

BENBELLA BOOKS



FALL 2012



fall 2012

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Rock Your Business

What You and Your Company Can Learn from the Business of Rock and Roll

DAVID FISHOF WITH MICHAEL LEVIN

Would you like your business ...

... to burst into public awareness like Lady Gaga?

... to have the long-lived success of Mick Jagger?

... to demonstrate the creativity of The Beatles?

We don't normally think of the music business as a source of entrepreneurial insight, but we should. The best bands have longevity, a depth of customer loyalty, and a level of profitability that puts most businesses to shame. And what they know—about marketing, partnerships, the power of bartering, and overcoming obstacles—isn't taught in any business school.

David Fishof has lived at the center of the music business for more than 25 years. From his early successes in reuniting The Monkees and convincing Ringo Starr to launch his All Starr tour, to his current mega-success as founder and CEO of Rock 'n' Roll Fantasy Camp™, Fishof has learned from the leading minds in the music business—and has applied this learning in one entrepreneurial venture after another. Filled with insights from Fishof's amazing exploits in the music industry and seasoned with business tips from music legends, *Rock Your Business* provides important and original business insights from an unlikely source—the world of rock and roll.

OF NOTE

- Rock 'n' Roll Fantasy Camp™ currently has a reality series (made in conjunction with Mark Burnett Productions) running on VH1 Classic
- The following media have all published stories on Rock 'n' Roll Fantasy Camp™: *People*, *The Wall Street Journal*, *Bloomberg Businessweek*, *Entertainment Weekly*, *Reuters*, *USA TODAY*, *New York Post*, *Los Angeles Times*, *Fortune*, *Q*, *InStyle*, *More*, *Money*, *Telegraph Magazine*, *Travel + Leisure*, *GQ*, *Rolling Stone*, *Forbes.com*, and many more
- Ads for *Rock Your Business* will run in *People* from August to October



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Due to his original, successful, and exciting live shows over the past 25 years, DAVID FISHOF has earned a reputation as one of the most creative and innovative entertainment producers in the world. After years of producing rock tours across the globe, Fishof created Rock 'n' Roll Fantasy Camp™, which gives music fans the once-in-a-lifetime opportunity to live like rock stars and jam with their idols. Over the years, Fishof has brought some of the world's top rockers to Rock 'n' Roll Fantasy Camp™—Bill Wyman, Bret Michaels,

Rock 'n' Roll Fantasy Camp™ founder
David Fishof shares how to rock
entrepreneurial aspirations

Adapted from *Rock Your Business*

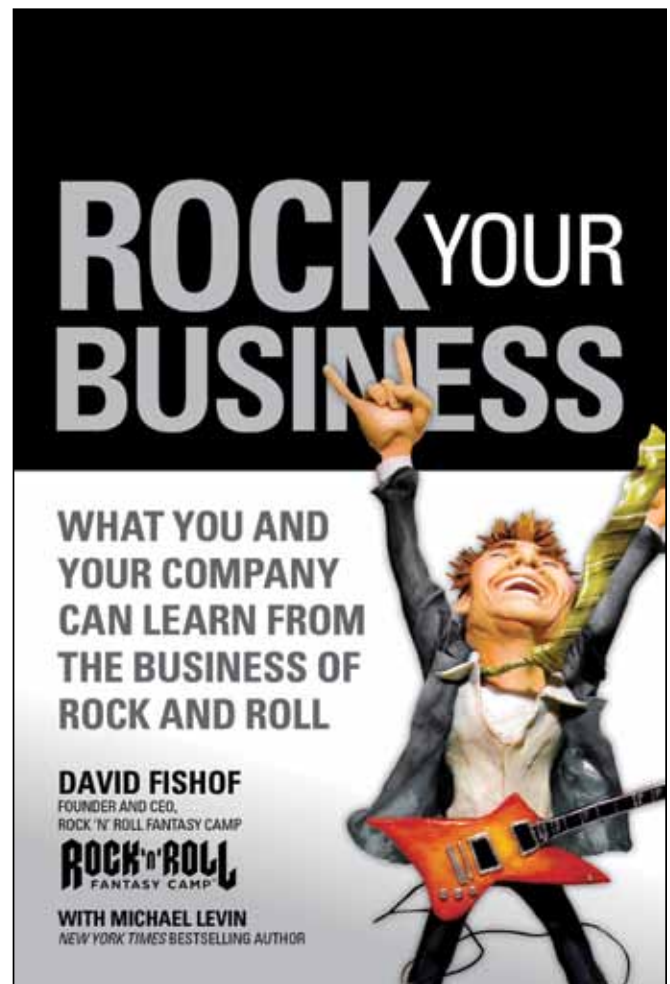
That night in the wee hours at the hotel is when it hit me. I couldn't be the only one who felt this way about The Monkees. So why not reunite them, and let people relive this great feeling from their youth, while at the same time introducing them to a new generation? ... I bought the name [The Monkees] for \$3,500, no royalty.

It was rough going once I set out to get the band back together. No one was sure that we would be able to sell the shows. Then one day I was sitting in my office and Jim Bessman, a reporter from Billboard, came in and said, "Hey, MTV just announced that they're going to air The Monkees TV series for more than 24 straight hours." I immediately ran upstairs to the seventh floor of my building, where Bob Pittman and Tom Freston, the MTV top executives, happened to have their offices. Bob suggested we help each other out—I would promote his brand if he promoted mine. So he promoted The Monkees tour, and I promoted his new fledgling network, MTV, in my advertisements.

When the tour got started, it was amazing. The MTV airing of The Monkees TV show helped create that success. This new fledgling network decided to air the first video band, The Monkees—and people didn't know that it was 20 years old! They thought it was new. So when we put the tickets on sale, we got all these screaming young girls. They'd come home at 10 in the morning and their mothers would say, "Where have you been all night?" And the daughter would say, "I was waiting in line to buy Monkees tickets!" And then the mothers would say, "Wait a minute, I want to go too!" So the first 20 rows of the concerts were these young girls, and in the back, you would see all these mothers. It was a truly cross-generational concert.

The Monkees ended up being the biggest tour I've ever produced.

All the executives who were behind the Monkees prospered like crazy. Rhino Records really launched after The Monkee TV shows—they reissued six of The Monkees' old albums, which landed on the Top 50 Album sales charts. Rhino eventually sold for a \$100 million to Warner, and I bet The Monkees contributed to some of that money. Arista Records released a "Greatest Hits," with three new songs that went on to sell millions. And the executives at Clive Davis's Arista record label went on to become presidents of four labels. It was amazing—this one great concert and band idea kick-started so many careers.

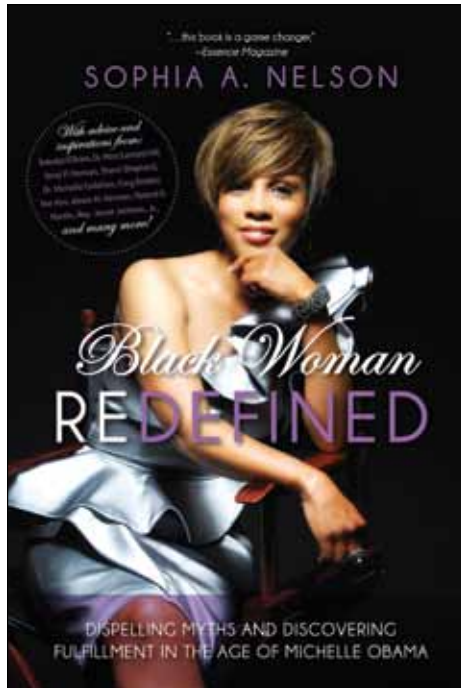


Brian Wilson, Cheap Trick, Dr. John, George Thorogood, Jack Bruce, Joe Satriani, Joe Walsh, Jon Anderson, Levon Helm, Max Weinberg, Meatloaf, Mickey Hart, Nick Mason, Nils Lofgren, Randy Bachman, Roger Daltrey, Roger Hodgson, Slash, Steve Vai, Steven Tyler, Todd Rundgren, and Vince Neil among them. In the sports world, Fishof has represented legends such as NFL greats Phil Simms, Mark Bavaro, Vince Ferragamo, and Jack Reynolds, and baseball stars Lou Piniella, Dave Magadan, and Randy Myers. Residence: Los Angeles, Calif.

Black Woman Redefined

Dispelling Myths and Discovering Fulfillment in the Age of Michelle Obama

SOPHIA A. NELSON



OF NOTE

- Book was positively mentioned on *The View*
- Book won the 2011 African American Literary Award for Best Non-Fiction
- Book and author were featured in *Essence* and on *World News Tonight*
- Author regularly appears in media, including her own column on NBC's theGrio.com, the largest African American news site
- Contributors include Soledad O'Brien, Taraji P. Herson, and Sherri Shepherd



Popular blogger and columnist for major national publications shows truths and inspirations for today's black women

It's time for a redefinition among black women in America.

In its 2011 hardcover release, *Black Woman Redefined* was a top-selling book and took home a 2011 Best Non-Fiction Book of the Year Award from the African American Literary Awards. Author Sophia A. Nelson won the 2012 Champions of Diversity Award, given each year by diversity business executives in Fortune 100 companies.

Black Woman Redefined was inspired in part by what Nelson calls "open season on accomplished black women": from Don Imus's name-calling of black female basketball players in 2007 and a 2009 Yale University study titled "Marriage Eludes High-Achieving Black Women," to the more recent revelation that First Lady Michelle Obama is concerned about being painted as an "angry, black woman."

In *Black Woman Redefined*, Nelson sets out to change this cultural perception, taking readers on a no-holds-barred journey into the hearts and minds of accomplished black women to reveal truths, tribulations, and insights like never before.

This groundbreaking book provides black women of a new generation with essential career and life-coaching advice. Based on never-before-done research on college-educated, career-driven black women, Nelson offers her fellow "sisters"—and those who know, love, and work with them—a feel-good volume for personal and professional success that empowers them without tearing others down.

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SOCIAL SCIENCE

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SOPHIA A. NELSON is the chairman and founder of iask, Inc. (aka "I Am My Sister's Keeper") an international organization dedicated to the service, self, and success of professional black women. She is a popular blogger and much sought-after national columnist, speaker, and political/social commentator for media outlets such as CNN, Fox News, MSNBC, NPR, The Huffington Post, BET, and BBC. Her opinion pieces have appeared in *The Washington Post*, *The Washington Times*, *The Wall Street Journal*, *The New York Times*, *Chicago Sun Times*, *USA TODAY*, *Essence*, and *National Law Journal/LegalTimes*. Residence: Ashburn, Va.

Networking Is Dead

Making Connections That Matter

MELISSA G WILSON AND LARRY MOHL

Business experts introduce new rules on building a network that creates shared opportunities and relationships

Are you

... hoping your next networking event will be “the one”?

... collecting mountains of business cards?

... having countless breakfasts and lunches?

Then your way of networking is ... dead.

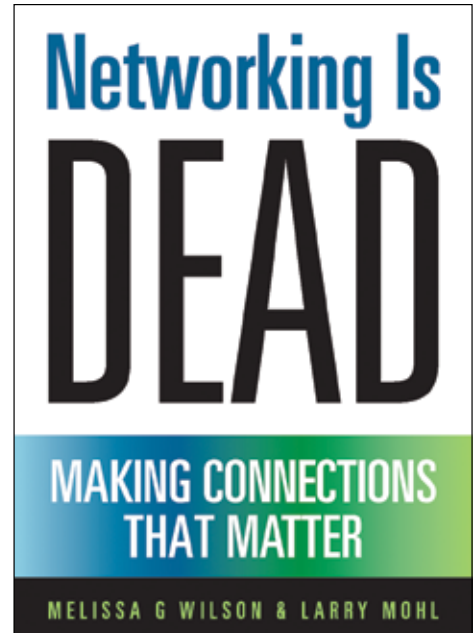
With social networks, teleconferencing, and webinars, you are able to meet more people, in more ways, than ever before. But how do you create new possibilities through connections that matter?

Networking Is Dead offers a new approach to fundamental networking misconceptions. Authors Melissa G Wilson and Larry Mohl use parables to show it's the quality rather than the quantity of connections that counts.

Learn 10 lessons to build an effective process that lets you:

- Deepen existing relationships and make meaningful new ones
- Connect across your own company to strengthen your business
- Find people with similar values to embark on mutually beneficial opportunities

Networking Is Dead is an engaging story that provides a specific road-map designed to help you take purposeful and productive action immediately.



OF NOTE

- Bestseller campaign planned for the book
- Webinars with book included in purchase
- Wilson is a part of Seth Godin's The Domino Project Street Team
- Authors have multiple speaking engagements and a virtual book tour planned



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MELISSA G WILSON is one of the world's leading experts on the development of online networks as a means of accelerating brand growth, sales, and innovation. She is also one of the top 10 LinkedIn strategists and trainers. Wilson has also been a guest on the *TODAY* show, CNN, and FOX. Residence: Chicago, Ill.

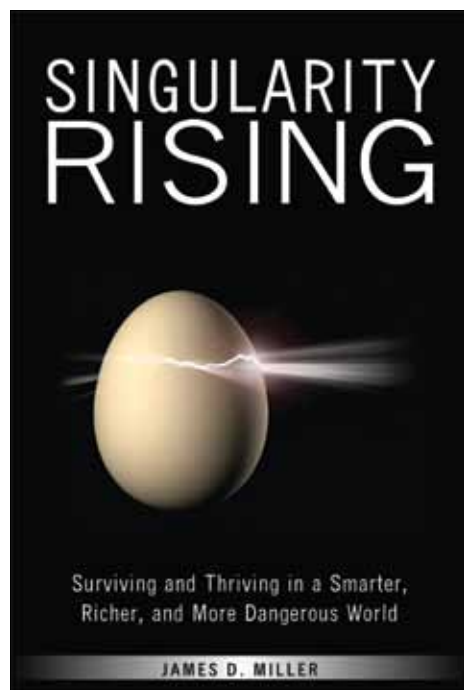
LARRY MOHL is the chief innovation officer and a founding partner of Performance Inspired, Inc. He is a nationally recognized thought leader, author, speaker, and chief learning officer for Fortune 100 companies, and an entrepreneur. Residence: Johns Creek, Ga.



Singularity Rising

Surviving and Thriving in a Smarter, Richer, and More Dangerous World

JAMES D. MILLER



An economic expert provides possible global implications and advice on the rise of artificial intelligence

In Ray Kurzweil's *New York Times* bestseller *The Singularity Is Near*, the futurist and entrepreneur describes the singularity, triggered by the tremendous growth of human and computing intelligence that is an almost inevitable outcome of Moore's Law. Since the book's publication, the coming of the singularity is now eagerly anticipated by many of the leading thinkers in Silicon Valley, from PayPal mastermind Peter Thiel to Google cofounder Larry Page. But what about the average person? How will the singularity affect our daily lives—our jobs, our families, and our wealth?

Singularity Rising focuses on the implications of a future society faced with an abundance of human and artificial intelligence. James D. Miller, an economics professor and popular speaker on the singularity, reveals how natural selection has been increasing human intelligence over the past few thousand years and speculates on how intelligence enhancements will shape civilization over the next 40 years.

Miller considers possible scenarios in this coming singularity, such as a merger of man and machine making society wealthy and nearly immortal; competition with billions of cheap AIs drive human wages to almost nothing while making investors rich; and drugs designed to fight Alzheimer's disease and keep soldiers alert on battlefields having the fortunate side effect of increasing all of their users' IQs.

Singularity Rising offers practical career and investment advice on how you can prepare and flourish in a singular environment.

OF NOTE

- This is one of only a few non-fiction singularity-centered books besides Ray Kurzweil's *The Singularity Is Near*, which was a *New York Times* bestseller and sold almost 135,000 on BookScan alone
- The singularity movement is a popular one, with Google searches on the subject matter reaching more than 18 million hits

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TECHNOLOGY

OCTOBER 2012

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JAMES D. MILLER is an associate professor of economics at Smith College and was a speaker at the 2008 Singularity Summit. He has a JD from Stanford where he was on *Law Review* and a PhD from the University of Chicago where his dissertation advisor was a Nobel Prize winner. He is a columnist for *BetterInvesting Magazine* and regularly wrote for CNBC.com during the tech bubble. The Singularity Institute called Miller's work "important" and relevant to its core mission. Residence: South Deerfield, Mass.

Get A Grip

Your Journey to Get Real, Get Simple, and Get Results

GINO WICKMAN AND MIKE PATON

Featuring a system used by thousands of company leaders, *Get A Grip* is a business fable that relays a real solution to the problems entrepreneurs face

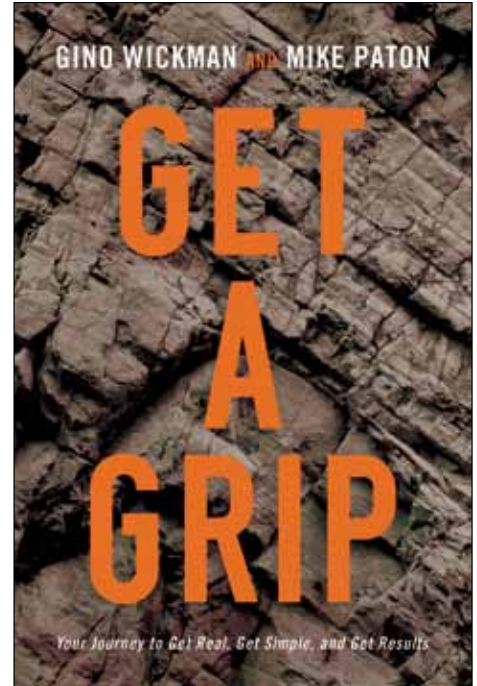
Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was stuck. Decisions were made, but somehow nothing got done. Departments were pointing fingers at each other, and time was consumed by internal debates. They were working harder than ever, with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore.

Their story is not unusual. The challenges they were facing are common, predictable, and solvable. *Get A Grip* tells the story of how Swan Services addresses their issues through the adoption of the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their management team learn a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients.

The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. EOS is a complete system full of simple and practical tools businesses can use to get to where they want to be.

In *Get A Grip*, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team.

With characters and situations created from collective business experiences and stories, *Get A Grip* is a fable that will ring true for entrepreneurial leaders the world over.



OF NOTE

- Promotion at keynotes and lectures
- Promotion to EOS fans—2,000+ companies have implemented this management system
- Promotion to *Traction* fans—19,000 copies of self published edition sold and new edition releasing April 2012



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GINO WICKMAN created the Entrepreneurial Operating System® and is the founder of EOS Worldwide, an organization of successful entrepreneurs from a variety of business backgrounds helping people to implement EOS. He also delivers workshops and keynote addresses. Residence: Livonia, Mich.



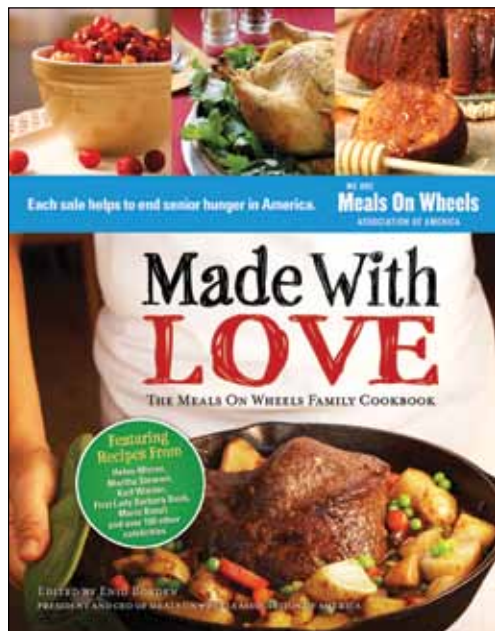
MIKE PATON has spent much of his 30-year career helping hundreds of entrepreneurs get what they want from their businesses. He ran or helped run four entrepreneurial companies before discovering EOS. Drawn to its simple, timeless concepts and practical, real-world tools, Paton devoted himself to helping other business leaders master this complete “way of operating” an entrepreneurial organization. Residence: Minneapolis, Minn.



Made With Love

The Meals On Wheels Family Cookbook

ENID BORDEN



OF NOTE

- Promotion at the annual Meals On Wheels national gala in August
- Extensive media outreach to food and cooking publications, radio and television programs, and online sites and blogs
- Extensive outreach to the Meals On Wheels local programs
- Planned submission to cookbook awards
- Planned partnerships with MOW's corporate sponsors
- Portions of proceeds help to end senior hunger in America



Celebrities share their favorite family recipes and stories to help seniors in need

Providing more than a million meals a day for seniors across America, Meals On Wheels Association of America is the oldest and largest national organization of its kind. Each sale of *Made With Love: The Meals On Wheels Family Cookbook* helps to end senior hunger in America.

Celebrating the importance of family, *Made With Love* includes recipes from the tables of well-known actors, chefs, writers, and other celebrities along with personal stories about their favorite family meals.

Learn to cook:

- Patti LaBelle's Baja Fish Tacos
- Cokie Roberts's Artichoke Gratin
- Al Roker's New Orleans–Style Barbecued Shrimp
- Judi Dench's Bread and Butter Pudding

Other contributors include Paula Deen, Helen Mirren, former First Lady Barbara Bush, Mario Batali, Martha Stewart, Joan Lunden, Kurt Warner, Dr. Maya Angelou, Joan Rivers, and many more.

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COOKING
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ENID BORDEN is the president and CEO of Meals On Wheels Association of America (MOWAA), a position she's held for almost 20 years. In this capacity, she has visited hundreds of MOW programs around the US and delivered hundreds of meals. But most important, she has delivered on a promise she made when she took the helm of the organization—to work tirelessly on behalf of America's hungry seniors. Residence: Alexandria, Va.

Mironoff Piroshki

RECIPE COURTESY OF HELEN MIRREN

3 tbsp butter
½ c water or chicken stock
1 medium white cabbage,
thinly sliced
2 leeks, thinly sliced
1 medium onion, chopped
2 refrigerated pie crusts
3 hard-boiled eggs, chopped
3 tbsp chopped parsley
Milk, for brushing the crust

Makes 6 to 8 pies

Our father was born in Russia, on the family estate called Kuryanova. The upheaval of the Russian Revolution and World War I left him and his parents living in London. In later years, his father came to live with us.

Grandpa loved nothing better than to sit and tell his grandchildren tales of his life in Russia. We think that this version of piroshki must be from a recipe he told our mother; she adapted it, and these cabbage pies have been firm family favorites ever since. We know they are not authentic piroshki; but they are an original Mironoff Piroshki!

1. Preheat oven to 350°F.
2. Combine butter and water or stock in a large sauté pan and warm over medium-low heat. Add vegetables and cook, stirring occasionally, until vegetables soften, about 10 minutes. The cabbage should still have a bite. Remove from heat and set aside to cool.
3. On a floured surface, roll pie crusts out to a ¼-inch thickness. Cut into 6 (½-inch) circles and set aside.
4. Once the vegetables have cooled, drain, and place in a large bowl. Add eggs and parsley, and then season to taste. Stir to combine.
5. Divide vegetable filling evenly between the pastry circles, placing filling in center of each circle. Brush edges of crust with milk, then pinch edges together to seal pies together.
6. Place pies on lightly greased baking sheet. Lightly brush the tops of the pies with milk. Bake in preheated oven until golden brown, about 20 to 25 minutes.

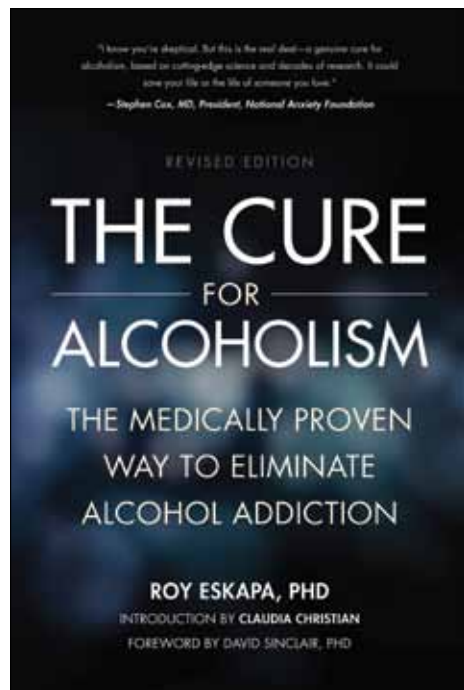


The MEALS ON WHEELS ASSOCIATION OF AMERICA is the oldest and largest national organization composed of and representing local, community-based senior nutrition programs in all 50 US states, as well as the United States territories. These local programs are MOWAA Members. All told, there are some 5,000 local senior nutrition programs in the US. These programs provide well over 1 million meals to seniors who need them each day. Some programs serve meals at congregate locations such as senior centers, some programs deliver meals directly to the homes of seniors whose mobility is limited, and many programs provide both services.

The Cure for Alcoholism

The Medically Proven Way to Eliminate Alcohol Addiction

ROY ESKAPA, PhD



OF NOTE

- 1st edition sold 11,000+ copies
- 1st edition was featured in *Newsweek*, *The Sunday Times*, *Niagara Magazine*, and *LIVESTRONG.com*
- FDA-approved medication, naltrexone, that's been clinically tested in more than 70 studies, has few side effects, and enjoys a success rate of around 80 percent of rehabilitating alcoholics
- Despite high failure rates, more than 3 million Americans receive some sort of treatment for alcoholism—spending more than \$3.2 billion annually

This book features the clinically proven and simple way to reverse alcoholism—without abstinence, detox, or rehab

Finally, there is a cure for alcoholism. This is the first step.

Featuring new and updated information and studies, including an introduction by actress Claudia Christian, the second edition of *The Cure for Alcoholism* delivers exactly what millions of alcoholics and families of alcoholics have been hoping for: a painless, dignified, and medically proven cure for their addiction. Backed by more than 70 clinical trials and research that extends back to 1964, The Sinclair Method deploys an opiate-blocking medication in a very specific way—in combination with ongoing drinking—to extinguish the addictive “software” in the brain. The de-addiction process rolls back the addictive mechanism in the brain to its original pre-addicted state—before the first drink was consumed, making this program an actual cure for alcoholism.

Drs. Roy Eskapa and David Sinclair of The Sinclair Method have put together a sound scientific book that proves that with this particular method, alcoholism can be cured in more than 75 percent of patients. What's more, the treatment avoids the dangerous withdrawal symptoms, allowing patients to detox gradually and safely while they are still drinking. This removes the need for expensive and unpleasant inpatient rehabilitation programs. Actual drinking levels and cravings automatically decrease until control over alcohol is restored. Patients drink themselves sober according to a simple yet powerful process outlined in *The Cure for Alcoholism*.

The Cure for Alcoholism is a revolutionary book for anyone who wants to gain control over his or her drinking.

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SELF-HELP

NOVEMBER 2012

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Author ROY ESKAPA, PhD, is a clinical psychologist who has done pioneering research with naltrexone, uses it to treat patients in his private practice, and has worked closely with Dr. David Sinclair of The Sinclair Method on research into the causes and treatments for addiction. He also consults for and speaks to NGOs, government, health, and education organizations on Sinclair's revolutionary cure for alcoholism and other addictions. Residence: London, England.

The E-Factor

Entrepreneurship in the Social Media Age

ADRIE REINDERS AND MARION FREIJSEN

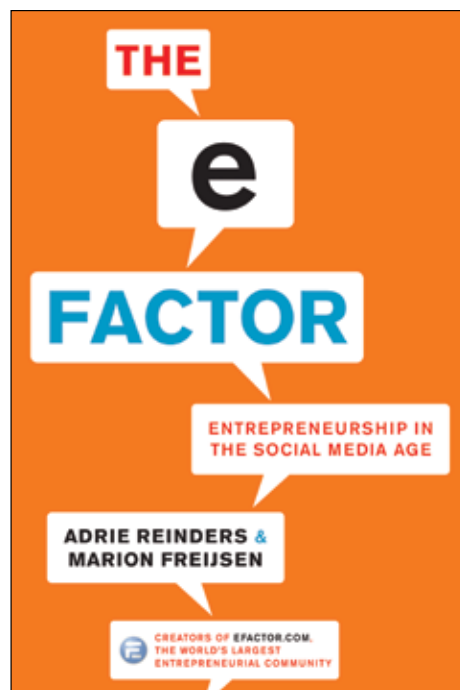
The co-founders of EFactor.com give guidance on how to be a thriving entrepreneur in today's business climate

As an entrepreneur, you're not afraid to bend the rules and think outside the box. You're not burdened with linear thinking, and thinking differently and trying new approaches enable you to solve problems.

As the co-founders of the largest social network for entrepreneurs in the world, EFactor.com, Adrie Reinders and Marion Freijsen know about the challenges facing new entrepreneurs in the current business environment. Their site—with a community of almost 1 million and growing rapidly—is a virtual marketplace for entrepreneurs to make business connections, negotiate deals, exchange information, and advertise their products and services.

In *The E-Factor*, Reinders and Freijsen educate entrepreneurs on the pitfalls that take down most entrepreneurs before they get started, such as restricted resources, skills gaps, and financial limitations, and show you how to overcome these obstacles. Discover how to best secure funding for your fledgling start-up and how to use new forms of social media to your advantage. Along the way, read a wide array of case studies of successes and learn lessons from others' failures, including those from small business owners and burgeoning entrepreneurs all the way up to multinational corporations and global brand leaders.

The E-Factor shows you how to gain leverage and evaluate and reassess goals, products, and company structure to meet needs in a competitive environment. Combine the best traditional entrepreneurial thinking with new tools, ideas, and channels now at your disposal.



OF NOTE

- The authors are the co-founders of the largest social network for entrepreneurs in the world, EFactor.com, with almost 1 million current users



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ADRIE REINDERS began his entrepreneurial career in the IT field in 1975 when he founded Microlife B.V., with major clients including ING and European government agencies. He later founded OHM, Inc., and coauthored the book *The N Factor*. Residence: San Francisco, Calif.



MARION FREIJSEN has had more than 25 years of extensive entrepreneurial experience in international business, with a primary focus on technology and sales management. She is an executive board member of OHM, Inc., a company she co-founded. She is also a cofounder of EFactor.com and Cranevision. She is coauthor of the book *The N Factor* and gives speeches around the world. Residence: San Francisco, Calif.



Babylon Confidential

A Memoir of Love, Sex, and Addiction

CLAUDIA CHRISTIAN WITH MORGAN GRANT BUCHANAN

“An honest, page-turning insight into alcoholism and the road back out.”

—Neil Gaiman, *New York Times* Bestselling Author

When actress Claudia Christian flees a troubled childhood and moves to Hollywood at age 17, she steps through the looking glass into another world.

From the set of *Dallas* to her starring role on the sci-fi series *Babylon 5*, Claudia's affairs with billionaires, supermodels, rock stars, and celebrities are mixed with shootings, stalkings, conspiracies, heartbreak, and betrayal.

On set and off, drama follows Claudia—from an alcohol-fueled coke run and makeout session with a bridesmaid the day of her wedding to a 20-year on-and-off relationship with billionaire Dodi Fayed. Years of the Hollywood lifestyle put Claudia aboard a roller-coaster ride descending into alcohol addiction and a desperate battle to reclaim her life.

Rehabs, alternative treatments, and even hypnotism can't break the sober-binge cycle of alcohol abuse that threatens Claudia's life. In her desperation, she finds The Sinclair Method and a pill that would change her life.

Babylon Confidential will captivate, shock, and enlighten you—all with a healthy dose of humor.

OF NOTE

- Media outreach from national publicity firm
- Author frequents large sci-fi conventions and will be signing BLADs at this year's Comic-Con
- Speaking opportunities promoting The Sinclair Method (currently works with Dr. Sinclair and Dr. Eskapa, author of *The Cure for Alcoholism*)
- Promotions on author's websites, fan sites, social media
- Cross promote with *The Cure for Alcoholism*



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CLAUDIA CHRISTIAN is an actress, writer, singer, songwriter, director, producer, and voice-over artist. She landed her first TV series at age 18 with NBC's *Berringers* and her first studio feature at 20 in the cult hit *The Hidden*. Christian went on to star in studio pictures such as *Clean and Sober* with Morgan Freeman and Michael Keaton and in TV shows such as sci-fi megahit *Babylon 5*. More than 50 films and hundreds of TV shows later, Christian has worked with George Clooney, Sharon Stone, Nicolas Cage, and countless other

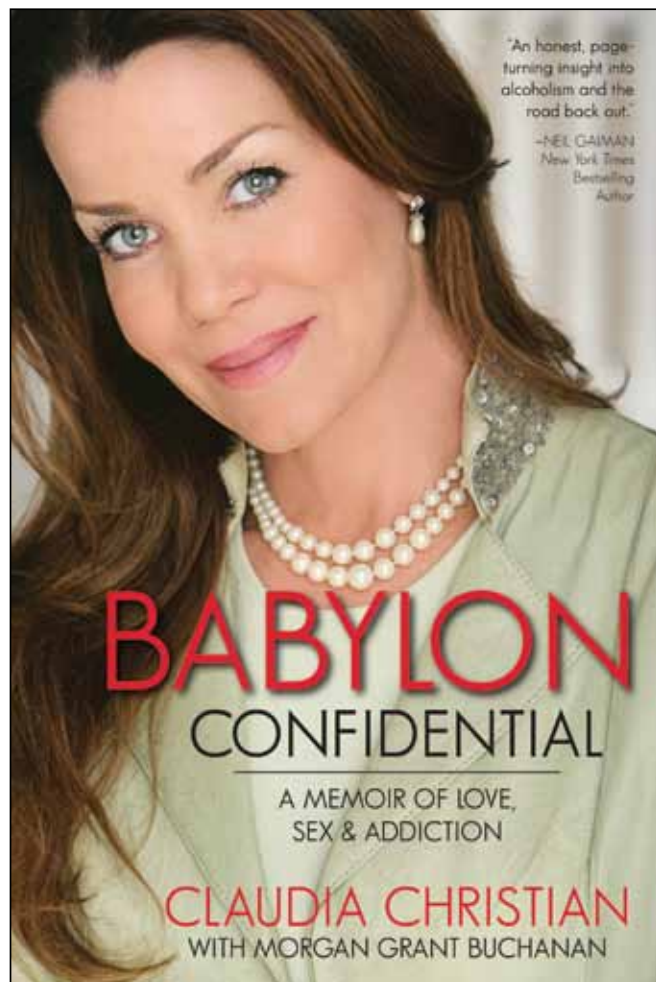
A harrowing story, *Babylon Confidential* follows *Babylon 5*'s Claudia Christian's tailspin descent into alcoholism and her redemption as she overcomes it with The Sinclair Method

Excerpt from *Babylon Confidential*

No one sets out to become an addict.

When you're a kid and people ask you what you want to be when you grow up, you imagine yourself as a vet or a teacher (or if you're 5-year-old me, as an actress or the dictator of a small country), something that involves helping people and making the world a better place. You never consider that one day you'll find yourself sitting at a bus stop on Coldwater Canyon as the morning traffic passes by, hands shaking as you try to get the vodka-saturated orange juice past your lips. You don't see yourself close to death in a rehab clinic with a total loss of muscle function, dehydrated, and hallucinating. No parent gives you advice on how to survive the long walk to the liquor store when the cupboard is dry, though you develop strategies. Rationing out sips of vanilla extract (35 percent alcohol) will keep the contents of your stomach down and your shaking legs from buckling under you.

You don't see that coming; I sure didn't when I followed my dream to pursue an acting career in Hollywood. I figured that running a petty dictatorship would be child's play next to making ends meet as a working actress; I always liked a challenge. I'd left behind a family wracked by a tragic loss, was betrayed by the people I loved most, and survived a horrific rape. By the time I was 18, I was working on shows like *Dallas* and *Falcon's Crest* and earning a six-figure income. The Hollywood I found myself caught up in was a whirlwind of beauty, wealth, and power. I made out with stars like George Clooney, Kelly Le Brock, and Rob Lowe in the hottest clubs in L.A. and New York, knocked back with William Shatner, traveled the world on private jets and super-yachts with lovers like Dodi Fayed, and, in my breakthrough role as Commander Susan Ivanova on *Babylon 5*, found millions of fans. My life has been one of extremes. The bounty of love and encouragement from friends and fans is in sharp contrast to the unexpected mix of stalkings, shootings, and betrayals. I lived full-out, I wouldn't have had it any other way, but there's always a price to pay.



Cover photo by Shandon Photography

luminaries. She was the voice for Jaguar cars and Helga Sinclair in Disney's *Atlantis*. Christian starred in Showtime's *Look* and was recently seen on NBC's *Grimm*. Residence: Hollywood, Calif.; London, England.

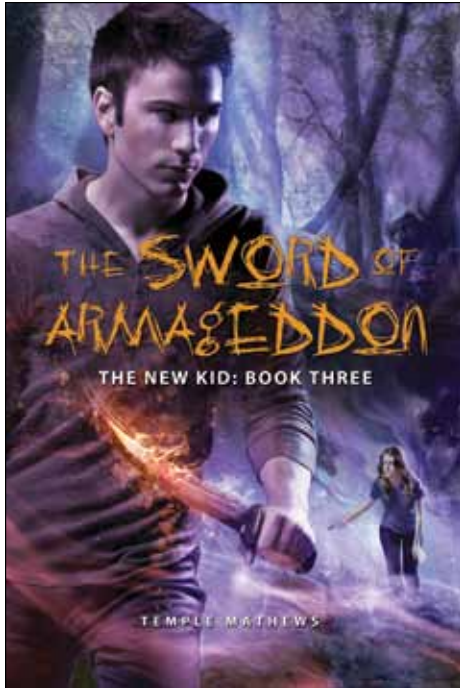
MORGAN GRANT BUCHANAN is an Australian writer of sci-fi and historical fantasy. He has written for comics and film and is currently collaborating with Claudia Christian on *Wolf's Empire*, a future Rome sci-fi novel. Residence: Melbourne, Australia.



The Sword of Armageddon

The New Kid: Book Three

TEMPLE MATHEWS



Will Hunter's story ends with a bang in the action-packed final installment of Temple Mathews's New Kid YA series

Things have never been darker for 16-year-old Will Hunter. The girl he loves has been taken from him, he's been betrayed by his newfound half-sister, and he has only hours to find a cure to the poison coursing through his veins. He's in no shape to stop the Dark Lord from finding and using the Sword of Armageddon—but if he can't, he's not the only one who will die.

The third book in the New Kid series takes Will and friends from a demon-infested island in the Puget Sound to the top of the Seattle Space Needle, where Will's struggle against the Dark Lord ends in a confrontation that will determine the fate of all mankind.

OF NOTE

- Author Temple Mathews is a veteran Hollywood screen writer
- Third book in the New Kid series
- The first book in the series, *The New Kid*, has sold more than 22,000 copies in all editions

Also Available:



The New Kid

The New Kid: Book One
9781935618270
TRADE • \$9.99



The Rising

The New Kid: Book Two
9781936661893
TRADE • \$9.99

9781937856199

EBOOK: 9781937856281

TRADE PAPERBACK

6 X 9

274 PAGES

\$9.99 US/\$12.00 CAN

JUVENILE FICTION

NOVEMBER 2012

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

Custom Nation

Why Customization Is the Future of Business and How to Profit From It

ANTHONY FLYNN AND EMILY FLYNN VENCAT

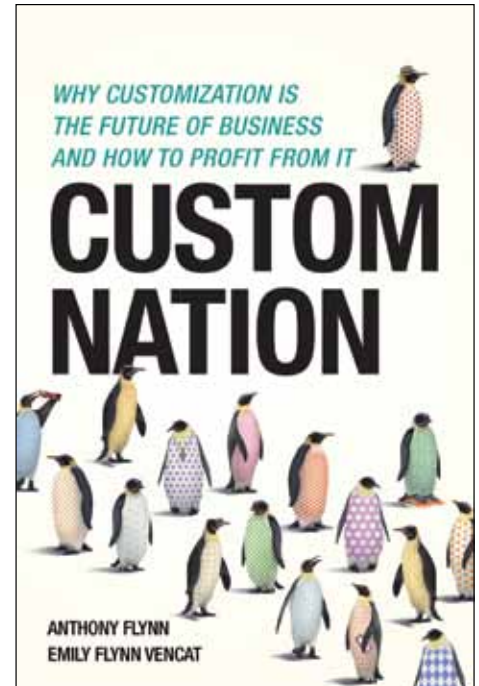
Custom Nation is a how-to guide on applying customization to businesses, written by a nationally featured business founder

Smart brands such as Chipotle, Zazzle, Nike, and Pandora have long ditched the myth that the only way to provide products and services is in a one-size-fits-all production line. From a Netflix movie night to a marriage courtesy of eHarmony, customization is changing every corner of American life and business.

Custom Nation is a practical how-to guide by someone who has built his business on the power of customization. YouBar founder Anthony Flynn and business journalist Emily Flynn Vencat explain how marketers, brand managers, and entrepreneurs across all industries can reinvigorate their businesses and increase profits. Drawing on firsthand interviews with the CEOs and founders of dozens of companies specializing in customization, *Custom Nation* reveals how customization can make any business stand apart and generate market share, increase profit margins, and develop customer loyalty.

In *Custom Nation*, learn:

- Why customization is key to today's businesses—what does and doesn't work
- How to incorporate customization in new and current businesses to make your products stand out and sell
- What strategies work for the most successful and profitable custom brands



OF NOTE

- Book sales through YouBar website (1,250 visitors daily)
- Since 2008, YouBar's website has had 4 million page views and more than 1 million visitors.
- E-mail blast to YouBar customers (25,000)
- Potential promotion from custom brand founders and CEOs included in the book
- Extensive YouBar social media outreach
- Flynn is currently seen on nationally broadcast Vistaprint commercials



9781937856106	BUSINESS
EBOOK: 9781937856113	NOVEMBER 2012
TRADE PAPERBACK ORIGINAL	SELLING TERRITORY: WORLD
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224 PAGES	AUDIO RIGHTS: AVAILABLE
\$16.95 US/\$19.99 CAN	

ANTHONY FLYNN founded YouBar, the world's first customized nutrition bar company that has grown to 7-digit annual sales and 30 employees. Flynn regularly lectures on how customization is changing the food industry and has appeared in and on Fox, ABC, the *TODAY* show, and *The New York Times*. Residence: Los Angeles, Calif.



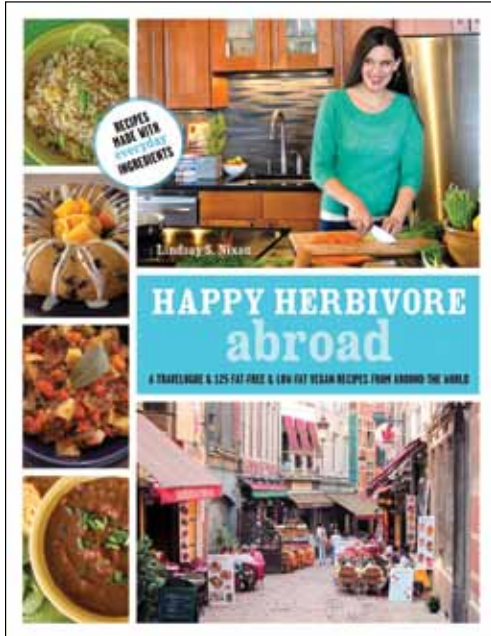
EMILY FLYNN VENCAT began her journalistic career at *Newsweek*. Vencat has interviewed some of the biggest names in the business world and has had pieces featured in the *Columbia Journalism Review*, and the *International Herald Tribune*. She has appeared on Fox News's *Fox and Friends* and NPR's *Here and Now*. Residence: Stamford, Conn.



Happy Herbivore Abroad

A Travelogue and 125 Fat-Free and Low-Fat Vegan Recipes from Around the World

LINDSAY S. NIXON



Cover photos by Kel Elwood Photography and Lindsay S. Nixon

The bestselling *Happy Herbivore* brings no-fuss, great-tasting international vegan cuisine to kitchens in her third book

In the last 10 years, *Happy Herbivore* chef Lindsay S. Nixon has lived in eight states, visited 43, spent a year as an expat on a Caribbean island, and traveled to more than 35 places abroad. As a celebration of Nixon's vagabond lifestyle, *Happy Herbivore Abroad* combines traditional comfort foods from home with international inspiration and stories of her adventures.

A little of everything—basics, comfort food, international cuisines, and travelogue—*Happy Herbivore Abroad* provides your palate with more than 125 of Nixon's crowd-pleasing vegan recipes low in fat and high on health.

As they say in France, *bon appétit!*

9781937856045

EBOOK: 9781937856052

TRADE PAPERBACK ORIGINAL

7 X 9

336 PAGES

\$19.95 US/\$23.00 CAN

COOKING

DECEMBER 2012

SELLING TERRITORY: WORLD

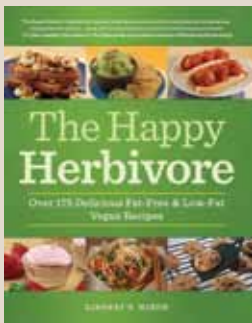
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Also Available: The Happy Herbivore Cookbook

9781935618126 • TRADE • \$19.95 US/\$23.00 CAN • EBOOK: 9781935618645

Nixon combines some of her tastiest recipes in *The Happy Herbivore Cookbook*, each made with no added fats, using only whole, plant-based foods. It's easy to make great food at home using the fewest number of ingredients and ones that can easily be found at any store, on any budget. With a conventionally organized format; easy-to-follow, step-by-step instructions; nutritional analyses; colorful photographs; helpful tips throughout; and chef's notes suggesting variations for each dish, even the most novice cook will find healthy cooking easy—and delicious!



LINDSAY S. NIXON is a 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. Nixon's recipes have been featured in *The New York Times*, *Vegetarian Times*, *Women's Health Magazine*, and on The Huffington Post

Lentil Tacos



OF NOTE

- As of Feb. 2012, Nixon's two previous cookbooks have sold a combined 40,000 copies
- In 2011, HappyHerbivore.com received 3 million page views
- Nixon has more than 18K Facebook and 11K Twitter fans
- *Everyday Happy Herbivore* was featured in *The New York Times*
- Nixon's previous books have been endorsed by: Rip Esselstyn, Dr. Neal Barnard, John McDougall, Mark Reinfeld, Alicia Simpson, Ricki Heller, and Dr. T. Colin Campbell
- *Happy Herbivore Abroad* will include three fan recipes selected by Nixon



**2 c cooked lentils
(brown or green)**

2 tbsp ketchup

1 tbsp yellow mustard

1 tbsp soy sauce

2 tsp lemon or lime juice

1 tbsp chili powder

1 ½ tsp cumin

½ tsp paprika

¼ tsp garlic powder

¼ tsp onion powder

**⅛ tsp cayenne or hot sauce
to taste**

¼ tsp oregano

Mash lentils—I pulsed mine in my mini food processor. Combine with remaining ingredients. Add salt and pepper if necessary, and a splash of nondairy milk if they look dry. Use as taco meat to make tacos or burritos.



Also Available: *Everyday Happy Herbivore*

9781936661381 • TRADE • \$19.95 US/\$23.00 CAN • EBOOK: 9781936661435

After vegan chef Lindsay S. Nixon wrapped up *The Happy Herbivore Cookbook*, she went back to her kitchen in her new home of St. Maarten. Island living inspired *Everyday Happy Herbivore's* 175 simple and healthy recipes—all made with wholesome, easy-to-find, fresh ingredients and 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, *Everyday Happy Herbivore* will be the must-have cookbook for anyone desiring a healthier, happier menu!

But Now I See

My Journey from Blindness to Olympic Gold

STEVEN HOLCOMB WITH STEVE EUBANKS



A bobsled champion faces career-ending blindness, regains perfect sight with a breakthrough surgery, and wins gold in the 2010 Olympics

One of the top bobsledders in the world and leader of the four-man American team, Steven Holcomb had finished sixth in the 2006 Olympics and medaled in nearly every competition he entered. He was considered a strong gold contender for the 2010 Vancouver Olympic Games. Talented, aggressive, and fearless, he was at the top of his game. But Steven Holcomb had a dangerous secret.

Steven Holcomb was going blind.

In the prime of his athletic career, he was diagnosed with Keratoconus—a degenerative disease affecting 1 in 1,000 and leaving 1 in 4 totally blind without a cornea transplant. In the world of competitive sports, it was a dream killer. Not a sport for the timid, bobsledding speeds approach 100 miles per hour through a series of hairpin turns. Serious injuries—even deaths—can result. But Holcomb kept his secret from his coach, sled mates, and the public for months and continued to drive the legendary sled Night Train.

When he finally told his coach, Holcomb was led to a revolutionary treatment, now the Holcomb C3-R. With his sight restored to 20/20, Holcomb became the first American in 50 years to win the International Bobsledding Federation World Championship, and the first American bobsledder since 1948 to win the Olympic gold medal.

But Now I See is the intimate portrait of a man's pursuit of a dream, laced with humility and the faith to find a way when all seems hopeless. It's about knowing anything is possible and the gift of a second chance.

OF NOTE

- Holcomb is a defending five-time World Champion and Olympic gold medalist for the 2014 Olympic Games
- Keratoconus treatment is named Holcomb C3-R because of its success with Steven Holcomb
- Author has had national exposure through speaking events and media coverage, which will increase with World Championships (February of non-Olympic years) and the 2014 Olympics
- Promotion of book at upcoming bobsled events



9781937856007
EBOOK: 9781937856014
CLOTH ORIGINAL
6 X 9
320 PAGES
\$24.95 US/\$27.50 CAN

AUTOBIOGRAPHY
DECEMBER 2012
SELLING TERRITORY: WORLD
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STEVEN HOLCOMB is an American bobsled driver who won the Olympic gold medal at the 2010 Olympics, the first gold medal in four-man bobsledding for the US since 1948. He also won the 2009 World Championship in Lake Placid, N.Y., the first American to achieve that feat since 1959. Holcomb is the only Olympic athlete for whom a medical procedure is named: the Holcomb C3-R. He continues to drive the USA One sled and will defend his Olympic title at the 2014 Winter Olympic Games in Sochi, Russia. Residence: Park City, Utah.



STEVE EUBANKS is a bestselling author and sports writer who has collaborated with athletes such as golf great Arnold Palmer, NASCAR legend Jeff Gordon, coach Lou Holtz, and Ty Murray. Residence: Peachtree City, Ga.

Recover to Live

Kick Any Habit, Control Any Addiction: Your Self-Treatment Guide to Alcohol, Drugs, Eating Disorders, Gambling, Hoarding, Smoking, Sex, & Porn

CHRISTOPHER KENNEDY LAWFORD

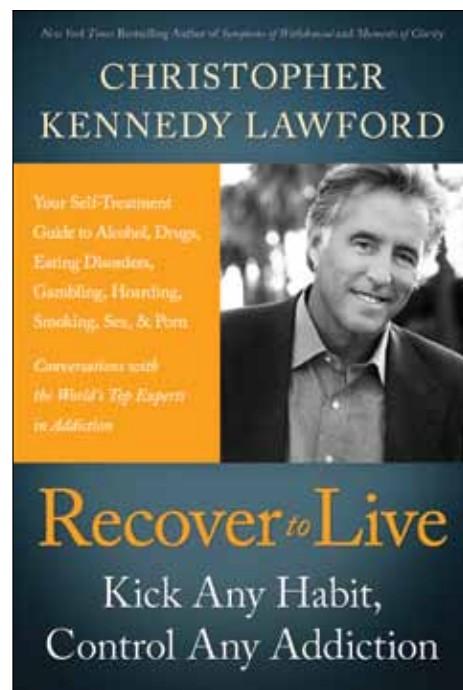
Bestselling author of *Symptoms of Withdrawal* brings together 100 of the top addiction experts to provide the best self-treatment options

From *New York Times* bestselling author of *Symptoms of Withdrawal* and *Moments of Clarity* Christopher Kennedy Lawford comes a book that will save lives.

For most of his early life, Lawford battled life-threatening drug and alcohol addictions. Now in recovery for more than 25 years, he works to effect change and raise global awareness of addiction in nonprofit, private, and government circles, serving as the goodwill ambassador for drug dependence treatment and care for the United Nations.

For the first time, *Recover to Live* brings together all of the most effective self-care treatments for the seven most toxic compulsions affecting every culture on the planet today—alcohol dependence, drug dependence, eating disorders, gambling, hoarding, smoking, sex, and porn.

In *Recover to Live*, more than 100 of the world's top experts interviewed by Lawford share their research and wisdom on how to determine if your bad habit is becoming a dependency, what treatments will work best for you, how best to help yourself or a loved one recover from addiction, and how to lead a fulfilling and productive life recovery.



Cover photo by Gina Conte

OF NOTE

- TV infomercial promoting book
- *New York Times* bestselling author
- In 2011, Lawford was named Goodwill Ambassador for the United Nations Office on Drugs and Crime to promote activities supporting drug treatment, care, and recovery
- Planned partnership with recovery and treatment organizations that Lawford has worked with



9781936661961
EBOOK: 9781936661978
CLOTH ORIGINAL
6 X 9
352 PAGES
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SELF-HELP
JANUARY 2013
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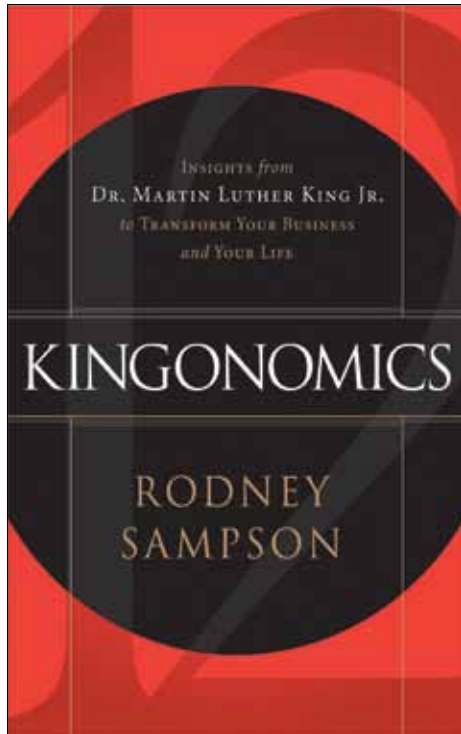
CHRISTOPHER KENNEDY LAWFORD is the author of two *New York Times* bestselling books, *Symptoms of Withdrawal* and *Moments of Clarity*. In recovery for more than 25 years from drug addiction, Lawford campaigns on behalf of the recovery community in the public and private sectors. He works with the United Nations, Canadian Center on Substance Abuse, White House Office on Drug Control Policy, and World Health Organization. He consults with Fortune 500 companies and nonprofit groups, speaking around the world on issues related to addiction. Lawford holds a BA from Tufts University, JD from Boston College, and masters certification in clinical psychology from Harvard Medical School. Residence: Santa Monica, Calif.



Kingonomics

Insights from Dr. Martin Luther King Jr. to Transform Your Business and Your Life

RODNEY SAMPSON



Executives and entrepreneurs can succeed using the principles laid down by Martin Luther King Jr.

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, Dr. 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 Dr. Rodney Sampson, a globally established economic innovator, business developer, and highly successful serial entrepreneur.

With 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 can realize their full potential and personal power. Success does not discriminate, and the road map to it is contained in the pages of this revolutionary new work.

OF NOTE

- Book will release right before Martin Luther King Day
- Promotion of free chapter to author's social networking site, EFactor.com, which has almost 1 million users, from 165 countries



9781936661084
EBOOK: 9781936661237
CLOTH ORIGINAL
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240 PAGES
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BUSINESS
JANUARY 2013
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A globally established economic innovator, business developer, and advisor, RODNEY SAMPSON is also a successful serial entrepreneur and investor. He cofounded Multicast Media Networks, Intellect, Mobile Currency, Legacy Opportunity Funds, and EFactor.com, the fastest growing online social networking utility for entrepreneurs and investors, worldwide. Over 15 years, his clients have generated more than \$1 billion in revenue. In addition, he is regularly called upon to advise nations, businesses, and bishops. Residence: Atlanta, Ga.

The Zen of Social Media Marketing

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

SHAMA KABANI

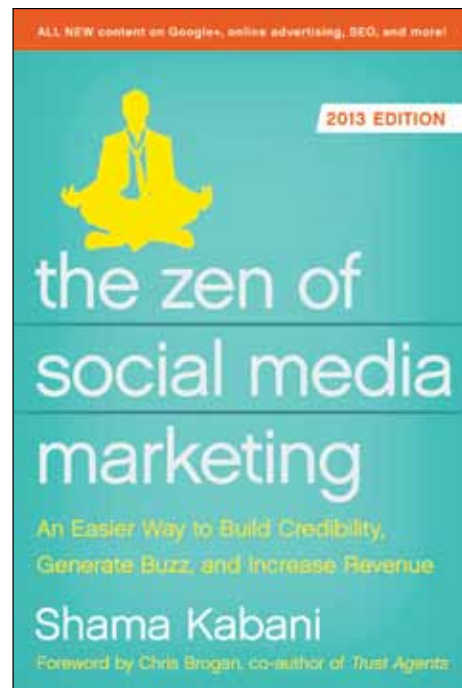
The 2013 edition of this bestseller includes the latest social media updates and how social media can be the platform for incredible success

Social media is a crucial tool for success in business today. People are already talking about your business using social media, whether you're using it or not. By becoming part of the conversation, you can start connecting directly to your customers, as well as finding new ones, easily and inexpensively spreading the word about your products or services.

But social media marketing isn't like traditional marketing—and treating it that way only leads to frustration. Let Shama Kabani, social media expert and president of web marketing firm The Marketing Zen Group, teach you the “zen” of social media marketing: how to access all the benefits of social media marketing without the stress!

With a foreword by *New York Times* bestselling author Chris Brogan, *The Zen of Social Media Marketing* outlines the most popular social media tools, from Facebook to Twitter to LinkedIn, and teaches you how to use them, step by step. Kabani provides proven strategies for success from the businesses she works with every day, along with shortcuts and tips to help you make the most of your time and energy.

The Zen of Social Media Marketing is the last social media guide you'll ever need: with the physical book you also get access to the exclusive online edition, which includes regular updates and video extras to make sure you're always on top of the latest in social media. This 2013 edition includes the latest Facebook, Twitter, and LinkedIn updates, along with new information on Google+, social media advertising, and more.



OF NOTE

- 1st edition sold more than 30,000 copies in all formats
- Kabani's site MarketingZen.com receives 6K visitors a month; Shama.tv reaches 2K to 3K viewers a month
- Kabani was an *Entrepreneur* 30 under 30
- Kabani writes a weekly column on Portfolio.com, “Ask Shama,” seen by thousands each week
- Book has been featured in and on *Library Journal*, *Entrepreneur*, *The Dallas Morning News*, MSN.com, FastCompany.com, and on the cover of *Color Magazine*



9781937856151	BUSINESS
EBOOK: 9781937856182	SELLING TERRITORY: WORLD
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216 PAGES	RUSSIAN, KOREAN
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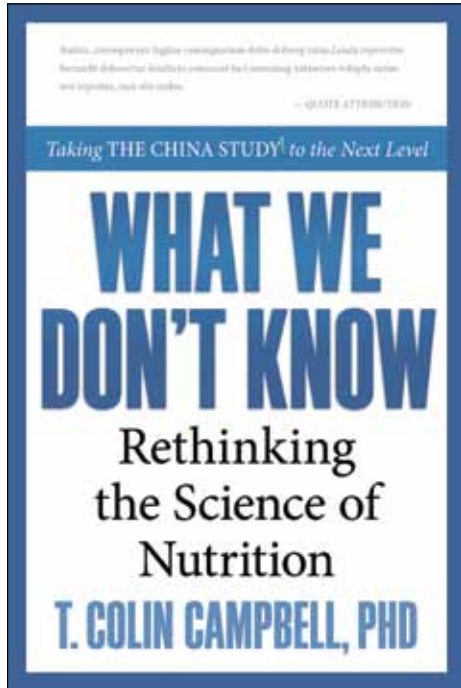
Web and TV personality. Bestselling author. International Speaker. Award winning CEO of The Marketing Zen Group—a global online marketing company. SHAMA KABANI has been dubbed “an online marketing shaman” by FastCompany.com. Kabani has been featured by *Inc. Magazine*, *The Wall Street Journal*, and *The New York Times*. She also hosts *Tech Zen with Shama* and *Socially Sound with Shama* on CW 33 in the Dallas/Fort Worth area. In 2009, *Bloomberg Businessweek* honored Kabani as one of the Top 25 under 25 entrepreneurs in North America. In 2010, she won the Technology Titan Emerging Company CEO award. In 2011, *Entrepreneur* featured her as one of four Super Sonic Youth. Residence: Dallas, Texas.



What We Don't Know

Rethinking the Science of Nutrition

T. COLIN CAMPBELL, PhD



OF NOTE

- Dr. T. Colin Campbell is considered the foremost plant-based nutrition expert and has appeared in numerous national media, including *The New York Times* and *Extra*!
- Campbell's previous book, *The China Study*, has sold more than 750,000 copies
- Dr. T. Colin Campbell was one of the doctors featured in the popular 2011 documentary *Forks Over Knives*

The author of *The China Study* brings out another revolutionary book, taking the science of plant-based nutrition to the next level

It seemed to be the eternal question. What should we eat to optimize our nutrition and our health? In 2005, Dr. Colin Campbell's *The China Study* answered this question definitively. Backed by the most extensive study of nutrition ever conducted and bolstered by dozens of additional studies and cases, *The China Study* gave us a simple but powerful answer: Eat a diet based on whole, plant-based food, and dramatically reduce your risk of a broad spectrum of diseases, including heart disease, obesity, diabetes, and cancer.

What We Don't Know picks up where *The China Study* left off. *The China Study* revealed what we should eat and provided the powerful empirical support for this answer. *What We Don't Know* answers the question of why. Why does a whole-food, plant-based diet provide optimal nutrition? *What We Don't Know* demonstrates how far the scientific reductionism of the nutrition orthodoxy has gotten off-track and reveals the elegant wonders of the true wholistic workings of nutrition, from the cellular level to the operation of the entire organism. *What We Don't Know* is a marvelous journey through cutting-edge thinking on nutrition, led by one of the masters of the science.

9781937856243

EBOOK: 9781937856250

TRADE CLOTH ORIGINAL

6 X 9

352 PAGES

\$26.95 US/\$30.00 CAN

HEALTH

JANUARY 2013

SELLING TERRITORY: WORLD

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DR. T. COLIN CAMPBELL is Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University and author of the bestselling book, *The China Study*. He has received more than 70 grant-years of peer-reviewed research funding and authored more than 300 research papers. *The China Study* was the culmination of a 20-year partnership of Cornell University, Oxford University, and the Chinese Academy of Preventive Medicine. Residence: Ithaca, N.Y.

Backlist Phenomenon The China Study

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

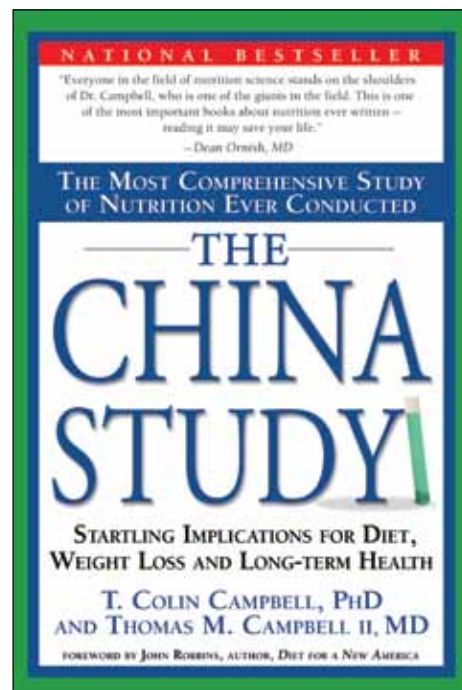
T. COLIN CAMPBELL, PhD, AND THOMAS M. CAMPBELL II, MD

The most comprehensive nutritional study ever conducted is the topic of this national bestselling book that has sold more than 750,000 copies

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*, Dr. T. Colin Campbell 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.



Also Available: El Estudio de China



The China Study,
Spanish Edition
9781935618782
TRADE • \$17.95
EBOOK:
9781935618812

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For more than 40 years, DR. T. COLIN CAMPBELL has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Residence: Ithaca, N.Y.

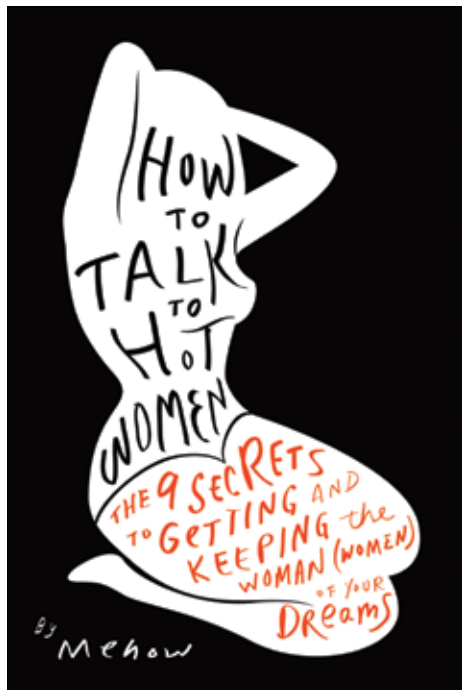
A 1999 graduate of Cornell University and recipient of a medical degree in 2010, THOMAS M. CAMPBELL, MD, is a writer, actor, and four-time marathon runner. Residence: Ithaca, N.Y.



How to Talk to Hot Women

The 9 Secrets to Getting and Keeping the Woman (Women) of Your Dreams

MEHOW



OF NOTE

- Market through Mehow, Inc.'s website, Mehow.tv, as part of HTT2HW CD/DVD set
- Direct TV advertising and product placement for DVD product
- Pick-up artist community is now well-known, thanks to Neil Strauss' *The Game* and VH1's *The Pick-Up Artist*



Top pick-up artist and maker of bestselling relationship products gives field-tested advice on how to pick up attractive women

An average guy can pick up beautiful women—again and again. He just needs to know how.

Mehow, legendary pick-up artist and creator of Mehow, Inc., used to be an insecure schlub at the bar. Rejected time after time, Mehow always settled for the first acceptable girl who didn't turn him down. Sound familiar? Whether you are this guy now or have been in the past, Mehow's lessons in seduction can improve any man's game.

Starting with his training in the seduction fundamentals by the infamous pick-up artists Mystery and Lovedrop, *How to Talk to Hot Women* follows Mehow's wild, provocative, and entertaining transformation into a successful pick-up artist. As Mehow mastered the pick-up game, he discovered the nine essential secrets to building immediate chemistry with attractive women.

How to Talk to Hot Women offers practical, field-tested techniques and leaves you with the knowledge to transform your dating reality from rejection to extreme success. Learn specifically what to do and what to say to reach a new level of freedom and confidence to date the women that *really* interest you—to find the “perfect 10” woman who is right for the next hour, the night, and the rest of your life.

Mehow teaches men to be women-magnets. He can teach you.

9781936661930

EBOOK: 9781936661947

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SELF-HELP

FEBRUARY 2013

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Prior to his pick-up work, MEHOW worked in the computer field, first with his own small company and later for larger companies. Despite a comfortable lifestyle, he became frustrated with his lack of a social life. In 2006, he discovered the seduction world through attending a “bootcamp” taught by Mystery, at that time the most famous pick-up artist in the world. He began to coach for Mystery's company and then formed his own company, Mehow, Inc., in 2007 and developed one of the top-producing websites in the seduction business, which is also a marketing model for many sites outside the business. Mehow has become one of the most well-known and sought-after pick-up artists in the world. Residence: Los Angeles, Calif.



SMART POP

BENBELLA BOOKS IMPRINT

The Panem Companion

An Unofficial Guide to Suzanne Collins' Hunger Games, From Mellark Bakery to Mockingjays

V. ARROW

From the creator of the most well-known fan map of Panem comes an unofficial guide to Suzanne Collins' bestselling Hunger Games series. Writing with an engaging blend of literary insight and true fan passion, Hunger Games fan academic and seasoned media writer V. Arrow brings Panem to life, from how Panem could have evolved from the America we know today to textual clues as to socioeconomics, ethnicity, culture, sexuality, and more in the districts and the Capitol. Her companion is the perfect way for fans to go deeper into the Hunger Games while they wait for the release of the second film in 2013.

The Panem Companion includes a full lexicon of character name etymologies.

Table of Contents

1. Mapping Panem
2. How Panem Came to Be
3. The Socioeconomics of Tesseræ
4. Race in Panem
5. The Curious Case of Primrose "Everdeen"
6. Family Life in Panem
7. The Games as Entertainment, Entertainment as Social Control
8. Gender Roles, Sexuality, and Exploitation in Panem
9. District Four (Finnick, Annie, Mags, and the Ocean)
10. Mythology, Folktales, and Music in Panem
11. District Eleven
12. The Architects of the Rebellion
13. Truly, I Am Cinna
14. District Thirteen and the Capitol: Two Sides of the Same "Coin"
15. Accountability for Acts of War in the Second Rebellion
16. Career Culture and Culpability in the Hunger Games
17. The Lives of Victors

The true fan's Hunger Games companion, with an extensive character name lexicon

OF NOTE

- The Hunger Games series has sold more than 9.6 million copies of all three books in the trilogy and more than 1 million ebooks
- There are more than 25 foreign editions of Hunger Games and the novel has been sold in over 42 territories
- The Hunger Games series has spent more than 72 weeks on *The New York Times* bestseller list
- *The Panem Companion* covers the full Hunger Games series as well as addressing differences in the movie version of *The Hunger Games*

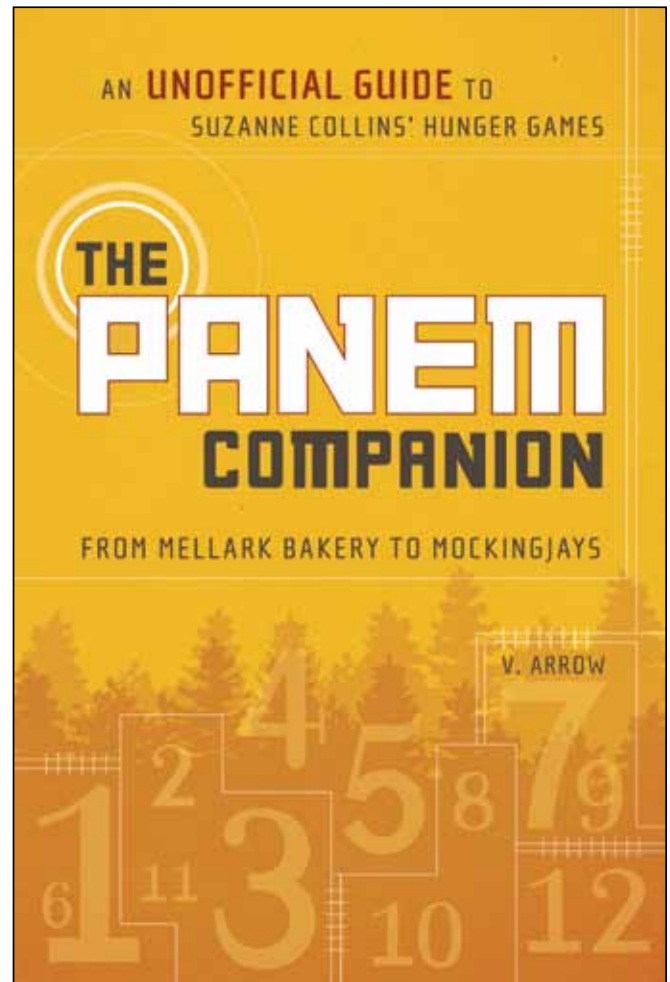
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EBOOK: 9781937856274
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CHILDREN'S BOOKS
DECEMBER 2012
SELLING TERRITORY: WORLD
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Excerpt from *The Panem Companion*

Every name in the *Hunger Games* series plays a significant role in characterization, either through revealing further untold backstory or foreshadowing the character's final resolution of the series. The Capitol characters' names relate to their real-world historical parallels in the ruling or fall of Imperial Rome, like Cinna, while District-born characters' names are reminiscent of their home's Specialty, like Thresh, both the strong and deadly District 11 Tribute of the 74th Games and a lethal, efficient aspect of agricultural cultivation (to thresh is to beat grain from its stalks; a thresher is a highly dangerous farming machine).

The *Hunger Games* series is, like all war stories, one person's journey. And like all works written in first-person, it presents us, the readers, with one character's version of Panem. However, due to Suzanne Collins' extraordinary attention to detail and skill with historical, scientific, and literary allusion, the books also tell dozens of further, deeper stories about the Second Rebellion and fall of the Capitol than meets the eye. Embedded in its characters' names are personal histories, motivations for rebellion, and connections between the page and our world that make the *Hunger Games* grow from an enjoyable reading experience to a rich, thought-provoking analysis of the contemporary Western world.

And, from a fangirl's perspective, more entertaining, as well! After all, who wouldn't be inspired by learning that Woof's name may come not from the sound a dog makes, but the crossthreads of a loom, which ties to his home in District 8?



Also Available: *The Girl Who Was on Fire—Movie Edition*

9781936661589 • TRADE • \$12.95 US/\$15.00 CAN • PREVIOUS ED: 9781935618041

The Girl Who Was on Fire—Movie Edition offers even more to think about for readers already engrossed by the *Hunger Games*. From the trilogy's darker themes of violence and social control to reality television, fashion and weaponry, the collection's exploration of the *Hunger Games* by other YA writers reveals exactly how rich, and how perilous, protagonist Katniss's world really is. Includes 16 essays to take readers deeper into this challenging YA phenomenon, along with contributor thoughts on the first film.

The Girl Who Was on Fire has sold nearly 30,000 copies in all editions since its initial publication in April 2011.

Shadowhunters and Downworlders

A Mortal Instruments Reader

EDITED BY CASSANDRA CLARE

OF NOTE

- The fifth book in the series, *City of Lost Souls*, will be released May 2012, and the sixth book, *City of Heavenly Fire*, will be released in 2013
- A *City of Bones* film has been optioned and cast, with a 2013 release date
- Th3rd World Publishing will be adapting the Mortal Instruments as a series of comic books
- The series has sold more than 1.5 million copies in print in the U.S. alone
- The Mortal Instruments series has been sold in Italy, Germany, France, Spain, Finland, the Czech Republic, Poland, Brazil, and Denmark
- *Shadowhunters and Downworlders* will be promoted at the 2012 San Diego Comic-Con, which has more than 150,000 attendees



YA authors on the Mortal Instruments series, in a collection edited by series author Cassandra Clare

Cassandra Clare's Mortal Instruments series, epic urban fantasy set in a richly imagined world of shadowhunters, vampires, werewolves, fairies, and more, has captured the imaginations and loyalty of hundreds of thousands of YA readers. Originally a trilogy (*City of Bones*, *City of Ashes*, *City of Glass*), the series has extended to six titles, plus a prequel trilogy, the *Infernal Devices*, and a planned sequel series, the *Dark Artifices*. A feature film is planned for 2013.

Shadowhunters and Downworlders, edited by Clare (who provides an introduction to the book and to each piece), is a collection of YA writers on the series and its world.

9781937856229

EBOOK: 9781937856298

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CHILDREN'S BOOKS

JANUARY 2013

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CASSANDRA CLARE is the *New York Times*, *Los Angeles Times*, and *USA TODAY* bestselling author of the Mortal Instruments and Infernal Devices trilogies of young adult fantasy novels. Her first book, *City of Bones*, was a 2007 Locus Award finalist for Best First Novel. Her books have been translated into 32 languages. Residence: Springfield, Mass.

Ender's World

Fresh Perspectives on the SF Classic Ender's Game

EDITED BY ORSON SCOTT CARD

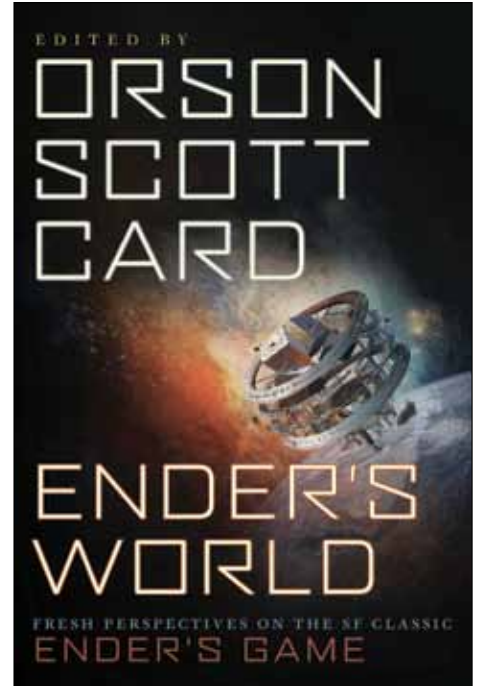
Orson Scott Card edits this collection of SFF and YA writers, military strategists, and more on *Ender's Game*

Orson Scott Card's *Ender's Game* is a classic of science fiction. Though it began its life as a short story, it was later expanded into a Hugo and Nebula award-winning novel, served as a springboard for a much larger universe of stories, and finally, in March 2013, will become a feature film.

Ender's World conscripts almost two dozen writers of science fiction, fantasy, and young adult books to offer new perspectives on the 1985 novel, along with insights gleaned from other Ender stories that fit within the *Ender's Game* chronology, including *Ender in Exile* and *Ender's Shadow*. In addition, military strategists Colonel Tom Ruby and Captain John Schmitt offer insight into the human-Formic war. Contributions from Aaron Johnson, the coauthor of the Formic Wars prequel novels, and Jake Black, the coauthor of *The Authorized Ender Companion*, are also included.

The collection's insightful analyses and moving personal essays are rounded out with short pieces answering more technically oriented questions about the Ender universe, including: *Why is the Battle Room a cube?* and *Why did the military recruit their soldiers as children?*

Edited by Orson Scott Card himself, who also provides an introduction to the anthology as well as to the individual essays, *Ender's World* is aimed both at readers who have kept up with the many books that came after and at those who have not, but who loved and want to revisit the original novel.



OF NOTE

- *Ender's Game* is required reading at thousands of schools nationwide
- *Ender's Game* has won the Nebula, Hugo, and Locus Awards
- The *Ender's Game* film is set to be released in March 2013
- *Ender's Game* has been translated into 28 languages
- *Ender's World* will be promoted at the 2012 San Diego Comic-Con, which has more than 150,000 attendees

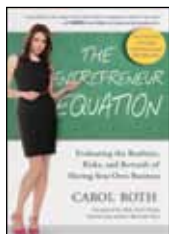
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ORSON SCOTT CARD is the author of *Ender's Game*, *Ender's Shadow*, and *Speaker for the Dead*, which are novels widely read by adults and younger readers, and are increasingly used in schools. Card also writes contemporary fantasy, biblical novels, the American frontier fantasy series *The Tales of Alvin Maker*, poetry, and many plays and scripts. Card was born in Washington and grew up in California, Arizona, and Utah. Additionally, Card teaches occasional classes and workshops, directs plays, and recently became a professor of writing and literature at Southern Virginia University. Residence: Greensboro, N.C.



general nonfiction

RECENT HIGHLIGHTS



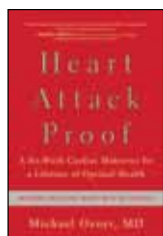
The Entrepreneur Equation

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

CAROL ROTH

It's time to face the facts: Most new businesses fail, with often devastating consequences for the would-be entrepreneur. *New York Times* bestseller *The Entrepreneur Equation* helps you do the math before you set down the entrepreneurial path, stack the odds of success in your favor, and ultimately decide if business ownership is the best possible path for you, now or ever.

9781936661862 • TRADE PAPERBACK • \$16.95 US/\$19.99 CAN • MARCH 2012
EBOOK: 9781935618829



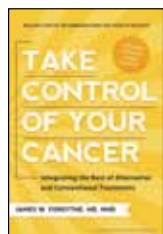
Heart Attack Proof

A Six-Week Cardiac Makeover for a Lifetime of Optimal Health

MICHAEL OZNER, MD

A combination of the newest blood tests, medications, and nutrition approaches have made coronary heart disease preventable, but for most of us, it's still not a question of if, but when. Renowned and leading preventive cardiologist Dr. Michael Ozner says there's no reason to wait until you have a heart attack or stroke. *Heart Attack Proof* gives you the toolkit to start your six-week cardiac makeover toward a heart-healthy life.

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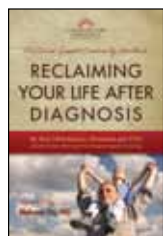
Take Control of Your Cancer

Integrating the Best of Alternative and Conventional Treatments

JAMES W. FORSYTHE, MD, HMD

Dr. James W. Forsythe, a 40-year oncology veteran featured in Suzanne Somers's *Knockout*, offers a more cost-effective, personalized, and compassionate alternative to traditional cancer treatment—an integrative approach that has yielded an astonishing 46 percent positive response rate in a 500-patient study over five years.

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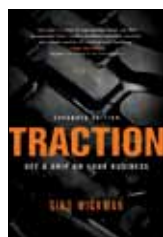
Reclaiming Your Life After Diagnosis

The Cancer Support Community Handbook

KIM THIBOLDEAUX AND MITCH GOLANT, PHD; Introduction by Dr. Mehmet Oz

Packed with resources to get you or someone you love through the challenging journey of cancer diagnosis and treatment, this book comprehensively and compassionately addresses the physical, emotional, social, and practical needs of cancer patients and their support systems.

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All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. But there is a solution. *Traction* explains the Entrepreneurial Operating System® hundreds of successful companies are using to run profitable, frustration-free businesses.

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Christian Bale

The Inside Story of the Darkest Batman

HARRISON CHEUNG AND NICOLA PITTAM

In this biography of the Batman star, Bale's former live-in publicist and assistant of more than 10 years, Harrison Cheung, shares an inside look into the little-known personal life of the intensely private, dark, and dedicated actor. Aware that Bale hated traditional publicity, Cheung built the first official actor website and cultivated the Baleheads, an online fan community that garnered editorial coverage and ultimately helped Bale secure the role of the Caped Crusader.

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Samantha Moon

The First Four Vampire for Hire Novels, Plus the *Christmas Moon* Novella and a Never-Before-Published Short Story

J.R. RAIN

Six years ago federal agent Samantha Moon was the perfect wife and soccer mom with the minivan and suburban home. Then the unthinkable happened, an attack that changed her life forever. And forever is a very long time for a vampire. Follow Samantha's adventures as a night-roaming vampire and private investigator in *Samantha Moon*.

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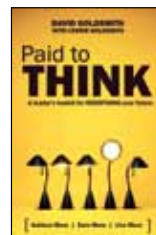
Paid to Think

A Leader's Toolkit for Redefining Your Future

DAVID GOLDSMITH

For the first time, business futurist, international leadership consultant, and educator David Goldsmith shares his coveted recipe for success: "Enterprise Thinking." Learn how to leverage your greatest leadership assets—your intellect, education, experience, and judgment—to become the kind of leader others write about, read about, and strive to emulate.

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Tell The Truth

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SUE UNERMAN AND JONATHAN SALEM BASKIN

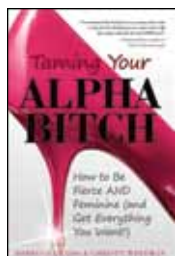
Truth in advertising has long been manipulated through branding, but with the rise of social media consumers now determine what's true. *Tell the Truth* uncovers how more than 50 global and truthful brands deliver sales, profits, and sustainable relationships. Truth yields competitive advantage.

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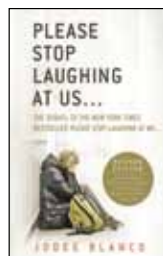
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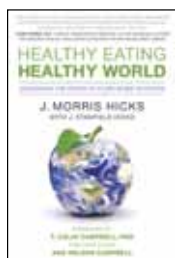
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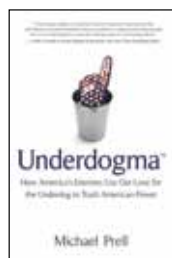
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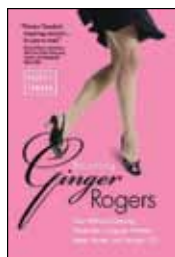
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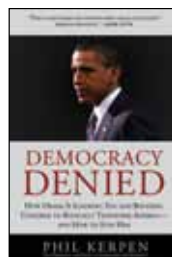
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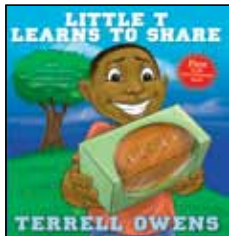
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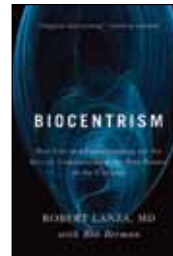
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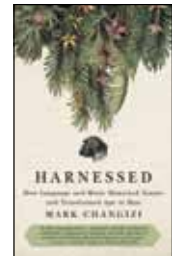
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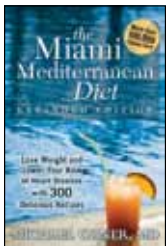
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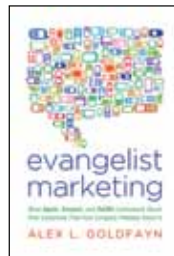
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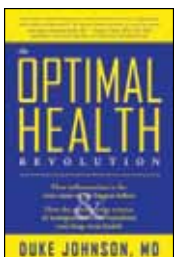
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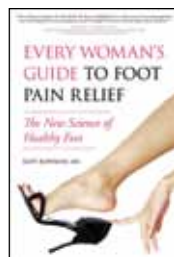
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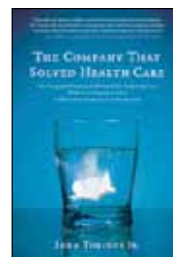
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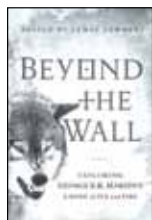


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RECENT HIGHLIGHTS



Beyond the Wall

Exploring George R. R. Martin's A Song of Ice and Fire, From A Game of Thrones to A Dance with Dragons

EDITED BY JAMES LOWDER

The world created by George R.R. Martin in his high fantasy series *A Song of Ice and Fire*—now the basis for the hit HBO series *Game of Thrones*—is not only richly drawn, but also immensely popular. By *A Game of Thrones*' debut in May 2011, the series already had more than 6 million copies in print in the US and had sold more than 16 million worldwide. *Beyond the Wall* explores the book series' influences, its place in the fantasy pantheon, its challenging narrative choices, and the pull of its stunningly epic scope.

9781936661749 • TRADE PAPERBACK • \$14.95 US/\$17.50 CAN • JUNE 2012
EBOOK: 9781936661756



Nyx in the House of Night

Mythology, Folklore, and Religion in the P.C. and Kristin Cast Vampyre Series

EDITED BY HOUSE OF NIGHT CREATOR AND AUTHOR P.C. CAST

House of Night author P.C. Cast leads this collection of pieces on the real-world influences behind the House of Night's unique mythology. Fellow YA authors (including House of Night co-author Kristin Cast) and experts (including Wicca lecturer Bryan Lankford, the real-life basis for House of Night instructor Dragon Lankford) reveal the fact behind the fiction and provide additional insight into the inspiration for the House of Night.

9781935618553 • TRADE PAPERBACK • \$14.95 US/\$17.50 CAN • JUNE 2011
EBOOK: 9781935618928



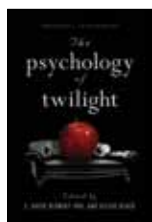
The Psychology of the Girl with the Dragon Tattoo

Understanding Lisbeth Salander and Stieg Larsson's Millennium Trilogy

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

Why are we fascinated by the girl with the dragon tattoo? Investigate Lisbeth Salander the same way Mikhael Blomkvist might, seeking answers from mental health clinicians and researchers to better understand Salander, her psychology, and her world.

9781936661343 • TRADE PAPERBACK • \$14.95 US/\$17.50 CAN • DECEMBER 2011
EBOOK: 9781936661350



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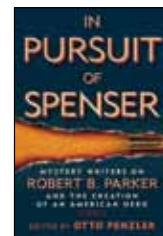
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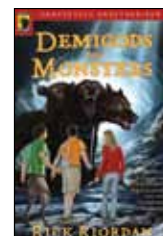
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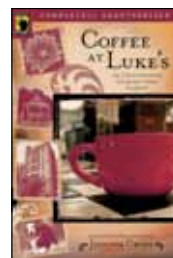
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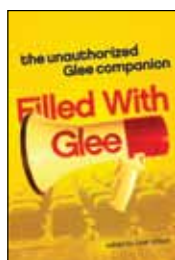


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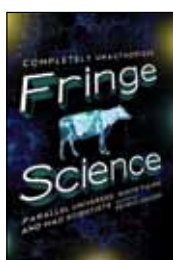
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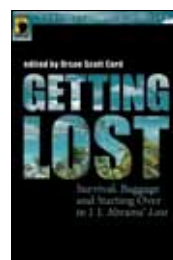
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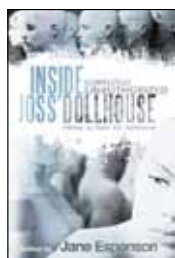


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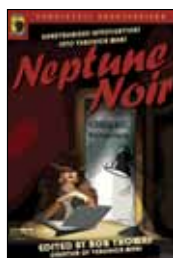


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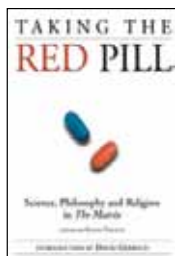
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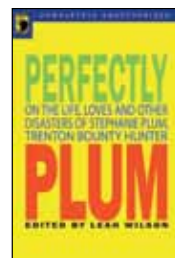
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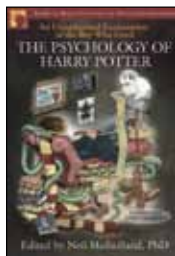


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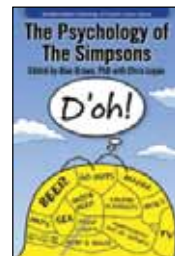
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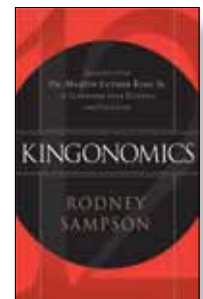
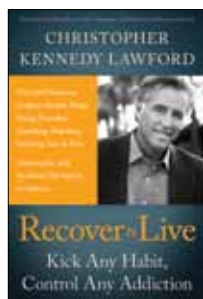
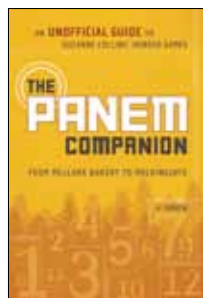
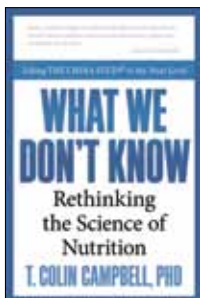
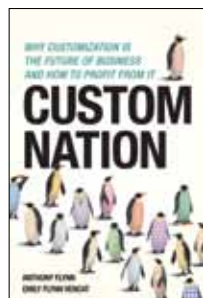
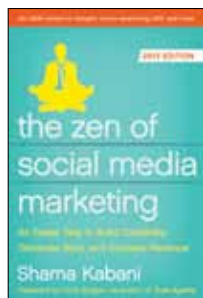
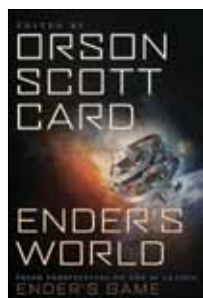
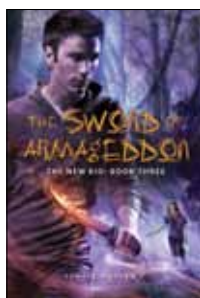
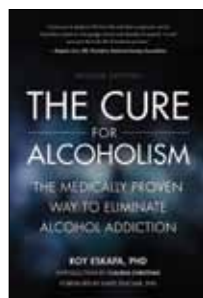
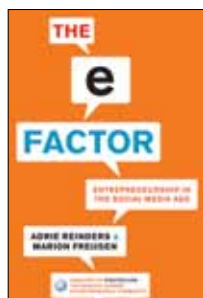
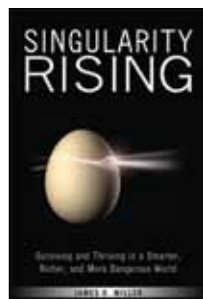
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