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# Becoming Ginger Rogers

## How Ballroom Dancing Made Me a Happier Woman, Better Partner, and Smarter CEO

PATRICE TANAKA

**How a high-powered PR executive in NYC got her groove back through ballroom dancing**

If you've spent most of your life pursuing your career, raising your family, and/or caring for loved ones, your own needs may have been neglected in the process.

*Becoming Ginger Rogers* is one woman's inspiring journey to reclaim her life during the dispiriting days of New York City in the aftermath of 9/11, the unraveling of a successful business she co-founded, and the prolonged illness and death of her beloved husband. Patrice Tanaka shares her very personal story of how, at age 50, she started ballroom dance lessons to satisfy a lifelong dream of dancing like Ginger Rogers and, through it, found her way to unimaginable joy.

*Becoming Ginger Rogers* shows us how we can revitalize ourselves even after years of woeful neglect so that our most exciting and joy-filled days are ahead of us.

### OF NOTE

- Author is head of her own national, award-winning PR company and has extensive publicity plans for book
- Book will be promoted at major ballroom dance events

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PATRICE TANAKA is co-chair, chief creative officer, and *whatcanbe* SM ambassador for CRT/tanaka, an award-winning PR agency she helped co-found in September 2005. Her agency has been recognized as the "Best Agency to Work for in America," and "#1 Most Creative PR Agency in America." A graduate of the University of Hawaii, Tanaka has received honors from industry and civic organizations including the Public

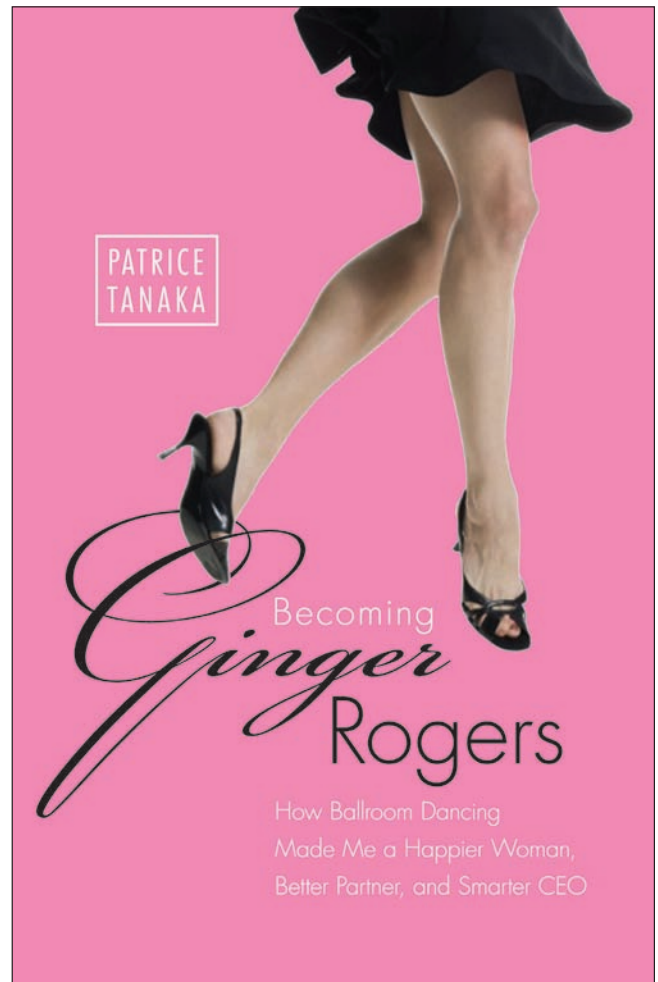
## From *Becoming Ginger Rogers*

THE SAMBA

If the American Rhythm version of samba were a character from literature, it would be the irrepressible Tigger: bouncy, bouncy, bouncy, and fun, fun, fun! The timing and coordination of the flexing and straightening of the knees gives the dance its characteristic bouncy motion, which looks and feels very different from all the other rhythm dances. Yet the infectious bounce must be quarantined to the lower half of the body. No bobbing heads or rocking shoulders. Downstairs is where you throw the party. In the early stages of learning samba, you may feel that your knees and feet should be thrown in the slammer for disorderly conduct, for going a little too crazy and always being in the wrong place at the wrong time. In more advanced stages of learning, the party really takes off, as your feet and knees cooperate and you also roll the hips and flick the pelvis back and forth. (No side-to-side motion allowed!)

The rhythm of samba follows a “one-a-two” syncopated count. The first step, “one” of the count, occurs over three-fourths of a single beat of music. The second step, “a” of the count, takes one-fourth of a beat of music. One beat of music, two steps. The third step, “two” of the count, requires a full beat of music. One beat of music, one step. None of the steps takes the same length of time.

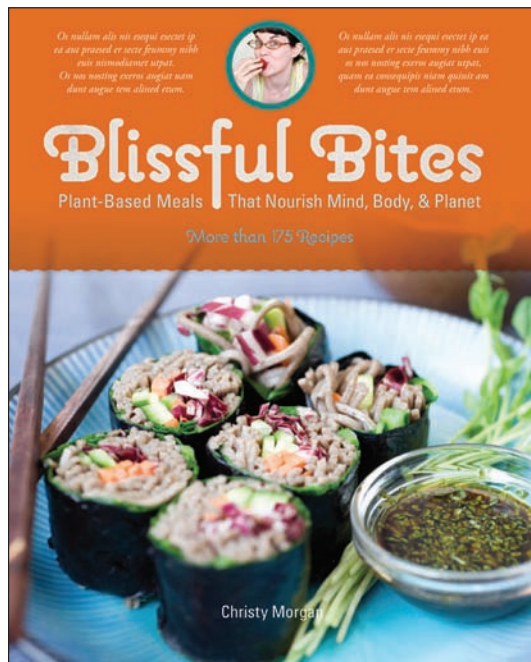
While all the other rhythm dances cover a limited patch of the floor, the samba travels. The Latin or pop music is playing fast, and the dancers smile and bounce as they make their way around the entire floor. With all the hip-rolling and pelvic-ticking, samba is also unabashedly sexy and looks most natural when the dancer feels earthy and vibrant and does not hesitate to show it. Yet perhaps because of the foot speed, rapid coordination, and upper-body stillness required—all of which demand a lot of physical control—samba does not look raunchy or vulgar, it simply exudes the joy of being alive. Alma Guillermoprieto, a former pro-dancer and current journalist, sums up the samba this way: “There is no point to samba if it doesn’t make you smile.”



# Blissful Bites

## Plant-Based Meals That Nourish Mind, Body, and Planet

CHRISTY MORGAN



With an important focus on whole foods and sustainable eating, *Blissful Bites* is the perfect example that your food can taste amazing without negatively impacting the planet

“This cookbook should be a staple in everyone’s kitchen.”

—KIM BARNOUIN, co-author of the #1 *New York Times* bestseller *Skinny Bitch*

*Blissful Bites: Plant-Based Meals That Nourish Mind, Body, and Planet* is Christy Morgan’s (“The Blissful Chef”) debut cookbook and is packed with delicious plant-based, vegan recipes that anyone—vegan, vegetarian, or occasional meat eater—can make and enjoy. It’s been long-accepted that giving up animal products also means giving up easy and enjoyable cooking, but that’s just not true. In *Blissful Bites*, Christy Morgan shows readers how to make healthy, delicious, animal-product-free meals without a lot of effort.

With an important focus on whole foods and sustainable eating, *Blissful Bites* is a refreshing introduction to the idea that switching to a plant-based diet that uses locally grown and organic products can be easy and rewarding—for both body and mind.

*Blissful Bites* is organized in such a user-friendly manner that you can easily find the dish you’re hoping to make—and the season it’s best to make it in.

*Blissful Bites* is filled with unique recipes and plenty of tips on how to live a healthier, more environmentally friendly life without sacrificing an ounce of taste.

### OF NOTE

- *Blissful Bites* is also endorsed by Neal Barnard, President of the Physicians Committee for Responsible Medicine, and Will Tuttle, PhD, author of the bestselling book *The World Peace Diet*
- *Blissful Bites* will have 175 recipes and a helpful stock-the-pantry guide
- Morgan’s blog, [theblissfulchef.com](http://theblissfulchef.com), receives thousands of unique monthly visitors and she has 4,000 followers on Twitter and more than 2,000 fans on Facebook

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CHRISTY MORGAN is known by her blog readers as “The Blissful Chef” and her popular website, [theblissfulchef.com](http://theblissfulchef.com), receives thousands of unique monthly visitors. Christy is a successful vegan macrobiotic chef and educator in Los Angeles, and her company is changing people’s lives through public and private cooking classes, lectures, and personal chef services. Christy received a Fashion Design degree from the

# LEMON-KISSED BRUSSELS & BUTTERNUT SQUASH

MAKES 4 TO 6 SERVINGS

*I know so many people who think they don't like Brussels sprouts, but after trying this dish they realize they just haven't had them cooked well. If you think you are a Brussels-hater, try this dish immediately!*

3 cups butternut squash, peeled & cut in ½-inch cubes  
2 cups Brussels sprouts, halved & ends trimmed  
⅓ cup slivered almonds  
1 teaspoon ginger, grated  
1 tablespoon lemon zest  
1 tablespoon lemon juice  
1 tablespoon tamari  
1 tablespoon maple or brown rice syrup  
1 tablespoon brown rice vinegar (or other vinegar)  
Sea salt, to taste



Melissa Schwartz

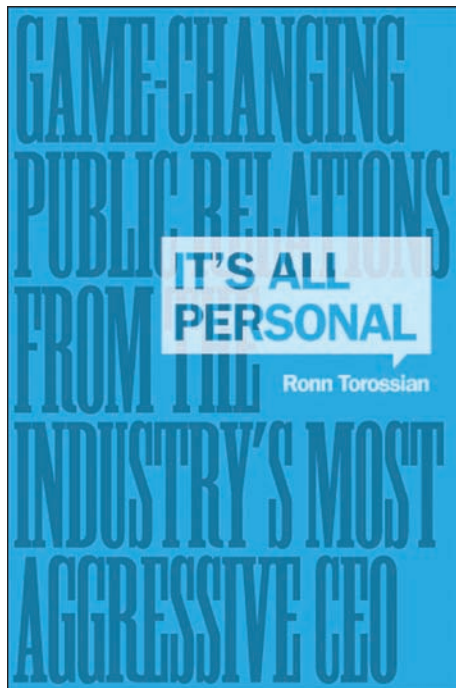
Steam butternut squash until just tender. Place in a medium bowl. Steam Brussels until just tender and place in bowl with squash. Pan-toast almonds in a skillet over a medium-low flame until golden brown, stirring continuously. Mix together the rest of the ingredients in a small bowl, then toss with veggies and almonds until well combined. Season with sea salt to taste.



# It's All Personal

## Game-Changing Public Relations from the Industry's Most Aggressive CEO

RONN TOROSSIAN



Working Cover

The no B.S. guide to using PR to define and build your brand, reach your audience, and stay ahead of the curve

The only recent title by the CEO of a top-25 PR agency, *It's All Personal* reveals how companies define their brands; stay out of the press or get on Page One; grow a business without alienating loyal customers; solve critical problems and resolve crises quickly; improve first-page results on the most powerful search engine in the world (Google); and become thought leaders in their industries.

*It's All Personal* demonstrates how strategic public relations can help you (or your company) be a change maker and a game changer, all in 12 concise, cut-to-the-chase chapters. Woven throughout the book are compelling case studies of businesses such as Louis Vuitton, Fubu, Clif Bar, Zappos, Weatherproof Garment Company, Bad Boy Worldwide Entertainment Group, and interviews with such experts as Dr. Keith Ablow, political strategists Roger Stone and Hank Sheinkopf, former *Page Six* editor Richard Johnson, former Fab Five basketball star and sportscaster Jalen Rose.

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One of the leading public relations experts in the U.S., **RONN TOROSSIAN** is the founder, president, and CEO of New York-based 5W Public Relations. Torossian is known for his iconoclastic, aggressive, result-oriented ways, as well as his close working relationships with members of the media, politicians, and celebrities. He has worked on PR programs for clients including Whole Foods, Coca-Cola, Microsoft, Barnes & Noble Online, Seagram's, Marriott Hotels, Vail Resorts, and Phillips-Van Heusen.

# Please Stop Laughing at Us ... (Revised Edition)

One Woman's Inspirational Story Continues

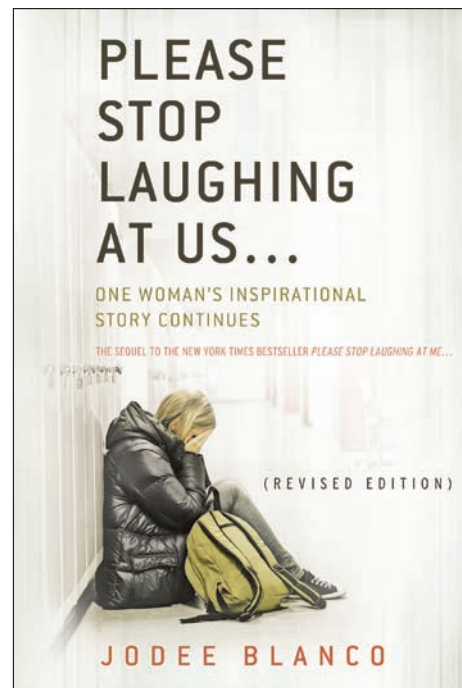
JODEE BLANCO

Three years after *Please Stop Laughing at Us...* was first released, Jodee Blanco—well-known anti-bullying activist and bullying survivor—is back with a revised edition

As a sequel to the *New York Times* bestseller *Please Stop Laughing at Me...*, the 2007 release of Jodee Blanco's *Please Stop Laughing at Us...* received deserved attention for demanding an end to school bullying once and for all, and for supplying parents, educators, and targeted students with the tools and skills needed to do so.

In this 2011 revised edition, *Please Stop Laughing at Us... One Woman's Inspirational Story Continues* includes the same powerful message that Blanco is respected and known for, with new material, including strategy guides for parents and educators, new material, including a Q&A for parents and educators, updated information on university bullying in light of recent news events, and a touching epilogue.

*Please Stop Laughing at Us...* is the story of America's rejected and bullied students from the perspective of the one person with unprecedented access to the truth about what's going on in our schools. Blanco exposes both the strengths and vulnerabilities of a nation too clouded by rhetoric and self-defense to understand what really needs to be done.



## OF NOTE

- Blanco has appeared on the following media and news outlets: *The CBS Evening News with Katie Couric*, *Nancy Grace Live*, *The Joy Behar Show*, *Oprah.com*, *CNN Saturday Morning*, and many more
- Blanco speaks at dozens of schools nationwide each year
- The revised edition of *Please Stop Laughing at Us ...* will include an educator's guide, a Q&A, and a touching epilogue

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JODEE BLANCO, as survivor and activist, is a pre-eminent voice on bullying. She is the author of *New York Times* bestselling memoir, *Please Stop Laughing at Me... One Woman's Inspirational Story* and the award-winning sequel, *Please Stop Laughing at Us... One Survivor's Extraordinary Quest to Prevent School Bullying*. She has presented her acclaimed in-school anti-bullying program, *It's NOT Just Joking Around!™*, to more than half a million students, teachers, and parents nationwide. She has offered her expertise and testimony to *Newsweek*, *USA Today*, *CNN*, *NBC*, *FOX*, *NPR*, *Parade*, the *Chicago Tribune*, and *Oprah.com*.



# Healthy People, Healthy Planet

## Unleashing the Power of Plant-Based Nutrition

J. MORRIS HICKS WITH J. STANFIELD HICKS

*Foreword by T. Colin Campbell, PhD, and Nelson Campbell*

The definitive book on how necessary a plant-based diet really is, with a foreword provided by Dr. T. Colin Campbell—author of the bestselling book *The China Study*

### OF NOTE

- Foreword writer, T. Colin Campbell, PhD, is the author of *The China Study*, a title that has more than a half million copies in print

Imagine that *The New York Times* tomorrow released some amazing news. A health treatment has been discovered that literally cures most forms of heart disease. But not just that. This treatment has a dramatic impact on most of the diseases Westerners face, including cancer, obesity, autoimmune diseases, diabetes, osteoporosis, Alzheimer's, and many others. And this treatment is so inexpensive to administer that two-thirds of the medical establishment can be shut down as no longer serving any useful function.

It's really too much to believe, isn't it? But there's more.

By applying this treatment, we can eliminate the largest source of global warming, and dramatically reduce the waste that is polluting our water supply.

And there's more.

We can dramatically increase the supply of arable land, lowering the cost food and allowing us to feed everyone on this planet. Starvation can become a thing of the past.

And one last thing.

This treatment also has enormous moral implications, allowing us to eliminate almost all of the pain and suffering we are inflicting on animals, most of which is hidden away from view, but is morally repulsive to anyone exposed to this suffering.

Now, what if I told you that we don't have to wait for tomorrow's *New York Times* article, that this treatment has been found, and that the amount of scientific data supporting the claims I just made is overwhelming. The "miracle" treatment is simple. It's eating a whole grain, plant-based diet.

Skeptical? I'm not surprised.

But by the end of *Healthy People, Healthy Planet* you'll be exposed to the overwhelming amount of evidence that supports every claim made above. You'll also get to hear the counterarguments made by skeptics and you'll get to decide for yourself whether these claims are true.

It's my hope that by the end of this book you'll be convinced to join our movement. You may just save your life and the planet in the bargain.

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A former process improvement consultant and senior corporate executive with Ralph Lauren in New York, J. MORRIS HICKS has always focused on the "big picture" when analyzing any issue. In 2002, after becoming curious about our "optimal diet," he began a study of what we eat from a global perspective—discovering many



## From Healthy People, Healthy Planet

FROM CHAPTER 1,  
“WHAT SHOULD WE BE EATING”

Most people in the developed world eat a typical Western diet that features animal products three meals a day, 365 days a year. While humans have always craved calorie-dense foods like meat, oil, and cheese, they were simply not available or affordable in great quantities until about 60 or 70 years ago. That is when these types of foods began to be mass-produced and distributed so efficiently that nowadays billions of people can easily afford to eat them. As these foods became common, everyday people began to experience the diseases that had previously attacked only the affluent class.

In the olden days, only royalty and the very rich could afford these “rich” foods. They suffered from obesity, heart disease, diabetes, cancer, osteoporosis, and other diseases that came to be known as the “diseases of affluence.” Conversely, in less advanced populations where most people primarily ate whole, plant-based foods, these diseases have been almost nonexistent. But not anymore—with the exportation of our rich western diet to Japan, China, India, and other countries, their people have begun to experience the same levels of those diseases as in the United States and Europe.

We have been eating this way for so long now that most people think that they eat a pretty healthy diet and that we can improve our health if we simply “watch what we eat.” The truth of the matter is that the typical western diet contains very little nutrition. For instance, the United States is one of the sickest nations on earth, despite the fact that our health care costs are by far the highest in the world. It’s really no one’s fault. Most people who work in the vast industries that create our food supply actually believe they are providing nourishment; they are just doing what they have been taught.

But even as the frequency and related costs of our chronic diseases continue to rise, there is hope on the horizon. In the past 30 or 40 years, an innovative group of doctors and scientists have been creating revolutionary treatments for arresting and even reversing these terrible modern plagues. Surprisingly, their paradigm has not been based on new drugs or new breakthroughs in surgical techniques. They have focused on diet. Hippocrates, known as the father of medicine, said several thousand years ago: “First, do no harm...your food will be your medicine and your medicine will be your food.” He was referring to the human body’s ability to promote health provided that we feed it the right stuff. It’s not that hard, if we understand how our bodies really function. Unlike the modern abundance of rich foods, our bodies have been developing for a long time—actually, for millions of years.

## HEALTHY PEOPLE HEALTHY PLANET

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

J. MORRIS HICKS  
WITH J. STANFIELD HICKS



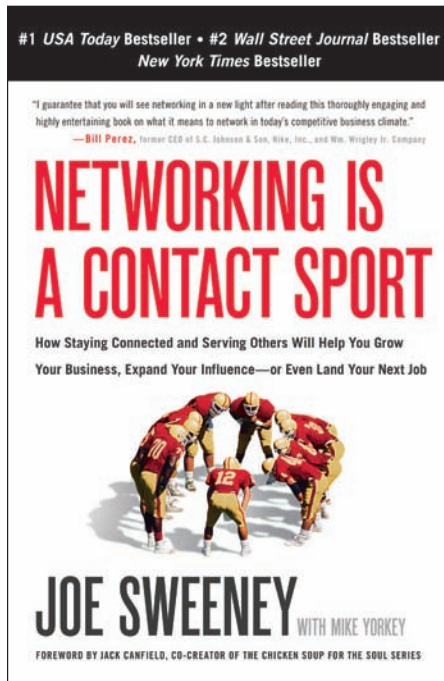
FOREWORD BY  
T. COLIN CAMPBELL, PHD,  
AND NELSON CAMPBELL

startling issues and opportunities along the way. Leveraging his expertise in making complex things simple, he documented his findings in his powerful new book—embarking on his final career as a writer, speaker, and consultant; promoting health, hope, and harmony on planet Earth. Hicks resides in Stonington, Conn.

# 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



*The New York Times*, *Wall Street Journal*, and *USA Today* bestselling book on networking comes out in paperback

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 find your next job. The cliché that who you know is more important than what you know has never been truer.

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.

## OF NOTE

- Hardcover was on the following bestseller lists:
  - ▶ *The New York Times*: #14
  - ▶ *USA Today*: #1
  - ▶ *The Wall Street Journal*: #2

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JOE SWEENEY is a businessman, entrepreneur, former sports agent, investment banker, and author. Sweeney brings an extensive background in hands-on business experience. Sweeney has owned and operated four manufacturing companies and has more than three decades’ experience in the business and sports worlds. Prior to acquiring an equity position in Corporate Financial Advisors, Sweeney founded and was president of SMG. Sweeney lives in Fox Point, Wisc.

MIKE YORKEY is the author, editor, or collaborator of more than 70 books.

# Democracy Denied

## Obama's Plan to Ignore His 2010 Election Defeat, Bypass Congress, and Complete His Radical Transformation of America

PHIL KERPEN

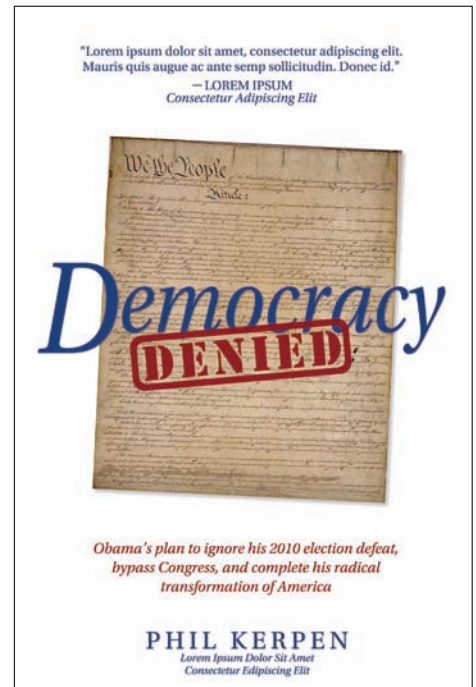
Why the executive branch's power is increasingly overriding Congress and what the American people can do to get their voice back

"Obama is pretending to move to the center, but his radical policies haven't stopped or even slowed down. If you want to know what is really happening in Washington, you must read *Democracy Denied*."

—DICK MORRIS, author and Fox News contributor

*Democracy Denied*, by Americans for Prosperity Vice President Phil Kerpen, is a guide to understanding and defeating the radical agenda that President Barack Obama intends to implement by unilateral regulatory action, disregarding constitutional procedures. Even though Americans sent Obama and Congress a clear message in the 2010 midterm elections, Obama continues to circumvent Congress's role by the excessive use of executive power.

It doesn't matter what does or does not pass in the Senate or House. The Obama administration has been quietly laying the groundwork to completely bypass Congress and radically transform America by stretching the executive branch's authority beyond all limits. *Democracy Denied* exposes this agenda and offers a plan of action to stop it.



Working Cover

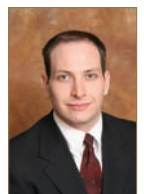
### OF NOTE

- Author is VP of policy of Americans for Prosperity, a grassroots organization with 1.6 million activists
- Author is highly visible source on policy and is consistently featured in leading national newspapers, and on radio and TV outlets

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POLITICAL SCIENCE  
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PHIL KERPEN is Vice President of Policy at Americans for Prosperity, a free-market grassroots organization. For the past five years, Kerpen has been AFP's principal policy and legislative strategist. Kerpen is also an opinion columnist on FoxNews.com, chairman of the Internet Freedom Coalition, and a frequent radio and television commentator on economic growth issues. He previously worked at the Cato Institute, the Club for Growth, and the Free Enterprise Fund. A native of Brooklyn, N.Y., Phil currently resides in Washington, D.C., with his wife, Joanna, and their daughter.



# Film School

A True Story of a Midwestern Family Man Who Went to the World's Most Famous Film School, Fell Flat on His Face, Had a Stroke, and Sold a Television Series to CBS

STEVE BOMAN

*One L meets You'll Never Eat Lunch in This Town Again*

In this moving and completely true tale, *Film School* reveals what life is like at the elite school that trained Hollywood's biggest names and how to break into Hollywood.

When Midwestern journalist Steve Boman applied to the University of Southern California's vaunted School of Cinematic Arts, the world's oldest and most prestigious film school, he had more than a few strikes against him: His wife was recovering from thyroid cancer. His beloved sister had just died of leukemia. He had lost his job. He had three young children. He was in his late 30s... And he had no experience in filmmaking.

As Boman navigates his way through USC's arduous three-year graduate production program, he finds that his films fall flat, he's threatened with being kicked out of the program, and he becomes "the old guy" no one wants to work with. Defeated, he quits and moves back to the Midwest. After he is urged by his wife to reapply, he miraculously gets in for a second time... only to have a stroke on the first day of class. But instead of running away again, Boman throws caution to the wind and embraces the challenge. He slowly becomes a gray-haired Golden Boy at USC with films that sparkle. And then he does the impossible: While still in school, for a class project, he dreams up a television series that CBS catches wind of and develops into *Three Rivers*, a primetime Sunday night show.

This story of challenge and triumph—and what it takes to make it in the world's most famous film school—is a must-read for anyone aspiring to become a Hollywood great, or anyone just looking for a good story.

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STEVE BOMAN worked as a reporter for Minnesota Public Radio, *The Philadelphia Inquirer*, and the *Chicago Daily Southtown*. He wrote stories for *Chicago* magazine, *Salon.com*, *Advertising Age*, and others. He also worked as a liver transplant coordinator at the University of Chicago. In 2009, Boman graduated with an



## From Film School

JANUARY 2004  
USC'S SCHOOL OF CINEMATIC ARTS

*I catch my reflection in a window. There's no hiding the fact I'm an old man among the group. Most of the other students are in their 20s. Some look like they're straight out of college; a few are in their late 20s. My hair is going gray, and I'm a year away from hitting 40.*

*The other film students generally look very cool and hip and very... L.A. Most wear a similar uniform: a faded T-shirt, ripped jeans, and flip-flops. Sunglasses are the norm. I don't see many guys who shaved in the past three days. Long hair is in, but a few guys have shaved heads. A lot of students snub out a cigarette before entering the building, and plenty look as if the last physical workout they got was running to beat closing time at Taco Bell.*

*I look like a middle-aged contractor coming to fix the air-conditioning system. My graying hair is cut short, and I shaved that morning. In addition to a golf shirt I bought from Sears I'm wearing crisp new Levi's and a pair of Red Wing construction boots. My posture is military straight. I don't smoke. I wonder if I should slouch, just to look cool.*

*I don't. It just doesn't feel right. I'm not going to try to fake it. I'm not a trendy young artiste. I'm a middle-class, middle-of-the-road, middle-aged Midwestern suburban dad with a wife and three kids who's going to the most famous film school in the world for a three-year program that will give him a chance to write and direct and produce films and television episodes. I'm excited as hell—but I feel a weight settle in my stomach. I knew I would be a fish-out-of-water, but, Jiminy Cricket, I didn't think it would be **this** obvious.*

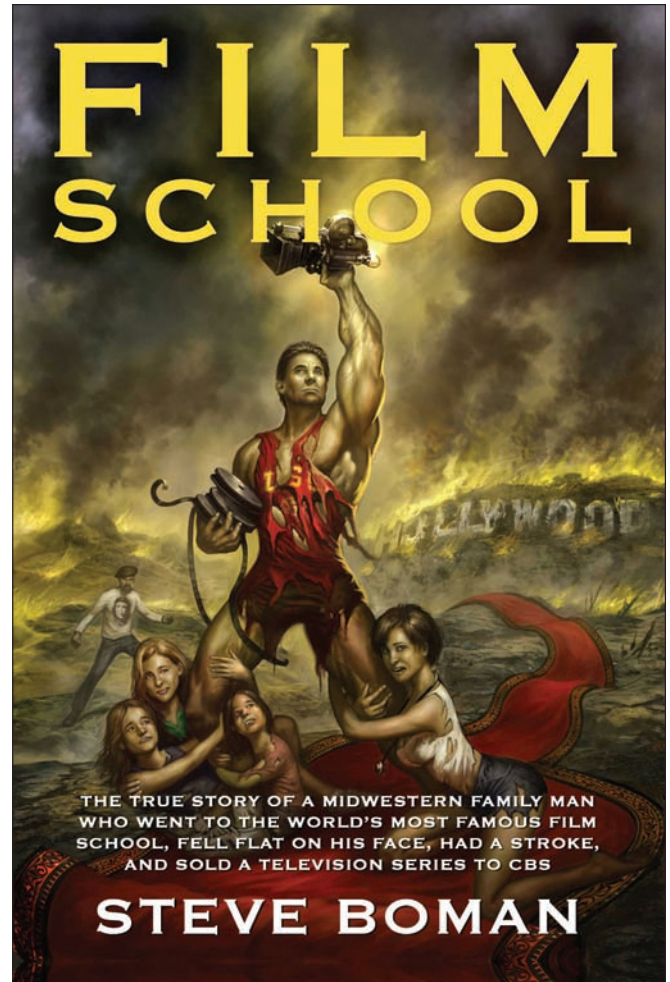
*I ignore the window reflection and make my way into the screening room and settle into a seat and survey the other students. It's clear most of us don't know anyone else. We all keep an empty seat next to us. I nod to a guy in the row behind me. He looks thin, about 25. He's wearing a black T-shirt, flip-flops.*

*I attempt a conversation. "It feels good to finally get started, doesn't it?"*

*"I suppose," he admits. "Are you on the faculty here?"*

*I smile. It would be a question I will get used to answering. Are you faculty? Are you on staff? Are you a coach?*

*"No. I'm here as a student," I answer. He forces a smile, but has nothing else to say. He looks at his phone and finds something important on it.*



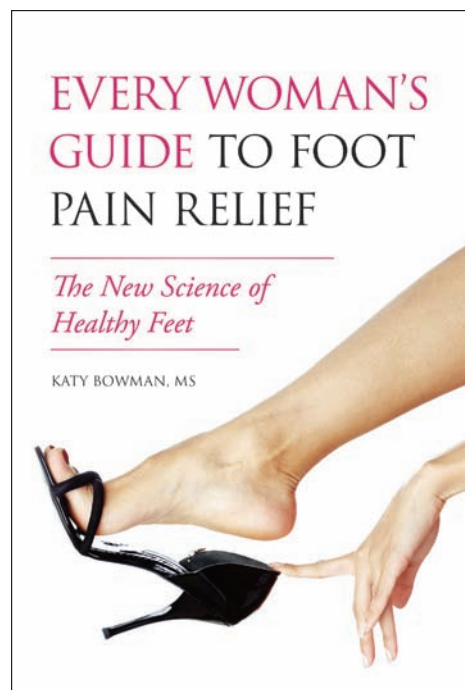
Working Cover



# Every Woman's Guide to Foot Pain Relief

## The New Science of Healthy Feet

KATY BOWMAN, MS



The first book to offer a comprehensive look at the healthy potential of the foot tissue, the effect of footwear on the foot and the entire skeleton, and an easy, do-it-yourself solution to this chronic and expensive ailment

Foot pain isn't just pain—it's a symptom of serious problems that will only get worse if you ignore it. One in four women in the United States is suffering from debilitating foot pain, which can affect the function of other body parts, from knees and hips to the pelvis and spine. But foot pain—and the underlying problems it reveals—can be eliminated.

*Every Woman's Guide to Foot Pain Relief* will show you how to not only prevent pain but how to fix your feet and halt damage to the rest of your body. Through the scientific approach of biomechanics, which looks at the gravity, friction, and pressure of our bodies, expert Katy Bowman offers an innovative set of exercises; her easy-to-follow program will help you eliminate unnecessary foot and lower-leg pain. Bowman, a science advisory member for Earth Footwear, also walks you through the shoes you should (and should not) be wearing at different life stages—without sacrificing fashion.

*Every Woman's Guide to Foot Pain Relief* will teach you how a healthy foot works optimally and put you on the road to prevention and recovery.

### OF NOTE

- Katy Bowman, MS, is the creator and talent behind the Aligned and Well™ DVD program, the director of the Restorative Exercise Institute, and the creator of the Restorative Exercise™ DVD kits for Gaiam
- She is a regular contributor and expert for national health, fitness, and wellness publications and TV segments

9781936661077

EBOOK: 9781936661282

TRADE PAPERBACK ORIGINAL

6 X 9

224 PAGES

\$16.95 US/\$19.50 CAN

HEALTH

DECEMBER 2011

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KATY BOWMAN, MS, has become a leading voice for the science of health, fitness, and wellness. The creator and talent behind the Aligned and Well™ DVD program, the director of the Restorative Exercise Institute, and the creator of the Restorative Exercise™ DVD kits for Gaiam, Bowman's goal is to educate the public about correct exercise prescription, traditional movement, and how modern living impacts the human body. She lives in Ventura, Calif.

# Taming Your Alpha Bitch

How to be Powerful and Feminine (and Get Everything You Want)

CHRISTY WHITMAN AND REBECCA GRADO

How women can achieve it all with an empowering attitude and the Laws of Attraction

In many areas, women have earned the equality we've been fighting for. We've broken through glass ceilings and achieved great success. And we've become influential, respected leaders. Yet many of us find ourselves unhappy, anxious, overwhelmed.

The problem is that while we can be as successful as a man, we don't get there through a masculine approach. Being a "damsel in distress" is not the way to make your dreams come true, but neither is being the hyper-aggressive Alpha Bitch.

In this groundbreaking book, transformation leaders Christy Whitman and Rebecca Grado reveal how when we try to claim power through a forceful "take-no-prisoners" approach, it ultimately works against us by introducing conflict, struggle, and competition into our relationships.

How do you change from being a controlling, competitive, and disruptive Alpha Bitch to being an Empowered Female who is allowing, collaborative, and balanced? Enter the Laws of the Universe: Attraction, Allowing, Pure Potentiality, Oneness, Balance and Harmony, and Sufficiency and Abundance.

*Taming Your Alpha Bitch* will show you how to use these laws to create freedom, joy, and abundance in your life.

CLOTH: 9781936661060

TRADE: 9781936661152

EBOOK: 9781936661220

5.5 X 8.25

192 PAGES

CLOTH: \$24.95 US/\$29.00 CAN

TRADE: \$14.95 US/\$17.50 CAN

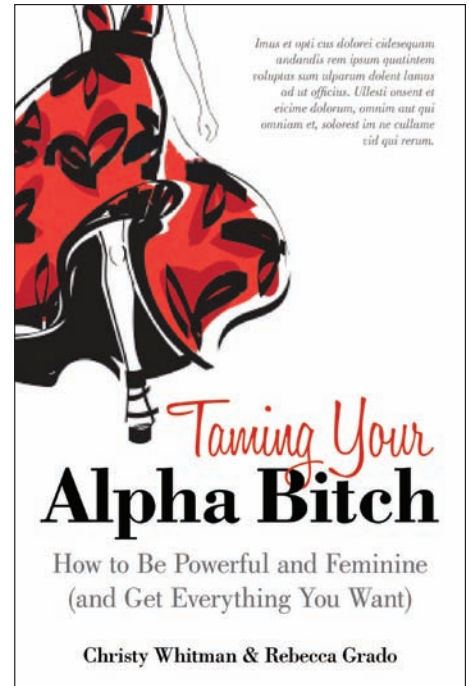
SELF-HELP

DECEMBER 2011

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## OF NOTE

- Christy Whitman's message reaches over 80,000 people a month
- Whitman has been quoted in *Seventeen*, *Woman's World*, *Woman's Day*, *Teen Vogue*, *The Star Ledger*, and *The Knot* magazine
- Extensive media outreach by a national PR firm with 20-city book tour
- Nonprofit partnerships with ASPCA and Kiwanis

**CHRISTY WHITMAN** (*right*) is an in-demand life coach, transformational leader, CEO and founder of the Quantum Success Coaching Academy™, a 12-month Law of Attraction coaching certification program. Her work has been featured with and by bestselling authors Marianne Williamson, Dr. Wayne Dyer, Marci Shimoff, Brian Tracy, Neal Donald Walsch, and Louise Hay.

**REBECCA GRADO** (*left*) is a licensed spiritual psychotherapist and author. She is a contributing author to two books with bestselling authors Dr. Wayne Dyer and Anthony Robbins.



# Happy Herbivore Every Day

Over 175 Quick-and-Easy Fat-Free and Low-Fat Recipes

LINDSAY S. NIXON

For those who loved *The Happy Herbivore Cookbook*, a follow-up cookbook will hit shelves this winter, with a focus on quick-and-easy recipes that don't compromise health or taste

After vegan chef Lindsay S. Nixon wrapped up her popular cookbook *The Happy Herbivore Cookbook* last year, she went back to her kitchen in her new home of St. Maarten. Island living encouraged her to come up with simpler recipes, which led her to create a follow-up cookbook with a focus on recipes that bring tasty back to quick-and-easy.

Now, in Nixon's much-anticipated follow-up cookbook, *Happy Herbivore Every Day*, readers will see, once again, that just because plant-based eating is optimal for health, that doesn't mean it has to be expensive or time-consuming.

*Happy Herbivore Every Day* will include more than 175 doable recipes—recipes that are so quick and easy, you could cook three healthy meals from scratch every day.

Each of Nixon's recipes are made with wholesome, easy-to-find, fresh ingredients and include no added fats. With additional notes indicating recipes that are ideal for preparing ahead of time and those you can whip up with just a few dollars, *Happy Herbivore Every Day* will be the must-have cookbook for anyone desiring a healthier, happier menu!

## OF NOTE

- Follow-up to the popular *Happy Herbivore Cookbook*
- Nixon's blog, [HappyHerbivore.com](http://HappyHerbivore.com), gets around 100,000 page views a month

9781936661381

EBOOK: 9781936661435

TRADE PAPERBACK ORIGINAL

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356 PAGES

\$19.95 US/\$23.00 CAN

COOKING

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LINDSAY S. NIXON is a rising star in the culinary world, praised for her ability to use everyday ingredients to create healthy, low-fat recipes that taste just as delicious as they are nutritious. Lindsay's recipes have been featured in *Vegetarian Times*, *Women's Health Magazine* and on The Huffington Post. Lindsay is also a consulting chef at La Samanna, a luxury resort and four-star restaurant in the French West Indies. You can learn more about Lindsay and sample some of her recipes at [HappyHerbivore.com](http://HappyHerbivore.com).

# From Wags to Riches

## How Dogs Teach Us to Succeed in Business & Life

ROBERT VETERE WITH VALERIE ANDREWS

*Foreword by Dr. Marty Becker*

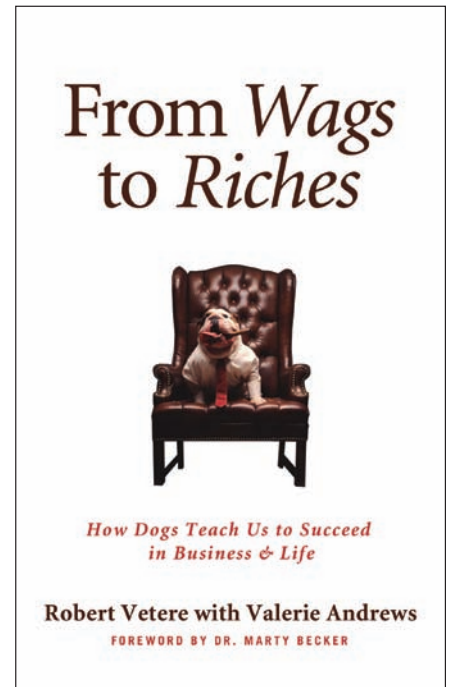
The American Pet Products Association president interviews dog-loving CEOs to demonstrate how managers and executives can take lessons from man's best friend to accelerate their business's bottom line

Move over Jack Welch and Warren Buffett. The new role model for business leaders isn't a corporate superstar or one of America's wealthiest tycoons. It's the family dog.

What can man's best friend teach us about building stronger, more collaborative organizations? Plenty. In *From Wags to Riches*, management expert Robert Vetere explores how our partnership with dogs, going back to the first human settlements, provides an intriguing model for teamwork in the corporate world. As president of the American Pet Products Association, Vetere has partnered with Purdue University researchers to explore the human-animal bond. Here, he also considers what dogs teach us about intimacy and relationships and tells why they've become the center of American family life.

With interviews from CEOs who've learned important lessons from their dogs, *From Wags to Riches* shows how you can apply insights from dog trainers and animal behavior experts to boost creativity and build a playful environment where people feel free to innovate. Vetere demonstrates that canine-like qualities such as sharing responsibility across pack members and tuning into each other's needs and emotions by observing facial expressions and body cues can dramatically improve your personal effectiveness and ability to lead.

*From Wags to Riches* contains practical tips and canine insights for any dog lover who aspires to become leader of his or her pack.



### OF NOTE

- Author is president of American Pet Products Association
- National PR firm spearheading extensive media outreach
- Robert Vetere speaks to thousands a year

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ROBERT VETERE is president of the American Pet Products Association, the world's largest trade organization for pet products. Vetere works with Dr. Marty Becker of ABC's *Good Morning America* and Dr. Alan Beck at Purdue University to explore the human-animal bond. He has been interviewed by *The Wall Street Journal*, *Kiplinger's*, *World News Tonight*, CNN, and *The New York Times Magazine*.

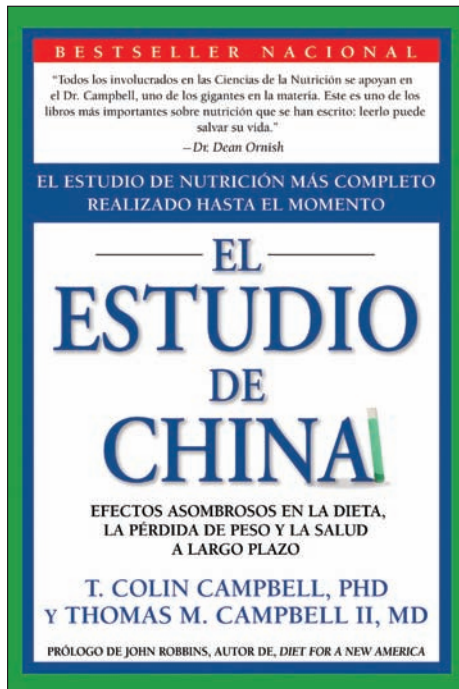
VALERIE ANDREWS's work has appeared in major magazines and on PBS. She is co-author of *The Business of Changing Lives*.



# El Estudio de China

## Efectos Asombrosos en la Dieta, la Pérdida de Peso y la Salud a Largo Plazo

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



After more than a half million English-speaking readers chose *The China Study*, it's time to bring the same book to Spanish-speakers

*The China Study: Startling Implications for Diet, Weight Loss, and Long-term Health* is the definitive resource for anyone considering a plant-based diet and, because of this, more than a half million people have picked up the book.

With the Hispanic community struggling with obesity rates like never before—for instance, Hispanic girls have two to three times the risk of having a high body mass index (BMI) than Caucasian girls of the same age—a plant-based diet can improve the health of an entire culture. This and many other facts nearly demand a release of *The China Study* Spanish-translation edition.

Additionally, Spanish is the primary language spoken in more than 30 million American homes, so there's both a need and a market for this translation.

### OF NOTE

- Former President Bill Clinton has positively mentioned *The China Study* on CNN
- Dr. T. Colin Campbell has been featured on and in dozens of media outlets and publications including *Extra!* and *Larry King Live*
- There are more than a half million copies of *The China Study* in print
- Dr. Colin Campbell will be featured in *Forks Over Knives*, a much-anticipated documentary being released this May in select cities

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HEALTH/NUTRITION

JANUARY 2012

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For over 40 years, DR. T. COLIN CAMPBELL (*right*) has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted, and it was the culmination of a 20-year partnership of Cornell University, Oxford University, and the Chinese Academy of Preventive Medicine. Dr. Campbell is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University.

A Cornell University alumnus THOMAS M. CAMPBELL, MD (*left*), is a writer, actor, and marathon runner.



# Evangelist Marketing

## What Apple, Amazon, and Netflix Understand About Their Customers (That Your Company Probably Doesn't)

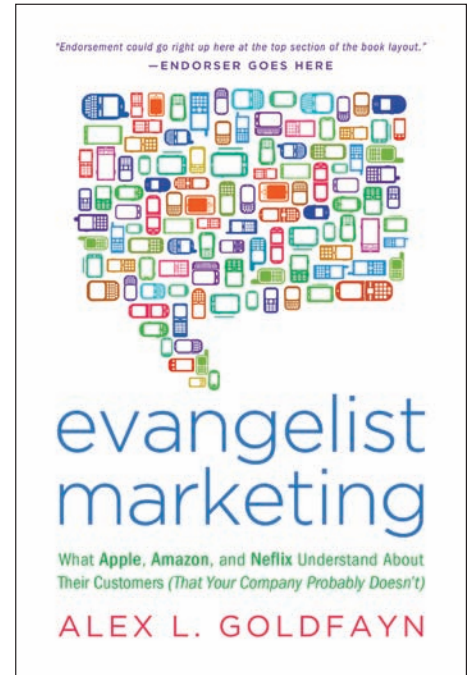
ALEX L. GOLDFAYN

The first book since *Crossing the Chasm* to examine the marketing of high-tech consumer products

In *Evangelist Marketing*, Alex L. Goldfayn breaks down what more than 98 percent of consumer electronics companies get wrong about marketing—from ad language to poor press releases to the wrong people on their staff—and why they should be working hard to improve in a struggling economic climate. The companies who market well are few and far between, while the vast majority are putting their companies long-term success in jeopardy.

As a trusted marketing and PR expert for the consumer electronics industry, Goldfayn—a former *Chicago Tribune* columnist—reaches more than 117 million consumers each year, through consulting companies such as Amazon, Sony, and T-Mobile; and his daily drive-time radio program, “The Technology Tailor Minute,” which is broadcast on more than 325 stations. Goldfayn has been previously syndicated in more than 300 publications worldwide and has published more than 400 print articles on consumer electronics and industry marketing.

The consumer electronics industry creates some of the world's best and smartest products. And now *Evangelist Marketing* shows companies what to do with them.



Working Cover

### OF NOTE

- Alex L. Goldfayn has worked as a consultant for dozens of electronics companies who are the market for this book and has relationships with top executives and CEOs of the top consumer electronics companies
- Goldfayn has strong press ties, from his time as a *Chicago Tribune* columnist and as a technology marketing expert who's published more than 400 print articles on consumer electronics and consumer electronics marketing
- Goldfayn has a morning drive-time radio program that is broadcast on 325 stations

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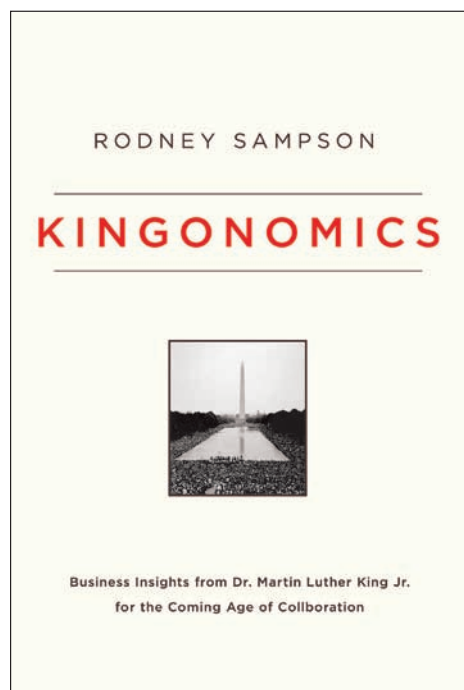
ALEX L. GOLDFAYN is a secret weapon marketing consultant, advisor, and speaker for the top consumer electronics manufacturers in the world, and their agencies. He helps clients with their brand strategy, marketing, messaging, and positioning. Alex's clients include Blackberry, T-Mobile, Virgin Mobile, Sony, and TiVo. Alex is a former syndicated technology columnist for the *Chicago Tribune*. He lives in the suburbs of Chicago with his wife and children.



# Kingonomics

## Business Insights From Dr. Martin Luther King Jr. for the Coming Age of Collaboration

RODNEY S. SAMPSON WITH JANE CRAIG, MS



Sampson shows how Dr. Martin Luther King Jr., through his dream of equality and freedom for all, also laid the ground work for our economic future

While most know of Dr. Martin Luther King Jr's sweeping dream of equality and freedom for all, what many do not realize is just how keenly focused he was on economic issues, particularly in his later years. Without economic opportunity, Dr. King often noted man "has neither life nor liberty nor the possibility for the pursuit of happiness. He merely exists." It was, in fact, while planning the Poor People's March, a dramatic stand on economic issues, that his voice was forever silenced.

In his final book, King posed the question, "Where do we go from here?" The answer lies in *Kingonomics*, a 21st-century interpretation of his economic vision translated through the eyes of globally established economic innovator, business developer, and highly successful serial entrepreneur Dr. Rodney S. Sampson.

Composed of 12 currencies (including service, innovation, and reciprocity), Sampson takes pertinent ideas from the life and works of Dr. King and, by combining them with real-life experiences, produces a guide through which one could realize his or her full potential and personal power. Success does not discriminate and the roadmap to it is contained in the pages of this revolutionary new work.

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BUSINESS & ECONOMICS

JANUARY 2012

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RODNEY S. SAMPSON co-founded Multicast Media Networks (Streamingfaith.com) in 2000, Intellect in 2002, Mobile Currency in 2006, Legacy Opportunity Funds in 2007, and his most recent venture, E-Factor, in 2008. Over the course of the last 15 years, his clients have generated more than \$1 billion in revenue.

Former public relations director for Revlon, JANE M. CRAIG, MS, is the co-author of three highly acclaimed books. Craig has also contributed to *Cosmopolitan*, *Vogue*, *Harper's Bazaar*, and *Town & Country*.

# Only the Crazy and Fearless Win BIG!

The Surprising Secrets to Success in Business and in Life

ARTHUR WYLIE

Millionaire entrepreneur Arthur Wylie identifies the trait of successful professionals and provides step-by-step action plans on how to attain wealth

Following the pack and doing what you are told may get you a job and even a promotion, but it won't lead to real success.

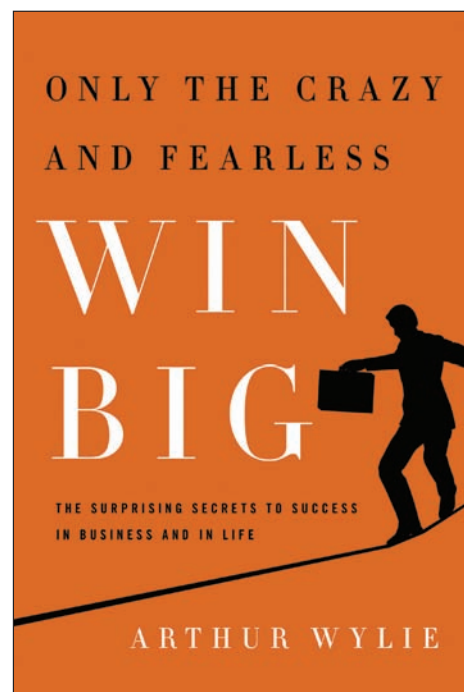
Entrepreneur Arthur Wylie, who made his first million by 26, has conquered the worlds of finance, real estate, and entertainment with more than \$50 million in deals brokered and almost half a billion in assets and transactions under management. In *Only the Crazy and Fearless Win BIG!*, he shares a little secret that few books discuss—to win big you have to be fearless and, sometimes, even a little crazy.

Wylie outlines real-world examples from some of history and present-day's most well-known names and everyday entrepreneurs in every industry, profession, and segment of the economy. *Only the Crazy and Fearless Win BIG!* shows how their decisions raised eyebrows, dropped jaws, and met resistance—yet proved to be right.

A few crazy and fearless decisions that led to victory and success, to fame and respect:

- People Power: Henry Ford pays his workers \$5 a day
- Morality Tales: Malcolm X renounces violence
- Competitive Edge: Sean Combs starts his own fashion line

Through Wylie's experience and guidance, he weaves together the lessons of these stories and more to share what it means to you and your business vision.



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ARTHUR WYLIE's ventures started out of his dorm room, and he received millionaire status by 26. Wylie is the founder and CEO of Arthur Wylie Enterprises brand, which has overseen \$775 million in assets, transactions, insurance, intellectual properties, and real estate over the past 11 years. Wylie has a bachelor's degree in financial management from the University of North Carolina at Charlotte and has been a licensed securities principal for some of the top investment companies in the world. Currently an executive of Global Entertainment Holding's Film Fund (ticker GBHL), his duties range from capital raising, film production oversight, distribution, and marketing. He lives in Charlotte, N.C.

# Backlist Phenomenon

## The China Study

### Startling Implications for Diet, Weight Loss, and Long-term Health

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

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 recently appeared on *Extra!* and *Larry King Live* within the past year
- Former President Bill Clinton has credited *The China Study* with inspiring his recent change to a plant-based diet
- Dr. Campbell is featured in a much-anticipated documentary, *Forks Over Knives*, that is scheduled for release this May

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Hebrew, Croatian, Korean, Slovene,  
Lithuanian, Thai, Indonesian, Spanish  
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For more than 40 years, DR. T. COLIN CAMPBELL (*right*) 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

The most comprehensive nutritional study ever 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.”

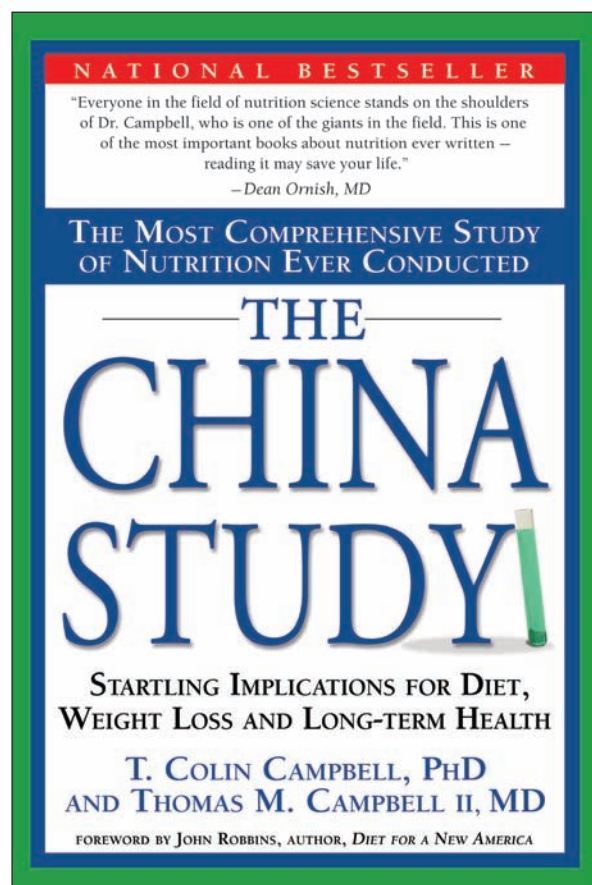
—ROBERT C. RICHARDSON, PhD, Nobel Prize Winner, Professor of Physics and Vice Provost of Research, Cornell University

“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 spectacular 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*



“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*

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.

A 1999 graduate of Cornell University, THOMAS M. CAMPBELL, MD (left), 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.





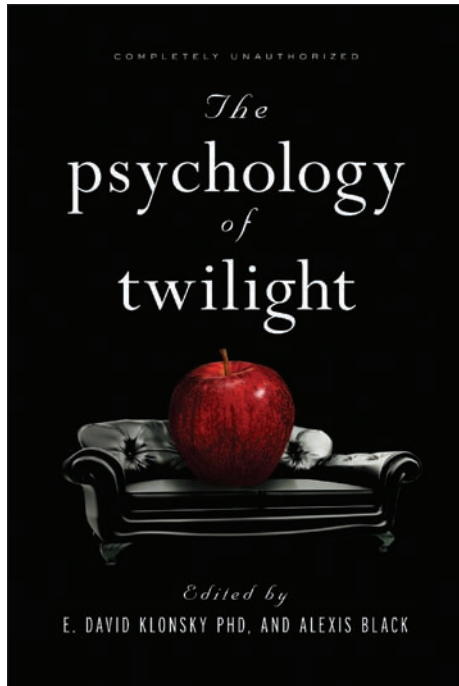


SMART POP

BENBELLA BOOKS IMPRINT

# The Psychology of Twilight

EDITED BY E. DAVID KLONSKY, PhD, AND ALEXIS BLACK



## OF NOTE

- The Twilight book series has sold more than 100 million copies worldwide
- The fourth movie of the series—the first movie installment of *Breaking Dawn*—is set to be released November 18, 2011

## Psychologists present brand-new ways of understanding—and appreciating—the Twilight Saga

It doesn't take a trained psychologist to see that the Twilight Saga has tapped into its readers' psyches... but psychology has plenty to offer when it comes to understanding what makes Twilight so dearly loved.

Led by husband-and-wife team E. David Klonsky, PhD, and Alexis Black, the psychologists contributing to *The Psychology of Twilight* look at love, family, vampires, werewolves, and our Twilight obsession, and offer more than a dozen fascinating new angles on the series—just in time for the November 2011 release of *Breaking Dawn, Part One*.

- Why Edward captivates Bella (it's not the perfect face or chiseled abs—it's as chemical as Edward's attraction to the smell of Bella's blood)
- Vampirism as eating disorder (and what we can learn from how the Cullens cope)
- Twilight's rejection of strict dualities like good/evil and human/monster and what that has to do with the way our minds process experience and information
- The psychological benefits of Twilight fandom

...and more fresh insights into the series that's enthralled millions.

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5.5 X 8.25

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PSYCHOLOGY

OCTOBER 2011

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E. DAVID KLONSKY, PhD, received his BA in Psychology and English Literature from Washington University in St. Louis, and his MA and PhD in Clinical Psychology from the University of Virginia. Currently, Dr. Klonsky is assistant professor of psychology in the Department of Psychology at the University of British Columbia.



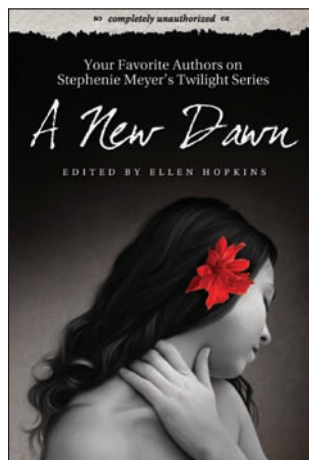
ALEXIS BLACK received her BA in Anthropology and Slavic Studies, and her MA in Slavic Languages and Literature from the University of Virginia. She is currently working on her PhD in Linguistics at the University of British Columbia.

# FOR FANS OF TWILIGHT, THERE'S ALSO A NEW DAWN

## A New Dawn

### *Your Favorite Authors on Stephenie Meyer's Twilight Saga: Completely Unauthorized*

ELLEN HOPKINS



Edited by bestselling author Ellen Hopkins, *A New Dawn* is packed with the same debates readers engage in with friends: Should Bella have chosen Edward or Jacob? How much control do Meyer's vampires and werewolves really have over their own lives? The collection also goes further: Is Edward a romantic or a (really hot) psychopath? How do the Quileute werewolves compare to other Native American wolf myths? What does the *Twilight* series have in common with Shakespeare? With contributions from Megan McCafferty, Cassandra Clare, Rachel Caine, and many more, *A New Dawn* answers these questions and more for a teen (and adult!) audience hungry for clever, view-changing commentary on their favorite series.

*Ellen Hopkins is a poet and award-winning author, with 20 published nonfiction books for children and five New York Times bestselling young adult novels-in-verse. Hopkins lives with her husband and son near Carson City, Nev.*

Trade Paperback • 9781933771939 • \$12.95 US/\$16.50 CAN • October 2009 • EBOOK: 9781935251910

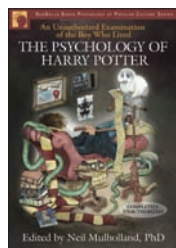
## THE REST OF SMART POP'S PSYCHOLOGY OF SERIES...



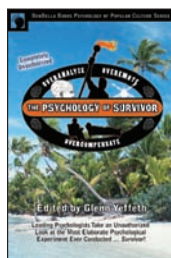
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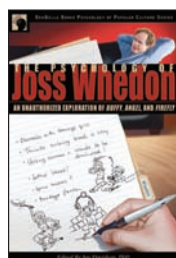
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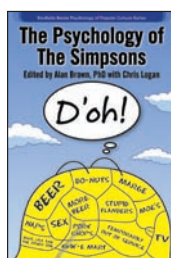
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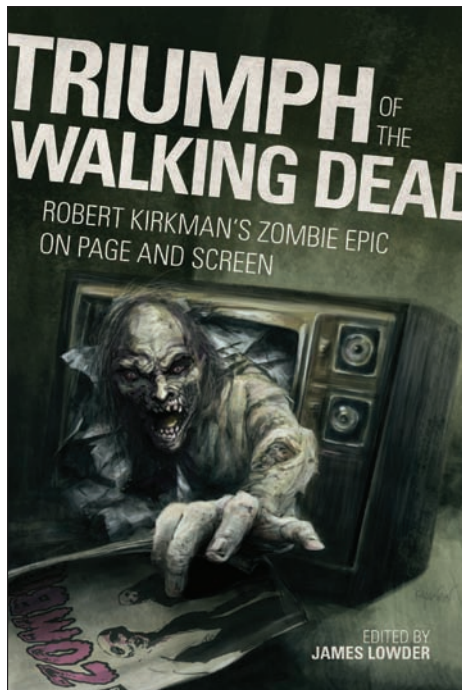


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# Triumph of The Walking Dead

Robert Kirkman's Zombie Epic on Page and Screen

EDITED BY JAMES LOWDER



Zombie, horror, and comics writers on Robert Kirkman and AMC's critical darling and ratings success *The Walking Dead*

*The Walking Dead* gained national attention as AMC's latest critically acclaimed drama, shattering the network's previous premiere ratings highs and earning a second season renewal after its very first episode. But before its television debut, Robert Kirkman's *The Walking Dead* was a comic phenomenon.

James Lowder, veteran editor and author in the horror genre and comics field, collects some of the biggest names in the zombie genre, along with other top horror and comics writers, to discuss the series on both page and screen.

Contents Include:

- What makes *The Walking Dead* so effective as a zombie narrative
- The television show's surprising optimism
- Rick Grimes as Objectivist hero
- *The Walking Dead*'s journey from comic to television series

## OF NOTE

- The pilot was AMC's most-watched premiere in history
- *The Walking Dead* is the most-watched cable series in the 18-49 demographic
- It airs in 120 countries including Canada, China, and Taiwan
- *Triumph of the Walking Dead* will be promoted at the 2011 San Diego Comic-Con, which has more than 150,000 attendees

## PARTIAL CONTRIBUTOR LIST:

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TELEVISION AND COMICS

NOVEMBER 2011

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JAMES LOWDER has worked extensively on both sides of the editorial blotter. His credits include the bestselling, widely translated novels *Prince of Lies* and *Knight of the Black Rose*, short fiction for such anthologies as *Shadows Over Baker Street* and *The Repentant*, and comic book scripts, role-playing game material, and hundreds of reviews and articles. Lowder has helmed more than a dozen critically acclaimed anthologies, including *Curse of the Full Moon*, *Hobby Games: The 100 Best*, and the Books of Flesh zombie anthology series.



# The Psychology of the Girl with the Dragon Tattoo

## Understanding Lisbeth Salander and Stieg Larsson's Millennium Trilogy

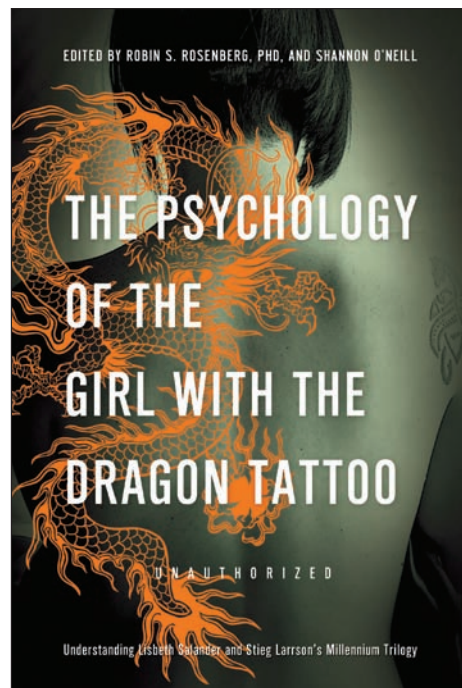
EDITED BY ROBIN S. ROSENBERG, PhD, AND SHANNON O'NEILL

A look inside the head of Lisbeth Salander, just in time for the December 2011 movie release of *The Girl with the Dragon Tattoo*

Lisbeth Salander, the multi-faceted protagonist of Stieg Larsson's Millennium Trilogy, is an enigma—an astoundingly intelligent, prickly bundle of contradictions. What makes her tick? What makes her special? Is she bound for an inevitably self-destructive end? Or can she rise from the ashes of her childhood trauma?

*The Psychology of the Girl with the Dragon Tattoo* investigates Lisbeth the same way Mikhail Blomkvist might, seeking answers from mental health clinicians and researchers to better understand Salander, her psychology, and her world—including the ways in which that world reflects, or doesn't reflect, our own.

- What exactly is a psychopath—and is Lisbeth Salander one?
- How do abused children cope with that trauma?
- What impact would Lisbeth's eidetic memory and Asperger's syndrome have on her development?
- Do hackers share certain psychological traits?
- Is there a psychology of sexism?
- What makes Lisbeth such a polarizing figure—both in her world and ours?



### OF NOTE

- Stieg Larsson's books have sold more than 50 million copies worldwide
- The Millennium trilogy has been sold in 43 countries
- *The Girl with the Dragon Tattoo* (2009) grossed \$110 million worldwide and was named the best foreign-language film by the BAFTA Awards
- *The Girl with the Dragon Tattoo* (2011) opens in English on December 21, 2011

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ROBIN S. ROSENBERG, PhD, is a clinical psychologist. She writes college-level psychology textbooks and has taught psychology courses at Lesley University and Harvard University. She also writes about popular culture figures and the psychological phenomena their stories reveal.

SHANNON O'NEILL is an editorial consultant for a prominent literary agency in Washington, D.C. She also teaches at American University. Shannon has a master's in Writing from Johns Hopkins University.



# Unraveling the Mysteries of The Big Bang Theory

## An Unabashedly Unauthorized TV Show Companion

GEORGE BEAHM



A guide for fans and newcomers to *The Big Bang Theory*, the TV hit loved by over 14 million viewers

*The Big Bang Theory*—CBS's surprise hit sitcom—was recently renewed for three additional seasons after pulling in 14 million weekly viewers last season. Any fan who tunes in week to week wasn't surprised. The quirky show does what so few shows manage to do: straddle the fence between cult hit and mega-popular award-winner.

Now, in *Unraveling the Mysteries of The Big Bang Theory* (a title taken from the show's Barenaked Ladies-penned theme song), longtime sf fan and author George Beahm, assisted by science advisor Cuyler W. Brooks Jr., has put together a guide for all fans of the show—mainstream TV viewers, sf and comics fans, and science enthusiasts alike. Whether you're a Penny or a Sheldon, whether you've just tuned in or been watching all along, this companion book will help you appreciate *The Big Bang Theory* to the fullest.

*Unraveling the Mysteries of The Big Bang Theory* offers a full, comprehensive look at the series: from an analysis of the awful original pilot (that viewers may never get to see) to a tour of the real Cal Tech (which serves as one of the show's main settings), from a fandom terminology guide to enlightening analyses of the endearingly original main characters, all the show's quirkiest and most appealing elements are put under the microscope.

### OF NOTE

- *The Big Bang Theory* had 14 million average weekly viewers in its 2009-2010 season
- Author George Beahm has worked with sf and comics for decades and has published numerous books on pop culture
- *The Big Bang Theory* is Canada's most-watched show and airs in more than 60 other countries
- *Unraveling the Mysteries of the Big Bang Theory* will be promoted at the 2011 San Diego Comic Con, which has more than 150,000 attendees

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GEORGE BEAHM has published numerous books about pop culture, including comic art (Vaughn Bode and Tim Kirk), bestselling writers (Stephen King, Anne Rice, Patricia Cornwell, J.R.R. Tolkien, J.K. Rowling, C.S. Lewis, and Stephenie Meyer), and general nonfiction. He lives in southeast Virginia.

# In Pursuit of Spenser

## Mystery Writers on Robert B. Parker and the Creation of an American Hero

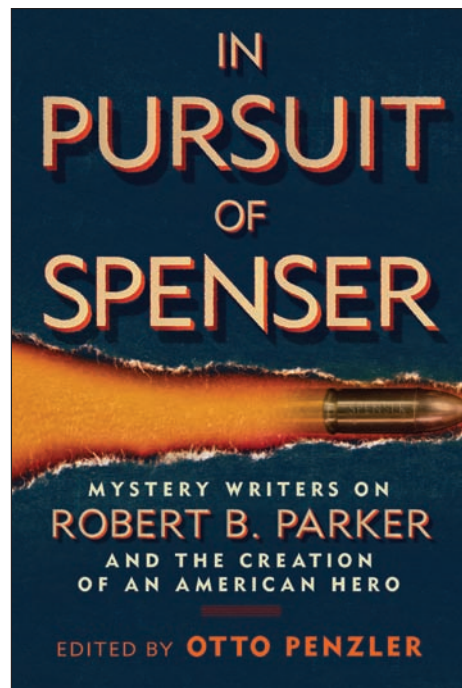
EDITED BY OTTO PENZLER

Mystery writers, led by renowned mystery editor Otto Penzler, pay tribute to Spenser and Robert B. Parker

When Robert B. Parker passed in early 2010, the world lost two great men: Parker himself, iconic American crime writer whose books have sold more than six million copies worldwide, and his best-known creation, Spenser. Parker's Spenser series not only influenced the work of countless of today's writers, but is also credited with reviving and forever changing the genre.

*In Pursuit of Spenser* offers a look at Parker and Spenser through the eyes of the writers he influenced. Editor Otto Penzler—proprietor of one of the oldest and largest mystery specialist bookstores in the country, New York's The Mysterious Bookshop, and renowned mystery fiction editor whose credits include series editor for the Best American Crime Writing and Best American Mystery Stories, among many others (and about whom Parker himself once wrote, "Otto Penzler knows more about crime fiction than most people know about anything")—collects some of today's bestselling mystery authors to discuss Parker, his characters, the series, and their impact on the world.

From Hawk to Susan Silverman to Jesse Stone and Sunny Randall, from the series' Boston milieu to Parker's own take on his character, *In Pursuit of Spenser* pays tribute to Spenser, and Parker, with affection, humor, and a deep appreciation for what both have left behind.



### OF NOTE

- More than 3.3 million copies of the Spenser series have sold worldwide
- The Spenser books have sold in more than 17 different countries including Argentina, Australia, Germany, India, Ireland, Mexico, New Zealand, Scotland, Singapore, South Africa, Spain, Uruguay, and Venezuela
- Otto Penzler is a seasoned mystery writer, editor, and publisher as well as the recipient of The Mystery Writers of America's Ellery Queen Award and the Edgar Allan Poe Award

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For more than 30 years, OTTO PENZLER has been recognized as one of the most knowledgeable and influential members of the crime writing community. Penzler founded The Mysterious Press in 1975 and runs that imprint with Grove/Atlantic in America and also has an "Otto Penzler Books" imprint with Atlantic/Corvus in England. He also founded The Mysterious Bookshop, which remains the largest and most successful bookstore of its kind in the world. His book the *Encyclopedia of Mystery and Detection* earned Penzler the Edgar Allan Poe Award.



# The Unofficial Mad Men Cookbook

JUDY GELMAN AND PETER ZHEUTLIN

An illustrated guide to the culinary *Mad Men*, with over four dozen authentic food and drink recipes from the AMC television show

The appeal of AMC's award-winning period drama *Mad Men*, shortly to begin its fifth season, lies as much in its painstaking portrait of 1960s America as in the emotional lives of its characters. In *The Unofficial Mad Men Cookbook*, Judy Gelman and Peter Zheutlin present a guide to the show's culinary backdrop, from Sterling Cooper power lunches to Draper dinner parties. With over four dozen recipes, photos, and other images all drawn from the period, *The Unofficial Mad Men Cookbook* is perfect for history buffs and fans planning *Mad Men* dinner parties alike.

- In season two, Betty and Don host an “Around the World” dinner party. Find out why Betty might have chosen the theme—plus why Don's Heineken ad campaign would have been so well-received by the public—and try Betty's gazpacho from Spain, using a recipe Betty herself might have.
- In season three, Bobbi Barrett invited Don to join her for dinner at Sardi's to celebrate selling her husband's new pilot. Learn why Sardi's was a likely location for post-TV deal celebration, and make Sardi's famous steak tartar for yourself.

Includes a color photo insert, plus additional black and white photos and other images from the 1960s.

## OF NOTE

- *Mad Men* airs in over 100 countries
- Christina Hendricks appears in the second episode of *Top Chef Masters*' third season

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JUDY GELMAN is co-author of *The Book Club Cookbook: Recipes and Food for Thought from Your Book Club's Favorite Books and Authors* and *Table of Contents: From Breakfast with Anita Diamant to Dessert with James Patterson—a Generous Helping of Recipes, Writings and Insights from Today's Bestselling Authors*.



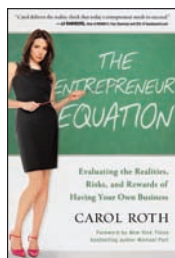
PETER ZHEUTLIN is the author of *Around the World on Two Wheels: Annie Londonderry's Extraordinary Ride* (Citadel Press, 2007). His work has also appeared in *The Boston Globe*, *The Christian Science Monitor*, *The Los Angeles Times*, and numerous other publications in the U.S.





# general nonfiction

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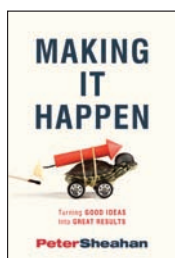


### The Entrepreneur Equation

Evaluating the Realities, Risks, and Rewards of Having Your Own Business  
CAROL ROTH

Learn what it takes to build a valuable business as well as how to assess the risks and rewards of business ownership based on your personal circumstances, stack the odds of success in your favor, and decide if business ownership is the best path for you, now or ever.

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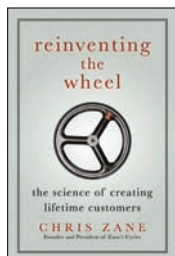


### Making It Happen

Turning Good Ideas Into Great Results  
PETER SHEAHAN

*Making It Happen* guides the reader through the five competencies that will enable them to understand and utilize the forces that drive buyers' behavior, break through mental barriers, and effectively position their offers in the market.

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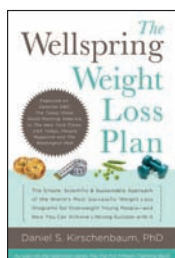


### Reinventing the Wheel

The Science of Creating Lifetime Customers  
CHRIS ZANE

Chris Zane, who bought his bicycle shop at age 16, is a hands-on entrepreneur whose customer service approach has yielded enormous success. *Reinventing the Wheel* presents a case study unlike any other—one that shows the importance of investing in customers and employees and how retailers are really selling experiences, not products.

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### The Wellspring Weight Loss Plan

The Simple, Scientific, & Sustainable Approach of the World's Most Successful Weight Loss Programs for Overweight Young People—and How You Can Achieve Lifelong Success with It  
DANIEL S. KIRSCHENBAUM, PhD

*The Wellspring Weight-Loss Plan* outlines how Wellspring camps, academies, vacations, and retreats have helped thousands of teens lose weight and find happiness.

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SEAN O'NEIL AND JOHN KULISEK

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## The Happy Herbivore Cookbook

Over 175 Delicious Fat-Free and Low-Fat Vegan Recipes

LINDSAY S. NIXON

*The Happy Herbivore Cookbook* includes some of the tastiest vegan recipes from the popular blog Happy Herbivore, and each dish is 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.

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## Your Company Sucks

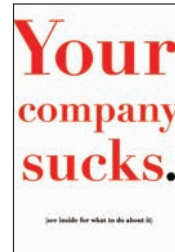
It's Time to Declare War on Yourself

MARK STEVENS

Author Mark Stevens shows how companies rarely excite their customers, why the element of surprise is necessary, and how to infuse your business with the “thrill” factor.

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## Harnessed

How Language and Music Mimicked Nature and Transformed Ape to Man

MARK CHANGIZI

In *Harnessed*, cognitive scientist Mark Changizi demonstrates that human speech has been “designed” to harness the sounds of nature, sounds we’ve evolved over millions of years to readily understand. Music—seemingly one of the most human of inventions—is literally built on sounds and patterns of sound that have existed since the beginning of time.

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## Black Woman Redefined

Dispelling Myths and Discovering Fulfillment in the Age of Michelle Obama

SOPHIA A. NELSON

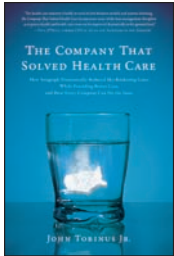
*Black Woman Redefined* explains—falling back on credible, groundbreaking research—why black women must begin to understand their unique patterns, contexts, and strengths—rather than focus on their weaknesses and limitations.

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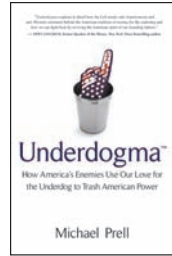
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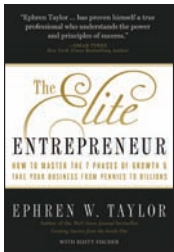
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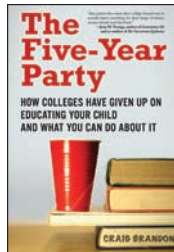
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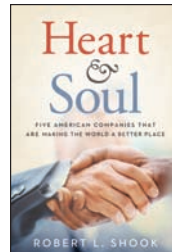
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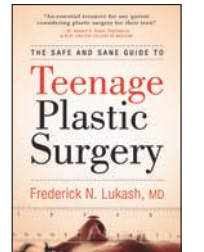
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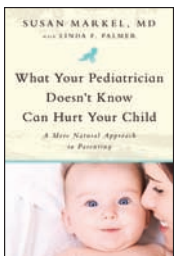
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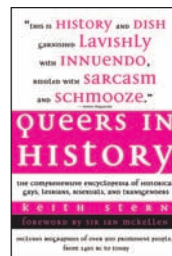
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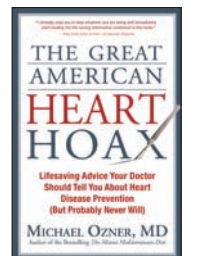
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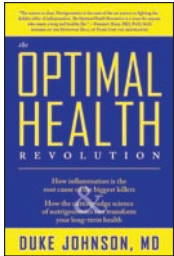


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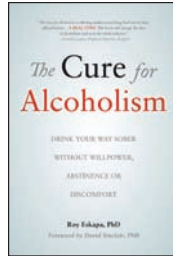


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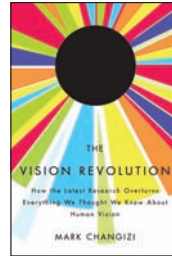




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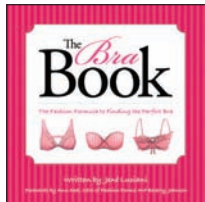
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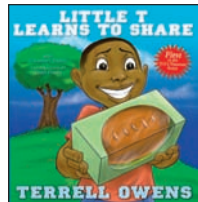
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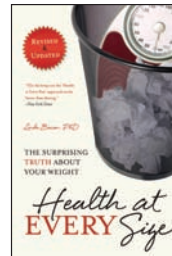
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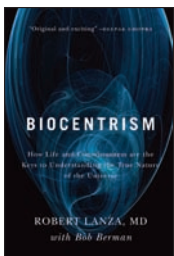
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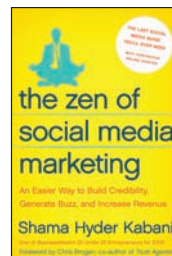
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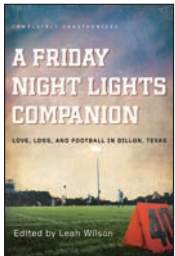
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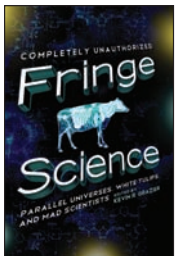
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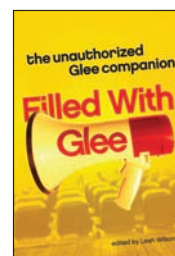
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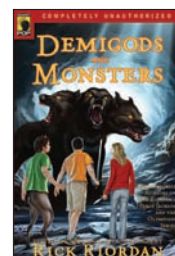
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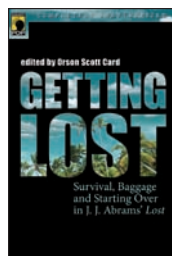
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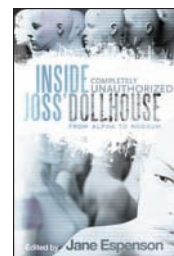
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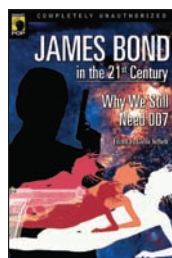


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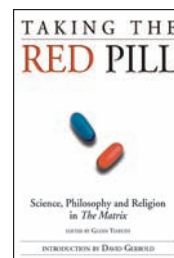
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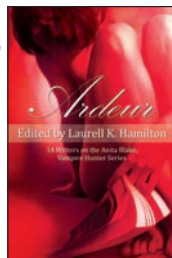




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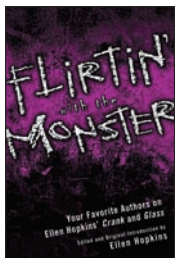
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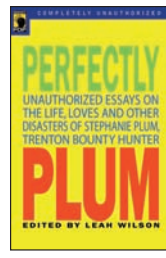
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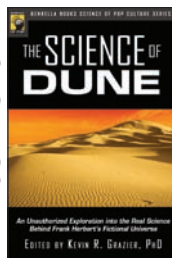
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