blog gets around 100,000 page views a month

### The creator of a top vegan and food blog shows how a healthy diet can also be a delectable one

Vegan chef of one of the top 50 food blogs on the Web, happyherbivore.com, Lindsay S. Nixon gives thousands of her followers recipes each month, showing that the vegan diet is not only healthy but delicious, too.

Now, Nixon combines some of her tastiest recipes in *The Happy Herbivore* cookbook, each made with no added fats, using only whole, plant-based foods. It's easy to make great food at home using the fewest number of ingredients and ones that can easily be found at any store, on any budget.

*The Happy Herbivore* cookbook includes:

- A variety of recipes from quick and simple to decadent and advanced
- Helpful hints and cooking tips, from basic advice such as how to steam potatoes to more specific information about which bread, tofu or egg replacer works best in a recipe
- An easy-to-use glossary demystifying any ingredient that may be new to the reader
- Healthy insight: details on the health benefits and properties of key ingredients
- Pairing suggestions with each recipe to help make menu planning easy and painless.
- Allergen-free recipes, including gluten-free, soy-free, corn-free and sugar-free

With a conventionally organized format; easy-to-follow, step-by-step instructions; nutritional analyses; colorful photographs; humorous insight for several recipes; helpful tips throughout; and chef's notes suggesting variations for each dish, even the most novice cook will find healthy cooking easy—and delicious!



LINDSAY S. NIXON is a writer, lawyer, certified personal trainer and cookbook author living in New York City. As the creator of happyherbivore.com, Nixon has a mission to share healthy, delicious vegan food with the world. Her recipes have been featured in many print and online publications, including Vegetarian Times. She lives in New York, N.Y.



*Dense, fudgy and ultra-healthy, these brownies are a great alternative to traditional brownies. It's amazing how they taste like chocolate and fudge, not beans!*

## BLACK BEAN BROWNIES - SERVES 9

1 15-ounce can black beans, drained and rinsed  
2 browning bananas  
1/3 cup agave nectar  
1/4 cup unsweetened cocoa  
1 tbsp ground cinnamon  
1 tsp vanilla extract  
1/4 cup quick instant oats  
1/4 cup raw sugar (optional)  
1/4 tsp salt (optional)

Preheat oven to 350 degrees F. Grease a square pan and set aside. Combine all ingredients, except oats, in a food processor or blender and blend until smooth, stopping and scraping the sides as needed. Stir in oats and bake approximately 30 minutes or until a toothpick inserted into the center comes out clean. Allow to completely cook before slicing.

*Chef's notes: Rolled oats run through the food processor may be substituted for the instant oats. The riper the banana, the sweeter it tastes and the more banana smell and flavor it has. Add the optional sugar with unripe bananas and omit with overly ripe bananas. You can also substitute chickpeas, black-eyed peas and aduki beans.*

Serving size: 1 square

**Per serving:**

Calories: 112

Calories from Fat: 8

Total Fat: 0.9g

Cholesterol: 0mg

Sodium: 7mg

Total Carbohydrates: 24.7g

Dietary Fiber: 4.8g

Sugars: 12.2g

Protein: 3.5g



978-1-935618-12-6

TRADE PAPERBACK ORIGINAL

7 X 9

240 PAGES

\$19.95 US/\$25.00 CAN

COOKING

JANUARY 2011

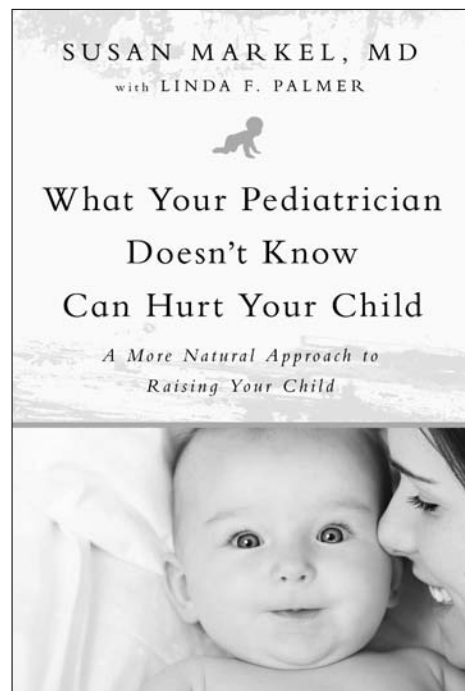
SELLING TERRITORY: WORLD

FOREIGN RIGHTS: WORLD

# What Your Pediatrician Doesn't Know Can Hurt Your Child

## A More Natural Approach to Raising Your Child

SUSAN MARKEL, MD, WITH LINDA F. PALMER



**A pediatrician and mother looks to a more natural approach to child care through attachment-parenting practices based on instincts and nurturing**

Sometimes doctors don't know best. Luckily, mom and pediatrician Susan Markel questions conventional wisdom and instead partners decision-based medicine with the best ideas of attachment parenting. Too often, parents ignore their instincts and better sense and follow their doctors' advice, such as overtreating children, letting babies cry themselves to sleep and giving their children cow's milk, even though strong evidence shows none of these practices is the best route.

Dr. Susan Markel, contributor to BabyCenter.com, and Linda F. Palmer, DC, author of *Baby Matters*, reveal the medical industry's gaps in knowledge in *What Your Pediatrician Doesn't Know Can Hurt Your Child*. This new work combines the latest research with solid advice from a pediatrician who dares to defy big-industry-supported dogma to seek out parent- and child-centered choices. With 27 years' experience, Dr. Markel has come to find that less intervention in natural processes generally brings superior outcomes.

Parents will find comprehensive solutions to health concerns such as:

- Nutrition, including breastfeeding
- Shared sleep
- Common illnesses and drug usage
- Allergies and asthma
- Attention deficit disorder

In a reader-friendly, succinct format, not bogged down by scientific digressions, this book will assist parents in making the best possible choices for the mental and physical health of their children.

978-1-935618-10-2

TRADE PAPERBACK ORIGINAL  
6 X 9

200 PAGES

SELLING TERRITORY: WORLD

\$14.95 US/\$18.95 CAN  
FAMILY & PARENTING  
OCTOBER 2010

FOREIGN RIGHTS: WORLD

### MARKETING

- National campaign targeting parenting, child care and health media

### OF NOTE

- Markel is a spokesperson for Ergo Baby Carriers, maker of popular baby-carrying products, which will promote the work on its site
- Her column on BabyCenter.com gets 350,000 page views a month
- Author has relationship with Natural Child.com, which receives 250,000 page views a month
- Author is the media liaison for Le Leche League International



DR. SUSAN MARKEL is a board-certified pediatrician. A graduate of Tufts University School of Medicine, she has been a fellow of the American Academy of Pediatrics since 1981. Dr. Markel is medical adviser at Attachment Parenting International. Dr. Markel has been on several television broadcasts. She lives in Simsbury, Conn.



DR. LINDA F. PALMER is a doctor of chiropractic, a consultant and speaker on pediatric nutrition and natural parenting challenges, a science writer and a mother. She lives in San Diego, Calif.

# Healthy Beauty

## Your Guide to Ingredients to Avoid and Products You Can Trust

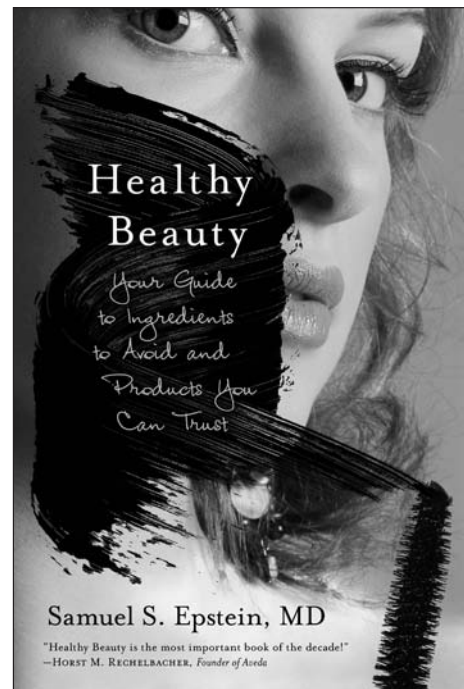
SAMUEL S. EPSTEIN, MD, AND RANDALL FITZGERALD

A renowned consumer advocate details the makeup and other personal-care products to avoid—and ones that are safe to use

The products we apply to our faces and bodies have an impact, both on our health and on the environment. Ingredients in our personal-care products—from lipstick and perfume to deodorant and moisturizer—have been demonstrated to have multiple harmful health effects, and many are banned outright in other parts of the world. But the policy of U.S. companies is too often “don’t ask, don’t tell” when it comes to the contents of their products. Fortunately, Dr. Samuel S. Epstein does both.

*Healthy Beauty* not only outlines the most important ingredients to avoid, it also provides dozens of alternative products (with an emphasis on organics) just as effective as their more harmful mainstream counterparts. The book lists companies that are doing their part to provide you with safer personal-care products, and explains what more you can do to protect yourself and your family.

You can take control of your long-term health; you don’t have to be at the mercy of what cosmetic and personal-care product companies choose to tell you. *Healthy Beauty* shows you how.



### MARKETING

- National and local print campaign
- Heavy online campaign—green- and health-related sites
- Academic promotion planned
- Active promotion planned by [naturalnews.com](http://naturalnews.com)

978-1-935251-72-9

TRADE PAPERBACK REPRINT  
6 X 9

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\$16.95 US/\$21.50 CAN  
HEALTH

JANUARY 2011

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SAMUEL S. EPSTEIN, MD, professor emeritus at the University of Illinois at Chicago, has authored or co-authored 15 books. He has appeared on major national TV including “60 Minutes,” “Meet the Press,” “Good Morning America” and the “Today” show. He lives in Chicago.

RANDALL FITZGERALD has been an investigative newspaper and magazine reporter and book author for 37 years. He has written investigative features for Reader’s Digest, The Washington Post and The Wall Street Journal. He lives in Chicago.



# Underdogma

## How America's Enemies Use our Love for the Underdog to Trash American Power

MICHAEL PRELL

**A worldwide political consultant pinpoints the decline of America in a phenomenon known as underdogma, or the disdain of those with power and the inflation of the underdog.**

David versus Goliath, the American Revolutionaries, “The Little Engine That Could,” Team USA’s “Miracle on Ice,” the Star Wars Rebel Alliance, Rocky Balboa, the Jamaican bobsled team and the meek inheriting the Earth.

Everyone, it seems, loves an underdog. Why is that?

We begin life tiny and helpless, at the mercy of those who are bigger and more powerful than us: parents and guardians who tell us what to eat, what to wear and how to behave. From childhood into adulthood, we’re told what to do by those who wield more power—our parents, teachers, bosses, government. So naturally, we have a predisposition to resent the overdogs and root for the little guy.

But this tendency, which international political consultant and human rights activist Michael Prell calls “underdogma,” can be very dangerous—both to America and to the world at large.

In *Underdogma*, Prell, who has worked with world leaders including Israeli Prime Minister Benjamin Netanyahu, the Australian and Canadian prime ministers, and the Dalai Lama, explores our love/hate relationship with power within our culture and our politics. *Underdogma* explains seeming mysteries such as why:

- Several Americans blasted President Bush for the attacks of 9/11, while the American media described the architect of these attacks as “thoughtful about his cause and craft.”
- Environmentalists focus their rage on America, even though China is the largest emitter of greenhouse gases.
- The United Nations elevates countries such as Sudan to full membership on the U.N.’s Commission on Human Rights, even as the ethnic cleansing of Darfur proceeds.

Tracing the evolution of this belief system through human history—ancient Greece to Marxism to the dawn of political correctness—Prell shows what continuing with this collective mindset means for our future. While America and its president increasingly apologize for their power, America’s competitors and enemies are moving in a different direction. China is projected to overtake the U.S. economically by 2027 and is ready to move into the position of hegemon, and radical Islamists are looking to extend their global territory, taking any sign of weakness as a chance to attack.

America must return to its founding spirit, and underdogma must stop now—our nation depends on it.



MICHAEL PRELL has written for Israeli Prime Minister Benjamin Netanyahu, Canadian Prime Minister Stephen Harper and hundreds of politicians on three continents. His specialty is starting, shifting and amplifying national debates. Prell has also worked with the Dalai Lama, Dr. Phil, the global Chinese dissident community, “America’s Rabbi” Shmuley Boteach and the Jewish Values Network. Additionally, he was a crisis manager during the Northeastern Blackout of 2003. He has written for *The American Thinker*, *Vice Magazine* and *The*

# Underdogma

un . der . dog . ma

FUNCTION: *noun*. The belief that those who have less power are virtuous and noble—because they have less power, and that those who have more power are to be scorned—because they have more power

## Praise for *Underdogma*

“Analyzing and refuting the common assumptions of anti-Americanism is a critical contribution to the global political debate. Thank goodness for this effort.”

~U.N. Ambassador John Bolton,  
Author of *Surrender Is Not an Option*

“I love, love, love it. The title is fantastic.”

~Rabbi Shmuley Boteach, Host on Oprah Radio,  
International Bestselling Author of 18 Books,  
Host of “Shalom in the Home” on TLC

“The theme of [Prell’s] book is original ...”

~Patrick Moore, Greenpeace Founding Member

“Compelling; well-done.”

~Daniel Pipes, Founder of the Middle East Forum, Former  
Foreign Policy Adviser to Rudolph Giuliani

“Clever, accurate, droll and timely:  
The meek shall inherit contrariness.”

~John Batchelor, Radio Host, WABC New York,  
KFI Los Angeles, WMAL Washington DC

“For years I’ve been debating the Left,  
and I couldn’t quite put my finger on what their  
universal tactic was—until Michael (Prell) gave  
it a name: underdogma. It’s the all-purpose  
anti-American, anti-Western argument.

Fortunately, (Prell) also gives us a plan to fight back!”

~Ezra Levant, Author of *Shakedown*, Founder of  
Western Standard Magazine (Mark Steyn’s editor)



# Underdogma

How America’s enemies use our love for  
the underdog to trash American power

Michael Prell

## MARKETING

- National campaign targeted at conservative and right-wing media including radio, television, print and online

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CLOTH ORIGINAL

6 X 9

280 PAGES

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POLITICAL SCIENCE

JANUARY 2011

SELLING TERRITORY: U.S. & CANADA

FOREIGN RIGHTS: NONE

Epoch Times. His writings have been discussed by radio hosts Rush Limbaugh, Glenn Beck and Michael Savage. Previously, Prell launched and ran several multimillion-dollar nightclubs and high-end restaurants and once produced a record that charted above Puff Daddy in Belgium. Prell runs a successful marketing and publicity firm and is a Pollie Award winner (the Academy Award of political advertising). He lives in Toronto.



## Backlist Phenomenon

# The China Study

Startling Implication for Diet, Weight Loss and Long-term Health

T. COLIN CAMPBELL, PHD, AND THOMAS M. CAMPBELL II

Even today, as trendy diets and a weight-loss frenzy sweep the nation, two-thirds of adults are still obese and children are being diagnosed with Type 2 diabetes, typically an “adult” disease, at an alarming rate. If we’re obsessed with being thin more so than ever before, why are Americans stricken with heart disease as much as we were 30 years ago?

In *The China Study*, T. Colin Campbell, PhD, details the connection between nutrition and heart disease, diabetes and cancer. The report also examines the source of nutritional confusion produced by powerful lobbies, government entities and opportunistic scientists. The New York Times has recognized the study as the “Grand Prix of epidemiology” and the “most comprehensive large study ever undertaken of the relationship between diet and the risk of developing disease.”

*The China Study* is not a diet book. Dr. Campbell cuts through the haze of misinformation and delivers an insightful message to anyone living with cancer, diabetes, heart disease, obesity and those concerned with the effects of aging.

### OF NOTE

- *The China Study* has sold more than 500,000 copies nationwide
- Author Dr. T. Colin Campbell has appeared on “Extra” and “Larry King Live” within the past year

978-1932100-38-9

**CLOTH**

6 X 9

440 PAGES

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HEALTH/NURITION

JANUARY 2005

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**TRADE PAPERBACK**

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HEALTH/NURITION

JUNE 2006

**SELLING TERRITORY:**

World X Australia

**FOREIGN RIGHTS:**

World X Chinese Simple, Hungarian, Japanese, Turkish, French, Chinese Complex, Romanian, Polish, Czech, Australian, German, Hebrew, Croatian, Korean, Slovene, Lithuanian



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

The most comprehensive  
nutritional study every conducted  
is the topic of this national  
bestselling book that has sold  
more than 500,000 copies

**Praise for *The China Study***

“*The China Study* is the most important book on  
nutrition and health to come out in the last 75 years.  
Everyone should read it...”

~David Klein,  
Publisher/Editor of Living Nutrition Magazine

“Dr. Campbell and his son, Thomas, have written a  
lively, provocative and important book that deserves  
widespread attention.”

~Frank Rhodes, PhD,  
President (1978–1995) Emeritus at Cornell University

“Colin Campbell’s *The China Study* is an important  
book and a highly readable one. *The China Study* is a  
story that needs to be heard.”

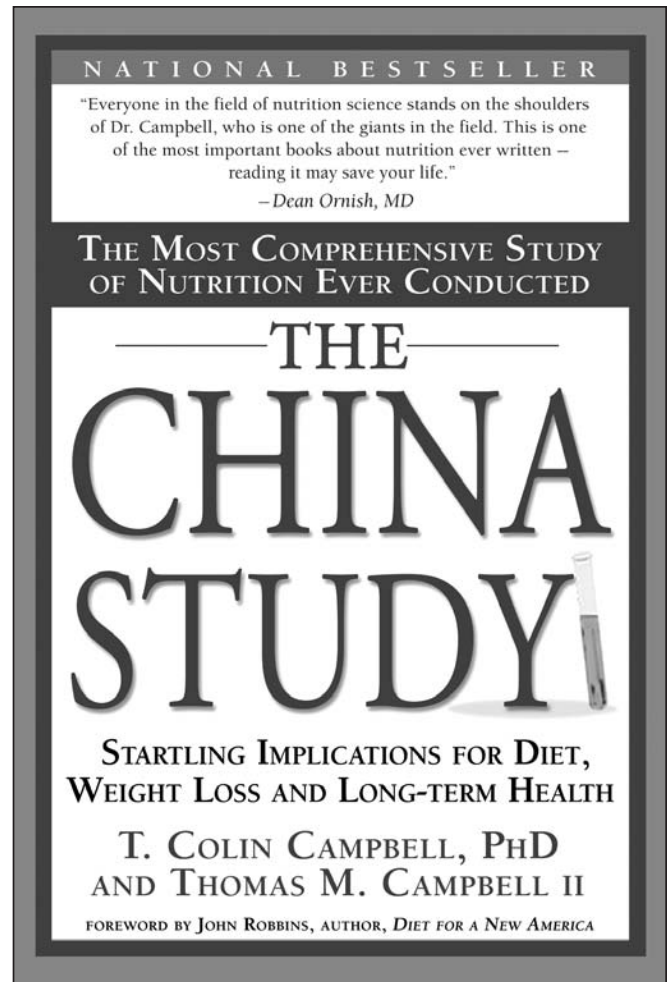
~Robert C. Richardson, PhD, Nobel Prize Winner, Professor  
of Physics and Vice Provost of Research, Cornell University

“Clearly and beautifully written by one of the world’s  
most respected nutrition authorities,  
*The China Study* represents a major turning  
point in our understanding of health.”

~Neal Barnard, MD, President,  
Physician’s Committee for Responsible Medicine

“*The China Study* is extraordinarily helpful, superbly  
written and profoundly important. Dr. Campbell’s  
work is revolutionary in its implications and spec-  
tacular in its clarity. [I]f you want to truly take charge  
of your health, read *The China Study* and do it soon! If  
you heed the counsel of this outstanding guide, your  
body will thank you every day for the rest of your life.”

~John Robbins, Author of the Bestselling Books, *Diet for a  
New America* and *The Food Revolution*



**AVAILABLE IN CLOTH AND TRADE**

“Everyone in the field of nutrition science stands on  
the shoulders of T. Colin Campbell, who is one of the  
giants in the field. This is one of the most important  
books about nutrition ever written—reading it may save  
your life.”

~Dean Ornish, MD, Founder & President, Preventive Medicine  
Research Institute, Clinical Professor of Medicine, University of  
California, San Francisco; Author of *Dr. Dean Ornish’s  
Program for Reversing Heart Disease* and *Love & Survival*

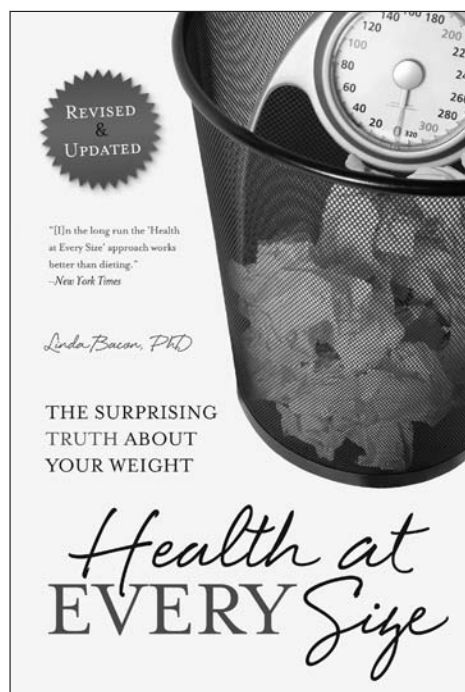
A 1999 graduate of Cornell University, THOMAS CAMPBELL is a writer, actor and three-time marathon runner. Born and raised in Ithaca, N.Y., he has appeared on stage in London, Chicago and most of the states east of the Mississippi River. He lives in Ithaca, N.Y.

# Revised & Updated

## Health at Every Size

### The Surprising Truth about Your Weight

LINDA BACON, PHD



The revolutionary book that encouraged body acceptance for all is back with a revised, second edition

Fat isn't the problem. Dieting is the problem. A society that rejects anyone whose body shape or size doesn't match an impossible ideal is the problem. A medical establishment that equates "thin" with "healthy" is the problem.

The solution? *Health at Every Size*.

Tune in to your body's expert guidance. Find the joy in movement. Eat what you want, when you want, choosing pleasurable foods that help you to feel good. You, too, can feel great in your body right now—and the Health at Every Size program will show you how.

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.

#### OF NOTE

- Updated with an expanded appendix
- The first edition was reviewed or mentioned in: "Nightline," "Good Morning America," "The View," The New York Times, the Los Angeles Times, Newsweek, CNN and The Washington Post

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SECOND EDITION PAPERBACK

6 X 9

400 PAGES

SELLING TERRITORY: WORLD

\$14.95 US/\$18.95 CAN

HEALTH & FITNESS

APRIL 2010

FOREIGN RIGHTS: WORLD



LINDA BACON, PhD, earned her doctorate in physiology, specializing in weight regulation, from the University of California, Davis. She holds graduate degrees in psychology, specializing in eating disorders and body image, and exercise science, specializing in metabolism. Dr. Bacon is an associate nutritionist at the University of California, Davis, and the lead investigator for a clinical research study that evaluates the Health at Every Size program, co-sponsored by the U.S. Department of Agriculture. She also maintains a practice, advising individuals, health-care professionals and institutions on strategies for implementing the Health at Every Size program. She lives in El Cerrito, Calif.







# SMART POP

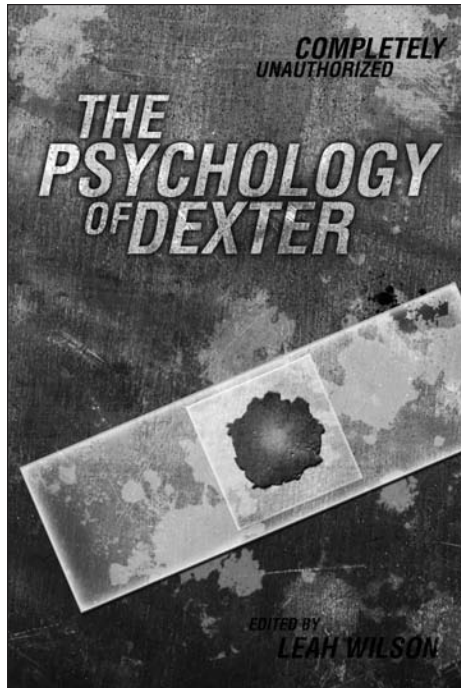
## BENBELLA BOOKS IMPRINT



Smart, fresh, funny essays  
on the best of pop-culture television, books and film

# The Psychology of Dexter

EDITED BY LEAH WILSON



A look inside the head of serial killer Dexter, the most psychologically complex hero on television

Dexter Morgan: Police forensic analyst. Family man. Serial killer. And the star of Showtime's most-watched original series, "Dexter."

Aimed at "Dexter" devotees and armchair psychologists, *The Psychology of Dexter* takes on the psychological complexities of the popular series with an eye toward insight and accessibility. It analyzes not just the title character, but his family, coworkers and even his viewers. What makes Dexter tick? And what makes a show about a serial killer so appealing to those of us at home?

From the implications of faking normalcy (could it be behind Dexter's still-in-progress emotional growth?) to where the show weighs in on the psychological debate between nature and nurture, *The Psychology of Dexter* gives fans a peek inside the man's—and the show's—psyche.

## OF NOTE

- *The Psychology of Dexter* is the only book to examine Showtime's hit show "Dexter"
- The fourth season finale of "Dexter" was the most watched episode of any show ever broadcast on Showtime and was the most watched broadcast of any program on Showtime in a decade
- There are more than 27,000 copies of the *Psychology of series* titles in print

978-1-935251-97-2

TRADE PAPERBACK ORIGINAL

5.5 X 8.25

224 PAGES

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TELEVISION

SEPTEMBER 2010

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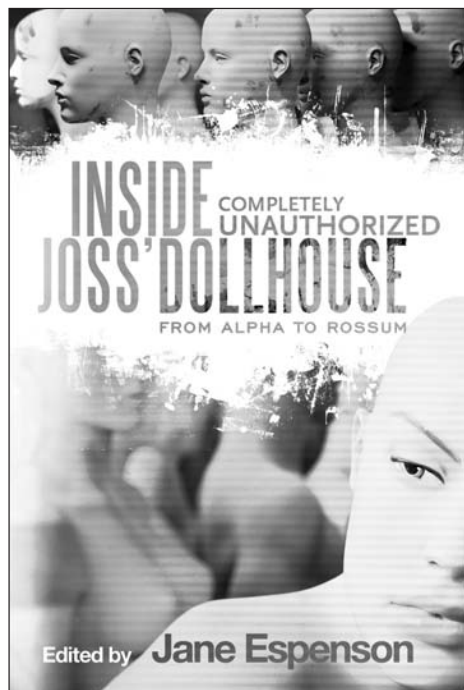
LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and *Ardeur* and the co-editor on *Immortal*, *Coffee at Luke's* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.



# Inside Joss' Dollhouse

From Alpha to Rossum

EDITED BY JANE ESPENSON



**An in-depth analysis of Joss Whedon's short-lived "Dollhouse," uniquely comprised of essays hand-selected from a months-long, online essay contest**

Though Joss Whedon's television show "Dollhouse" ended in January 2010 after its second season, its small but devoted cult following is still reeling from its mind-blowing plot twists and challenging, dystopic look at the ethics of new technology.

*Inside Joss' Dollhouse* is a fitting tribute to this complex, engaging show. The anthology's 18 sometimes-funny, always-insightful pieces cover "Dollhouse" from anticipated start to explosive finish. Drawn from an international contest judged by fan favorite Whedon screenwriter Jane Espenson, its essays get right to the heart of what "Dollhouse" viewers loved most about the show.

Espenson also acts as the book's editor, offering context and extra insight on its topics and the show—a role she played in previous anthologies *Finding Serenity* and *Serenity Found*, also on Joss Whedon creations.

From programmer Topher's amorality to the accuracy of the show's neurobiology, *Inside Joss' Dollhouse* brings "Dollhouse" back to life with a depth sure to satisfy its many still-mourning fans.

## MARKETING

- The book's content was selected from an international, months-long essay contest
- *Inside Joss' Dollhouse* is the only book all about "Dollhouse"

978-1935251-98-9

TRADE PAPERBACK ORIGINAL

5.5 X 8.25

224 PAGES

SELLING TERRITORY: WORLD

\$14.95 US/\$18.95 CAN

TELEVISION

OCTOBER 2010

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JANE ESPENSON is a television writer and producer. She has written for shows including "Ellen," "Gilmore Girls," "The O.C.," "Angel," "Firefly," "Dollhouse" and "Caprica" among many others. She is the co-creator of "Warehouse 13" and is best known for her work on "Buffy the Vampire Slayer" and "Battlestar Galactica." She lives in Los Angeles.

# A Visitor's Guide to Mystic Falls

## Your Favorite Authors on The Vampire Diaries

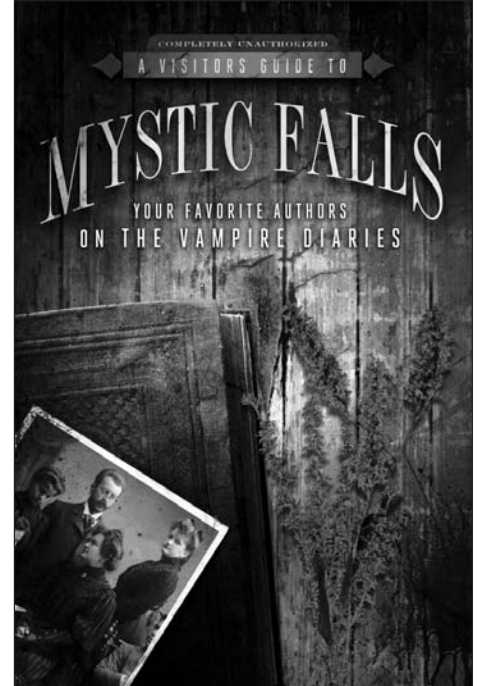
EDITED BY LEAH WILSON

YA writers on People's Choice award-winner and teen favorite "The Vampire Diaries"

Vampires are hot right now, especially among teens, and "The Vampire Diaries"—based on the bestselling YA book series of the same name by L.J. Smith—in a few short episodes became the CW's most-watched show.

*A Visitor's Guide to Mystic Falls* brings together today's best YA writers of the supernatural to talk about the show's first season: the characters, the storyline, the magic, the town. From a history of the Salem witches from whom Bonnie is descended to family therapy for feuding vampire brothers Stefan and Damon Salvatore, the anthology is guaranteed to keep "The Vampire Diaries" viewers entertained—and make them see *Mystic Falls*, and the rest of the show, in a whole new way.

And The webmasters of *Vampire-Diaries.net*, a popular fansite for both the books and show, also provide a primer on what viewers should know before picking up the books.



### OF NOTE

- *A Visitor's Guide to Mystic Falls* is the only book available on "The Vampire Diaries"
- Includes a contribution by the webmasters of one of the biggest "Vampire Diaries" fansites
- "The Vampire Diaries" is a People's Choice award-winner, CW's best performing show of 2009 and the most-watched CW premiere ever

978-1935251-99-6  
TRADE PAPERBACK  
ORIGINAL

5.5 X 8.25  
200 PAGES

SELLING TERRITORY: WORLD

\$12.95 US/\$16.50 CAN  
TELEVISION/JUVENILE  
NONFICTION  
OCTOBER 2010  
FOREIGN RIGHTS: WORLD

LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and *Ardeur* and the co-editor on *Immortal*, *Coffee at Luke's* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.

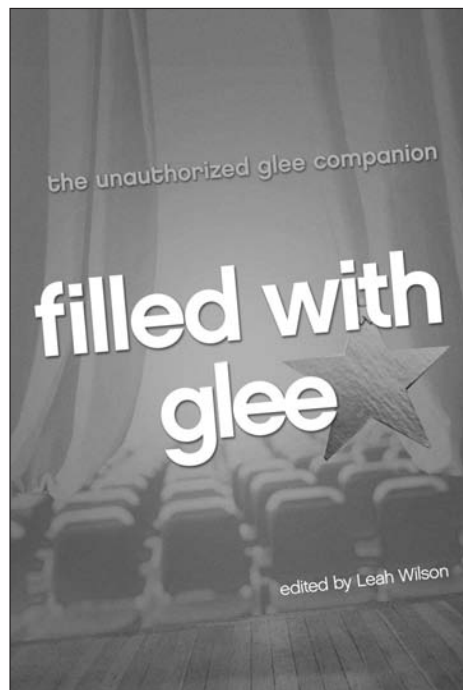




# Filled with Glee

## The Unauthorized Glee Companion

EDITED BY LEAH WILSON



### OF NOTE

- No other book is out on the hit show “Glee”
- In “Glee”’s first year on air, it was nominated for more than a dozen various awards and named one of the best shows of 2009 by Time magazine and Entertainment Weekly
- *Filled with Glee* will contain stories from 10 to 20 Glee fans on how the show has impacted their lives

### A quirky, “Glee”-ful guide to 2009–2010’s television biggest new phenomenon

“Glee” took the world by storm with its post–“American Idol” premiere in Spring 2009, and for “Glee” fans the show’s clever, campy, satiric-but-sweet first season has more than lived up to the buzz. The show, arguably the biggest phenomenon of the 2009 television season, regularly averages more than 7 million viewers.

Combining the kind of surprising, in-depth explorations of characters and relationships the Smart Pop series is known for with fan stories and quirkier versions of traditional TV show guide features, *Filled with Glee* is the perfect companion for the fan who can’t get enough of “Glee.”

Other notable content includes:

- A guide to putting together a glee club in the reader’s own school or community
- An index of “Glee” song and musical references, by episode
- An index of main and guest actors’ musical theater backgrounds (and where and when they’ve worked together before)

978-1935618-00-3

TRADE PAPERBACK ORIGINAL

5.5 X 8.25

224 PAGES

SELLING TERRITORY: WORLD

\$14.95 US/\$18.95 CAN

TELEVISION

NOVEMBER 2010

FOREIGN RIGHTS: WORLD



LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and *Ardeur* and the co-editor on *Immortal*, *Coffee at Luke’s* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.

# Through the Wardrobe

## Your Favorite Authors on C.S. Lewis' Chronicles of Narnia

EDITED BY HERBIE BRENNAN

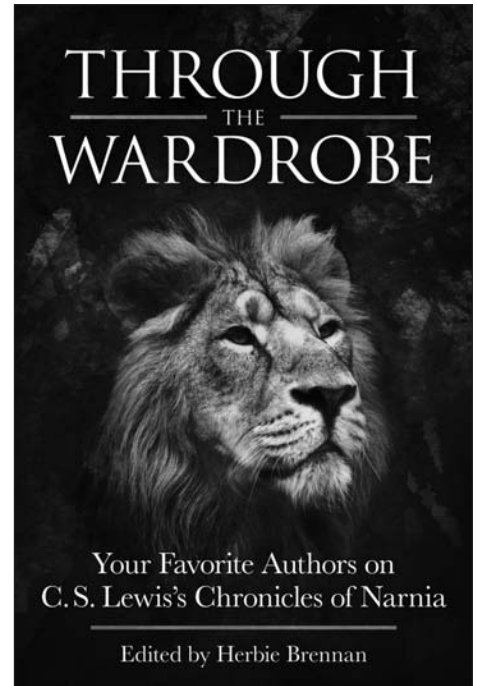
### A fresh look at Narnia by some of teens' favorite YA authors

The third in the latest film version of C.S. Lewis' beloved Chronicles of Narnia, "The Voyage of the Dawn Treader," will be released in December 2010. In a crowded market of predictable tie-ins, *Through the Wardrobe*—a collection of always thoughtful, frequently clever explorations of the series by 16 popular YA authors that proves the series is more than its religious underpinnings—stands out.

Step through the wardrobe and into the imaginations of these friends of Aslan as they explore Narnia—from *The Lion, the Witch and the Wardrobe* to *The Last Battle*, from the heart of Caspian's kingdom to the Eastern Seas. Find out:

- Why Edmund Pevensie is totally crush-worthy
- What tea and Turkish Delight have to do with World War II
- Why "The Voyage of the Dawn Treader" will be the best movie of the series
- What Susan really did to get herself booted out of Narnia (it wasn't the pantyhose or the lipstick)

The series' roots in C.S. Lewis' Christianity are important, but there's more to Narnia than just the religious symbolism. *Through the Wardrobe*, edited by internationally bestselling British fantasy author Herbie Brennan, reveals new levels of richness and delight other Narnia books overlook.



### OF NOTE

- *Through the Wardrobe* will be released at the same time as the next Narnia film, "The Voyage of the Dawn Treader"

978-1935251-68-2

TRADE PAPERBACK

5.5 X 8.25

200 PAGES

SELLING TERRITORY: WORLD

\$12.95 US/\$16.50 CAN

LITERARY CRITICISM

NOVEMBER 2010

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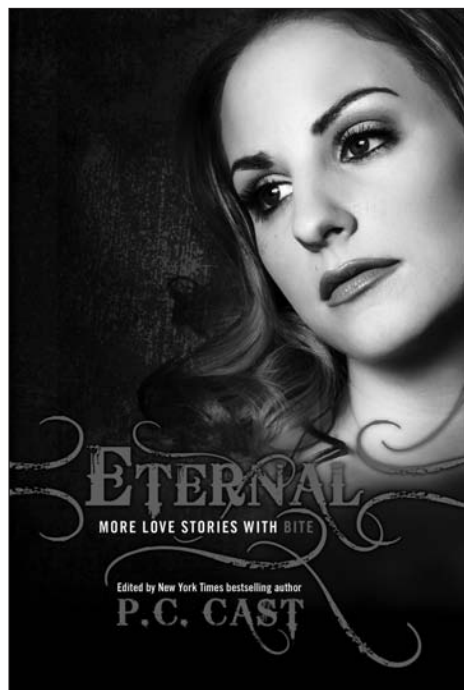
A professional writer whose work has appeared in more than 50 countries, HERBIE BRENNAN is enjoyed by children and adults alike—sales of his books already exceed 7.5 million copies. He is the author of the New York Times bestselling young adult Faerie Wars series, and his latest blockbuster teen novel, *The Shadow Project*, is now on sale in the U.S. He lives in the U.K.



# Eternal

## More Love Stories With Bite

EDITED BY P.C. CAST



A second collection of YA vampire romance from New York Times bestselling House of Night series author P.C. Cast, the editor of *Immortal*

*Immortal: Love Stories With Bite*, edited by P.C. Cast (author of the #1 New York Times phenomenon House of Night series), collected dark, romantic short stories from seven of the hottest vampire writers in YA.

Now *Eternal: More Love Stories With Bite* presents all-new YA stories featuring vampires, the romantic heroes and heroines that still hold readers enraptured. A mix of writers from the first anthology and new contributors makes for a fresh new collection with all of the dark romance of its predecessor and a book that's sure to thrill vampire romance fans old and new.

The book includes an original introduction by Cast.

### OF NOTE

- *Eternal* is a follow-up to *Immortal*, the BenBella title that had more than 70,000 copies in print within three months of its release
- Editor P.C. Cast has sold more than 5.5 million copies of her wildly popular House of Night series
- With *Twilight*, “The Vampire Diaries” and “True Blood,” all successful properties, the vampire craze is nowhere near over

978-1935618-01-0

TRADE PAPERBACK ORIGINAL

5.5 X 8.25

256 PAGES

SELLING TERRITORY: WORLD

\$9.95 US/\$11.50 CAN

JUVENILE FICTION

DECEMBER 2010

FOREIGN RIGHTS: WORLD



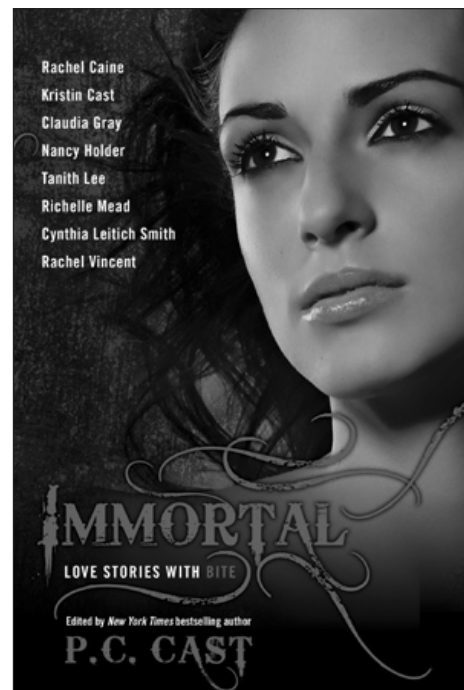
P.C. CAST is the New York Times bestselling author of the House of Night series (*Marked*, *Betrayed*, *Chosen*, *Untamed*, *Hunted*, *Tempted*, *Burned*) with her daughter, Kristin Cast. She lives in Tulsa, Okla.

## From P.C. Cast's Introduction to *Immortal*

... I think that's something about the vampire mythos teenagers can especially identify with—the sense of fear that goes along with the promise of forever. It's much like the bittersweet fear you feel as you contemplate leaving home for the first time. It's something you desire—something you look forward to and dream about—but there's also a frightening sense of take-this-step-and-nothing-will-ever-be-the-same about it. And yet even that fear itself is exciting, compelling. Vampires carry that same sense of excitement about them. Sure, we can all push through our hesitation and reach for immortality, but perhaps only teens are willing to truly embrace it, because you're used to the big question mark that is the future and you still believe forever can be attained—that youth can really conquer death and love can be victorious over age and apathy.

Because that's really the heart of youth, isn't it? It's the magical possibility of forever that opens before all of us as young adults. When you're a teenager you've become old enough to see the promise of adulthood, you can practically touch the allure of freedom and the mystery of imagining what is to come, but you're also still young enough to believe that you can move through that future without changing, without losing yourself and turning into scary cloned versions of your parents.

And that's what the vampires we fall in love with struggle to do too. No matter the mythos, whether we're lost in the world of Lestat, Edward and Bella, Angel and Buffy, or even my fabulous Zoey Redbird, our immortal enchanters all strive to maintain sense of self and find lasting love over the long stretches of their lives. In these struggles they take us with them and, perhaps, the journey is more magically real for those of you who are still young ...



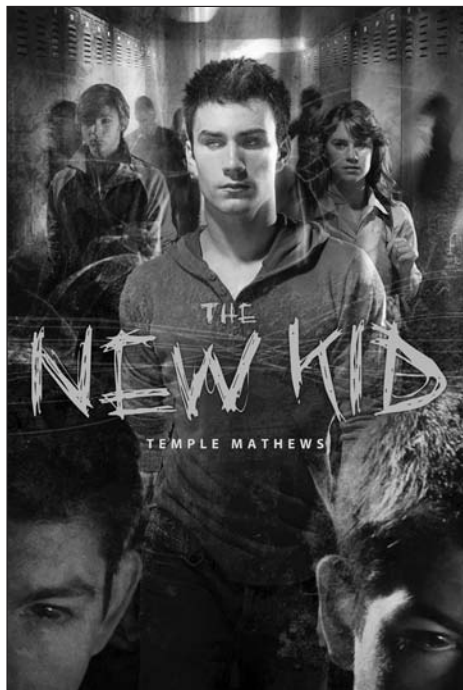
## CONTRIBUTORS

- Rachel Caine
- Kristin Cast
- Claudia Gray
- Nancy Holder
- Tanith Lee
- Richelle Mead
- Cynthia Leitich Smith
- Rachel Vincent

978-1933771-92-2 • TRADE PAPERBACK  
OCTOBER 2009 • \$8.95 US/\$11.00 CAN

# The New Kid

TEMPLE MATHEWS



## Action-packed debut novel from a veteran Hollywood screenwriter

Will Hunter is used to being the New Kid; Harrisburg High School is his fifth new school in less than three years. By now, he knows not to be fooled by the bright pep rallies, the wholesome jocks, the innocent cheerleaders. He knows the evil lurking underneath. It's the same evil that took his dad eight years ago: the same evil he battles every day.

Natalie Holand's life fell apart the night her sister Emily disappeared. No one believes her when she tells them what she saw: yellow and green eyes, glowing beneath the surface of the water in which Emily supposedly drowned. And Emily isn't the only person to go missing in Harrisburg lately. The town is changing, not for the better, and Natalie doesn't know why. What she does know is that, whatever's happening, it's bad, and the New Kid is right in the middle of it.

Because Will's got a secret even bigger than Harrisburg's ... and there's more to it than even he knows.

978-1-935618-27-0

TRADE PAPERBACK

6 X 9

288 PAGES

SELLING TERRITORY: WORLD

\$9.99 US/\$11.50 CAN

JUVENILE FICTION

SEPTEMBER 2010

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Screenwriter/filmmaker **TEMPLE MATHEWS**, a graduate of the University of Washington and a producer at the American Film Institute, has written dozens of half-hour animation TV episodes and several animated and live-action features and direct-to-DVD and video films. Mathews has sold scripts and/or worked for hire at every major studio in Hollywood. His credits include the Walt Disney animated feature film "Return to Neverland" and "The Little Mermaid 2" and the MGM feature film "Picture This!" Additionally, Mathews wrote and produced the feature film "Off the Mark." He lives in Santa Monica, Calif., with his daughter.



# The Girl Who Was on Fire

## Your Favorite Authors on Suzanne Collins' Hunger Games Trilogy

EDITED BY LEAH WILSON

An absorbing look at the Hunger Games trilogy for readers still buzzing about the series' 2010 conclusion and looking forward to the 2011 film

Praised by writers from Stephen King to Stephenie Meyer, Suzanne Collins' New York Times bestselling Hunger Games trilogy is dark, captivating and deeply thought-provoking. Part straight-up survivalist adventure, part rich allegory and part political thriller, the series has become a new YA favorite. A film version of the first book, *The Hunger Games*, is in development for release in 2011.

*The Girl Who Was on Fire* offers even more to think about for teen readers already engrossed by the Hunger Games. From the trilogy's darker themes of violence and social control to reality television, romance and the thrill of survival, the collection's exploration of the Hunger Games by other YA writers reveals exactly how rich, and how perilous, protagonist Katniss' world really is.

*The Girl Who Was on Fire* covers all three books in the Hunger Games trilogy.



### OF NOTE

- *The Girl Who Was on Fire* will cover all three books of the Hunger Games trilogy, with the last book of the series being released in August 2010
- More than 500,000 copies of the first two books of the series are in print
- The first book of the series was named one of Publishers Weekly's best books of 2008
- A film adaptation of the Hunger Games is set to be released in 2011

978-1935618-04-1

TRADE PAPERBACK ORIGINAL

5.5 X 8.25

200 PAGES

SELLING TERRITORY: WORLD

\$12.95 US/\$16.50 CAN

JUVENILE NONFICTION

FEBRUARY 2011

FOREIGN RIGHTS: WORLD

LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and *Ardeur* and the co-editor on *Immortal*, *Coffee at Luke's* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.



# Recent Backlist Highlight

## A Taste of True Blood

### The Fangbanger's Guide

EDITED BY LEAH WILSON

"True Blood," Alan Ball's critically acclaimed television adaptation of Charlaine Harris' bestselling Southern Vampire mysteries, is HBO's most-watched show since "The Sopranos," averaging more than 12 million viewers an episode in its second season. Thanks to its large, dedicated fanbase, it won the People's Choice "Favorite TV Obsession" award in early 2010.

*A Taste of True Blood: The Fangbanger's Guide* gives those fans something to savor between episodes—and whets their appetite for more. Covering the show's first two seasons and released just in time for the third (with real-time online updates from the book's contributors throughout season three), the book includes pieces on:

- Vampire Bill's season two slide from hot to not
- Sookie's mind-reading talents as a critique of our oversharing Facebook culture
- What a Louisiana setting adds to the traditional vampire myth
- Why the television series had to differ from the books (co-written by the Southern Vampire mysteries' editor Ginjer Buchanan)
- And much more, from shapeshifters to maenads to Merlotte's

*A Taste of True Blood* also includes a quick reference guide to the show's first two seasons.

### OF NOTE

- "True Blood" is the most watched HBO show since "The Sopranos"
- *A Taste of True Blood* is the only book available on "True Blood"
- The contributors to *A Taste of True Blood* will provide additional commentary on [smartpopbooks.com](http://smartpopbooks.com) during season three of the show

978-1-935251-96-5

TRADE PAPERBACK ORIGINAL

5.5 X 8.25

224 PAGES

\$14.95 US/\$18.95 CAN

TELEVISION

JUNE 29, 2010

SELLING TERRITORY: WORLD

FOREIGN RIGHTS: WORLD



LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and *Ardeur* and the co-editor on *Immortal*, *Coffee at Luke's* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.

Get another taste of “True Blood”  
with this scintillating collection of  
commentary and analysis

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PEG ALOI

Letting the Animal Out

PHILLIPA BALLANTINE

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BRUCE AND KAREN BETHKE

No Easy Way Out: Religion, Ritual, and V  
in Alan Ball’s “True Blood”

JACOB CLIFTON

Overture to Hell

DANIEL M. KIMMEL

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Home Is Where the Bar Is: Merlotte’s, “True Blood”’s  
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MARIA LIMA

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Sookie Stackhouse:

Hero of The Proletarian Revolution!

NICK MAMATAS

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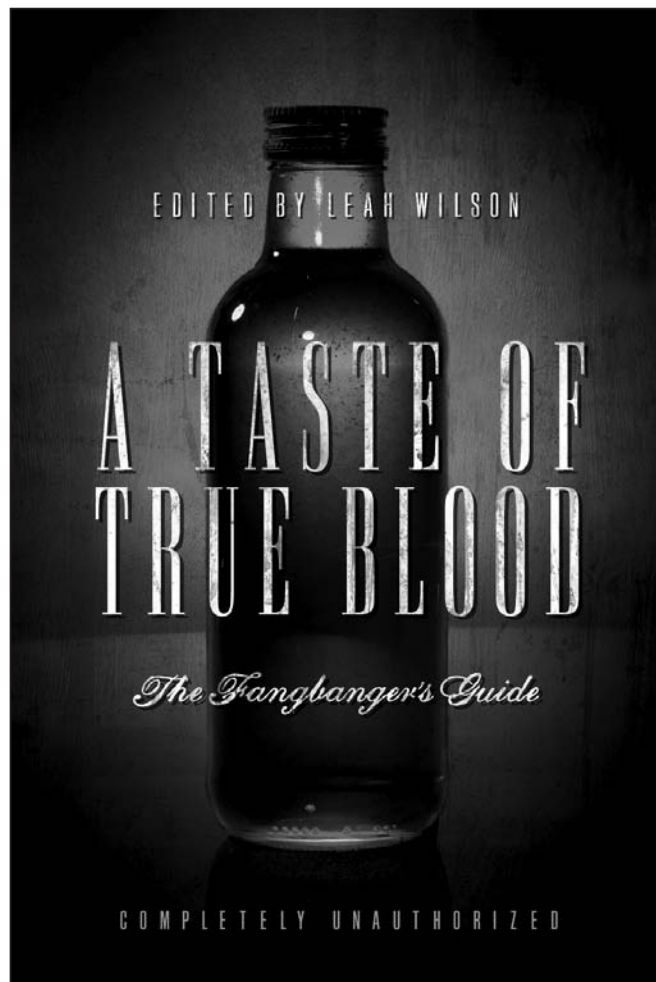
JOE MCCABE

A Kinder, Gentler Vampire?

VERA NAZARIAN

Everybody Bleeds

CAROL POOLE



Well, I Never: Vampires and the American South

PAULA RODGERS

Psychic Overshare

BEV ROSENBAUM

Sookeh, Bee-ill! and the Downfall of Mr. Compton

JONNA RUBIN

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KRISTY WALKER

Vampires and the Cult of Celebrity

JULES WILKINSON

# general nonfiction

## RECENT HIGHLIGHTS

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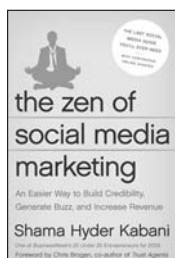
### What If? & Why Not?

How to Transform Your Fears Into Action and Start the Business of Your Dreams

JEN GROOVER

Being an entrepreneur, Groover says, isn't just about selling a product. It's about personal growth—about taking your vision and bringing it to fruition, and about always pushing yourself to take your vision further.

9781935251675 • CLOTH • \$24.95 US/\$31.95 CAN • MARCH 2010



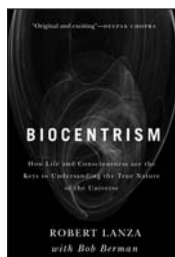
### The Zen of Social Media Marketing

An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue

SHAMA HYDER KABANI

From LinkedIn to Twitter, it can seem impossible to know how to use all the social media services the Internet offers, but if utilized in the right way, social media can be the platform for incredible success. With a foreword by Chris Brogan, it is the “living” book, with a constantly updated online component.

9781935251736 • TRADE PAPERBACK • \$16.95 US/\$21.50 CAN • APRIL 2010



### Biocentrism

How Life and Consciousness are the Keys to Understanding the True Nature of the Universe

ROBERT LANZA WITH BOB BERMAN

*Biocentrism* takes the reader on a seemingly improbable but ultimately inescapable journey through a foreign universe—our own. Switching perspective from physics to biology unlocks the cages in which Western science has unwittingly managed to confine itself. *Biocentrism* will shatter the reader's ideas of time, space, even life and death.

9781935251743 • TRADE PAPERBACK REPRINT • \$14.95 US/\$18.95 CAN • MAY 2010



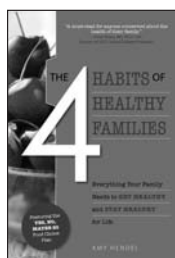
### The Vision Revolution

How the Latest Research Overturns Everything We Thought We Knew About Human Vision

MARK CHANGIZI

Scientist and neurobiologist Mark Changizi reveals the “why” of human vision in *The Vision Revolution* and answers a myriad of interesting and surprising vision-related questions. A radically new perspective of human vision is now emerging. *The Vision Revolution* is upon us.

9781935251767 • TRADE PAPERBACK REPRINT • \$16.95 US/\$21.50 CAN • JUNE 2010



### The 4 Habits of Healthy Families

Everything Your Family Needs to Get Healthy and Stay Healthy for Life

AMY HENDEL

The benefits of improving your family's health don't stop at a healthier, better-feeling family. As you practice Amy's easy program, you'll find your family seeking out healthy activities to enjoy together. Health will become the platform for a stronger and more closely knit family.

9781935251774 • TRADE PAPERBACK • \$16.95 US/\$21.50 CAN • JUNE 2010

## Sex and War

How Biology Explains Warfare and Terrorism and Offers a Path to a Safer World

MALCOLM POTTS AND THOMAS HAYDEN

*Sex and War* draws on a wealth of archaeological, historical and biological sources to trace the origins of warfare, terrorism, slavery, sexual repression and the subjugation of women through history. While these violent impulses once gave successful warriors access to more resources—and ultimately more offspring to carry their own genes—today, these impulses have become wildly destructive.

9781935251705 • TRADE PAPERBACK REPRINT • \$16.95 US/\$21.50 CAN • JUNE 2010



## The Five-Year Party

How Colleges Have Given Up on Educating Your Child and What You Can Do About It

CRAIG BRANDON

Colleges look much the same as they did five or 10 years ago, but a lot has changed behind the scenes. *The Five-Year Party* will give you critical information you need about what is really happening at your child's college, and what you can do to ensure your child gets a real education.

9781935251804 • TRADE PAPERBACK • \$14.95 US/\$18.95 CAN • AUGUST 2010



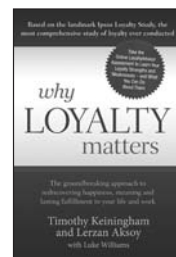
## Why Loyalty Matters

The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work

TIMOTHY KEININGHAM AND LERZAN AKSOY WITH LUKE WILLIAMS

Examining the role of loyalty in all aspects of our lives, *Why Loyalty Matters* offers a new and potentially life-changing way to understand our innate need for loyalty, as well as our ability to sustain loyal relationships throughout our lives.

9781935251798 • TRADE PAPERBACK REPRINT • \$16.95 US/\$21.50 CAN • JULY 2010



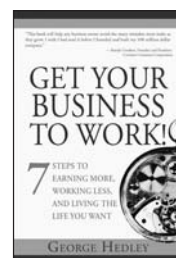
## Get Your Business to Work!

7 Steps to Earning More, Working Less and Living the Life You Want

GEORGE HEDLEY

*Get Your Business to Work!* offers the small-business owner a complete step-by-step guide to realizing profits, wealth and freedom. It provides an easy-to-follow approach to systematizing and managing your business, with a focus on building your business into a vehicle for achieving your personal goals and building personal wealth.

9781935251781 • TRADE PAPERBACK REPRINT • \$14.95 US/\$18.95 CAN • JUNE 2010



## The Bra Book

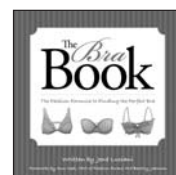
The Fashion Formula to Finding the Perfect Bra

JENÉ LUCIANI

SPONSORED BY FASHION FORMS

From the best bra to wear under every outfit to important information about bras and breast health, this book is the source for women everywhere.

9781933771946 • TRADE PAPERBACK • \$19.95 US/\$25.00 CAN • DECEMBER 2009

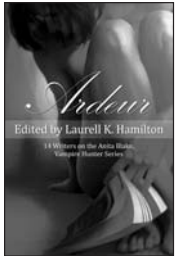




# smart pop

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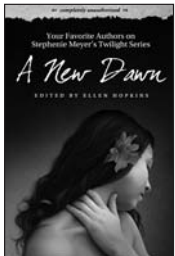
### Ardeur

14 Writers on the Anita Blake, Vampire Hunter Series

EDITED BY LAURELL K. HAMILTON

*Ardeur* gives Anita fans a deeper look into the book series that's repeatedly broken new ground and kept readers fascinated since *Guilty Pleasures*, with new insight from the books' writer, Laurell K. Hamilton.

9781933771472 • TRADE PAPERBACK • \$14.95 US/\$18.95 CAN • APRIL 2010



### A New Dawn

Your Favorite Authors on Stephenie Meyer's Twilight Series:  
Completely Unauthorized

EDITED BY ELLEN HOPKINS

Fans of the literary phenomenon known as the Twilight series can't help wanting more. *A New Dawn* gives it to them, inviting readers to join some of their favorite YA authors as they look at the series with fresh eyes and fall in love with Edward, Bella and the rest of Forks, Wash., all over again.

9781933771939 • TRADE PAPERBACK • \$12.95 US/\$16.50 CAN • OCTOBER 2009



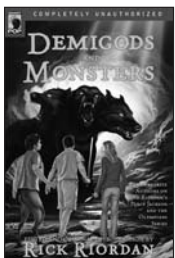
### Flirtin' with the Monster

Your Favorite Authors on Ellen Hopkins' *Crank* and *Glass*

EDITED BY ELLEN HOPKINS

Join Ellen Hopkins, author of *Crank* and *Glass*, and a host of other writers—including Hopkins' daughter, the real-life inspiration for beloved main character Kristina—as they take a compelling journey through the complexities of Hopkins' bestselling works.

9781933771670 • TRADE PAPERBACK • \$12.95 US/\$16.50 CAN • MAY 2009



### Demigods and Monsters

Your Favorite Authors on Rick Riordan's Percy Jackson and the Olympians Series

EDITED BY RICK RIORDAN

Spend a little more time in Percy's world with this collection of essays on Rick Riordan's wildly popular Percy Jackson and the Olympians series, with introductions by Riordan.

9781933771830 • TRADE PAPERBACK • \$14.95 US/\$18.95 CAN • MARCH 2009



### In the Hunt

Unauthorized Essays on Supernatural

EDITED BY SUPERNATURAL.TV

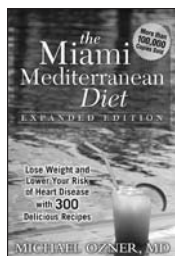
Viewers know there's more to "Supernatural" than its classic rock soundtrack, muscle car and hot guys with guns. So does this essay anthology on the fan-favorite CW show.

9781933771632 • TRADE PAPERBACK • \$14.95 US/\$18.95 CAN • MARCH 2009

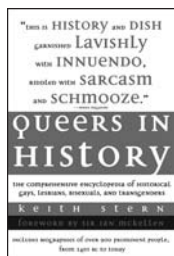


# general nonfiction

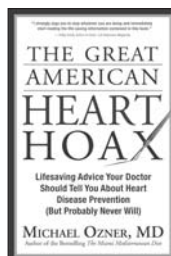
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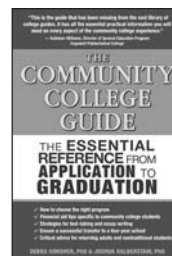
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MEDITERRANEAN  
DIET  
MICHAEL OZNER  
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TRADE • \$16.95  
9781933771502  
CLOTH • \$24.95



QUEERS IN HISTORY  
KEITH STERN  
9781933771878  
TRADE • \$19.95



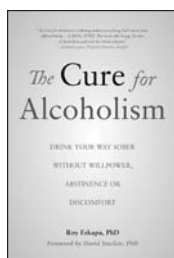
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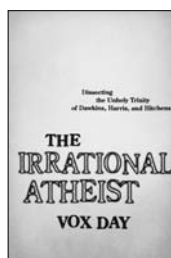
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JOSHUA HALBERSTAM  
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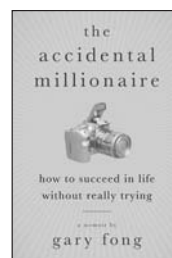
THE OPTIMAL  
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REVOLUTION  
DUKE JOHNSON  
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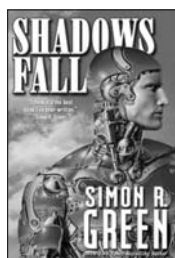
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MILLIONAIRE  
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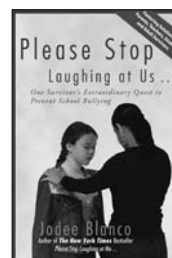
SHADOWS FALL  
SIMON R. GREEN  
9781932100457  
TRADE • \$14.95



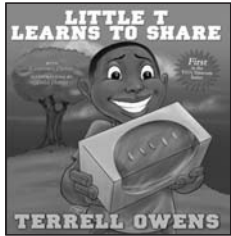
THE 100 SPORTING  
EVENTS YOU MUST  
SEE LIVE  
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THE LAW & ORDER:  
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UNIT UNOFFICIAL  
COMPANION  
SUSAN GREEN &  
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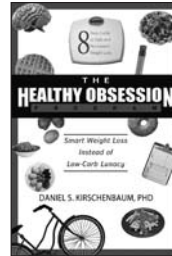
PLEASE STOP  
LAUGHING AT US ...  
JODEE BLANCO  
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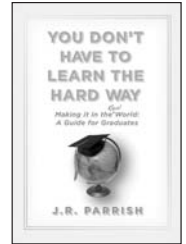
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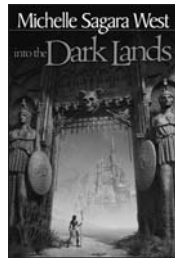
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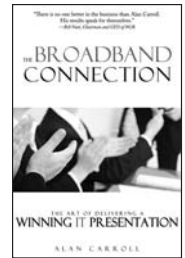
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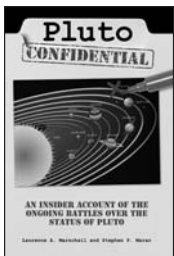
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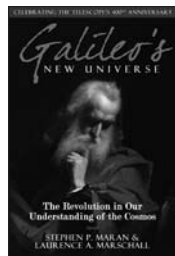
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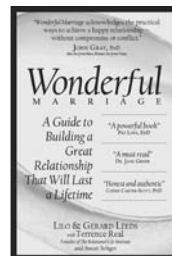
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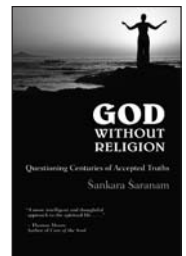
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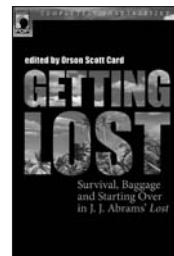
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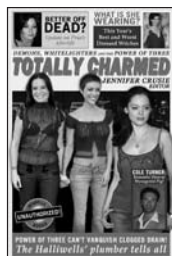
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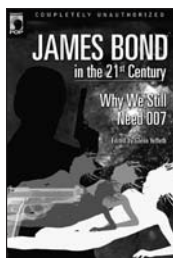
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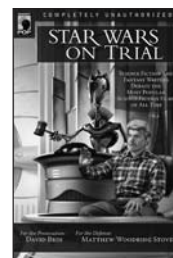
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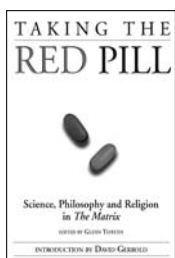


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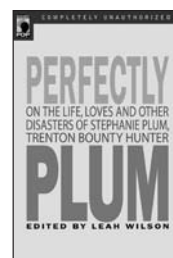
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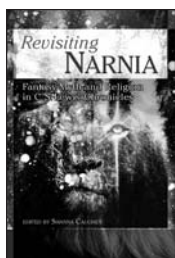


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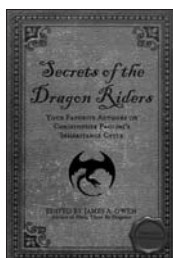


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