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Becoming Ginger Rogers
How Ballroom Dancing Made Me a Happier Woman, Better Partner, and Smarter CEO
PATRICE TANAKA

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.

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**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, receives thousands of unique monthly visitors and she has 4,000 followers on Twitter and more than 2,000 fans on Facebook

CHRISTY MORGAN is known by her blog readers as “The Blissful Chef” and her popular website, 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
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
½ 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

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

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.
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.

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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

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.
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.
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.
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

OF NOTE

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


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.

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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.

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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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.
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.
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.

MFA in Film Production from the University of Southern California’s School of Cinematic Arts. He developed a television series (CBS’s *Three Rivers*) based on his experiences working as a transplant coordinator. He is married, with three daughters. He resides in Los Angeles and Edina, Minn.
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

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6 X 9
224 PAGES
$16.95 US/$19.50 CAN

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.
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.

**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, gets around 100,000 page views a month

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.
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.
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 II, MD (left), is a writer, actor, and marathon runner.
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.

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

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.
Sampson shows how Dr. Martin Luther King Jr., through his dream of equality and freedom for all, also laid the groundwork 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.
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.
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.

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.
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 Klonksy, 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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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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BELLA DEPAULO, PhD
Trade Paperback • 9781935251972
$14.95 US/$18.95 CAN
September 2010
EBOOK: 9781935618331

The Psychology of Harry Potter
An Unauthorized Examination Of
The Boy Who Lived
NEIL MULHOLLAND, PhD
Trade Paperback • 9781932100884
$17.95 US/$22.95 CAN
April 2007
EBOOK: 9781935251378

The Psychology of Joss Whedon
An Unauthorized Exploration of Buffy, Angel, and Firefly
JOY DAVIDSON, PhD
Trade Paperback • 9781933771250
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The Psychology of Superman
RICHARD J. GERRIG, PhD
Trade Paperback • 9781932100708
$17.95 US/$22.95 CAN
May 2006
EBOOK: 9781935251385

The Psychology of the Simpsons
DOH
ALAN S. BROWN, PhD
AND CHRIS LOGAN
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February 2006
EBOOK: 9781935251392
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

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- The television show’s surprising optimism
- Rick Grimes as Objectivist hero
- The Walking Dead’s journey from comic to television series

Partial Contributor List:

Kyle William Bishop
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Ned Vizzini

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.
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

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

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.

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.
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
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

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.

Recent Highlights

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CAROL ROTH
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Turning Good Ideas Into Great Results
PETER SHEAHAN
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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.
9781935618775 • TRADE PAPERBACK • $16.95 US/$19.50 CAN • MARCH 2011
EBOOK: 9781936661008

The Sword of Darrow
ALEX AND HAL MALCHOW
Written by a father and his son, The Sword of Darrow is an enjoyable adventure that shows how even the unlikeliest of heroes can rise up against injustice.
9781935618478 • TRADE PAPERBACK • $12.99 US/$15.00 CAN • JUNE 2011
EBOOK: 9781935618881
Bare Knuckle People Management
Creating Success with the Team You Have—Winners, Losers, Misfits, and All
SEAN O’NEIL AND JOHN KULISEK

With an irreverent and straightforward style, O’Neil and Kulisek describe the 16 basic worker types you must learn to recognize, from The Badass to The Burnout, and how to customize your leadership style for each type.

9781935618485 • TRADE PAPERBACK • $14.95 US/$17.50 CAN • MAY 2011
EBOOK: 9781935618805

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.

9781935618126 • TRADE PAPERBACK • $19.95 US/$25.00 CAN • JANUARY 2011
EBOOK: 9781935618845

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.

9781935618546 • TRADE PAPERBACK • $14.95 US/$17.50 CAN • AUGUST 2011
EBOOK: 9781935618898

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.

9781935618539 • TRADE PAPERBACK • $16.95 US/19.50 CAN • AUGUST 2011
EBOOK: 9781935618836

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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general nonfiction

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