

BenBella Books

10 YEARS OF INNOVATIVE PUBLISHING



FALL 2013



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Open

How Compaq Ended IBM's PC Domination and Helped Invent Modern Computing

ROD CANION

The cofounder of Compaq gives an inside look into the history of the company and tells the story of the rise of open computing and modern-day personal computers

The story of Compaq is well-known: Three ex-Texas Instruments managers founded Compaq with modest venture funding. Just four years later, Compaq was on the Fortune 500 list, and, two years after that, they had exceeded \$1 billion in annual revenue. No company had ever achieved these milestones so rapidly.

But few know the story behind the story. In 1982, when Compaq was founded, there was no software standardization, so every brand of personal computer required its own unique application software. Just eight years later, compatibility with the open PC standard had become ubiquitous, and it has continued to be for over two decades.

This didn't happen by accident. Cofounder and then CEO Rod Canion and his team made a series of risky and daring decisions—often facing criticism and incredulity—that allowed the open PC standard marketplace to thrive and the incredible benefits of open computing to be realized.

A never-before-published insider account of Compaq's extraordinary strategies and decisions, *Open* provides valuable lessons in leadership in times of crisis, management decision-making under the pressure of extraordinary growth, and the power of a unique, pervasive culture.

Open tells the incredible story of Compaq's meteoric rise from humble beginnings to become the PC industry leader in just over a decade. Along the way, Compaq helped change the face of computing while establishing the foundation for today's world of tablets and smart phones.

OF NOTE

- Written by cofounder of Compaq
- No other book goes into such detail about the company's history
- Book also covers the history of open personal computing
- Author has strong ties to ex-Compaq employees (more than 11,000 in online communities)
- Publicity campaign with support from outside team
- Book website, including blog, forum, and webinars, in development
- **WEBSITE:**
CompaqAlumniGroup.com

BUSINESS

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ROD CANION cofounded Compaq Computer Corporation in 1982 and served as chief executive officer from its inception through a decade of unprecedented growth and challenges. During his tenure as CEO, Compaq set records for the largest first-year sales in the history of American business and reached the Fortune 500 and the \$1-billion-revenue mark faster than any other company in history. By 1991, Compaq employed more than 10,000 people and operated in 65 countries. Since leaving Compaq in 1991, Canion has been involved in a long list of

EXCERPT FROM OPEN

When the movement toward standardized software and add-in boards continued to gain momentum and acceptance during the mid-eighties, IBM decided to abandon the architecture that had started it all and change to a completely different one, which was much more tightly controlled and protected. Its intention was that competitors would no longer be able to sell personal computers that would run the software developed for IBM's without first buying a license that included prohibitive royalties. At the time, it seemed like a smart move, one that had been anticipated by industry observers for a long time. And given IBM's dominant leadership position in the PC market, it should have succeeded. But what IBM did not count on was not all of its competitors were willing to surrender without a fight.

Anyone looking at Compaq during its first few years would not have guessed that it would emerge as the company to lead the PC industry in its revolt against IBM's move toward proprietary control. We were a startup that only built portable computers, hardly a threat to IBM. Even when we did move into desktops, our market share was almost immeasurable at first.

But in a sequence of decisions and events that essentially amounted to a perfect storm, Compaq moved up to the number-three position behind IBM and Apple and developed a reputation as a technology leader and innovator just in time to be able to resist IBM's bold move. And when Compaq did develop a plan to fight them, IBM believed that no company, not even Compaq, was capable of preventing them from succeeding. But what IBM never expected, and what was arguably Compaq's most important decision ever, was our recruiting and leading all of the other PC companies to join in the battle. If it was IBM vs. Compaq, IBM would almost certainly win. But if it was IBM vs. the PC industry, that would be more of a real battle.

IBM didn't succeed in taking proprietary control of the PC industry. The perfect storm that had prepared Compaq to lead the "clone" army continued to blow in its favor as the press gave very positive coverage to the "Gang of Nine" announcement of their industry coalition. The industry coalition completely debunked IBM's claim that it had no choice but to sacrifice compatibility in order to achieve increased system performance.

As a result, there was a sense that IBM had tried to scam the industry. Its reputation was damaged not only in PCs but in the rest of its business as well. A few years later, IBM announced that it was discontinuing production of the PS/2, and some years after that it left the PC industry completely.

How was Compaq able to move so quickly from a startup wannabe with a four-page business plan to an industry leader capable of defeating IBM? The complete story includes people, company culture, strategy, a unique decision-making process, amazing execution, and quite a bit of good luck. But intermingled through all of this were a handful of extraordinary decisions, each one a turning point that resulted in Compaq taking advantage of our competitors' mistakes and the opportunities that emerged during the formation of this new personal computer industry.

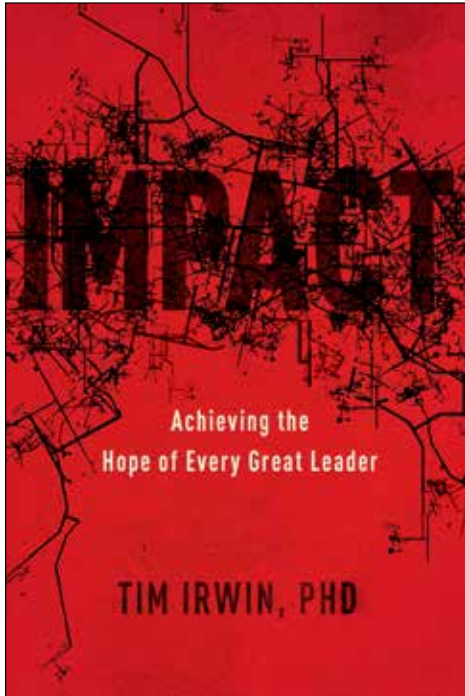


startups and early stage companies as an angel investor, advisor, and director. He helped found the Houston Technology Center in 1999 and the Goose Society of Texas in 2005, two organizations focused on encouraging entrepreneurs and helping early stage companies succeed. He is currently a director of Invesco, Ltd. and ChaCha Search, Inc., and is an advisory director of Encore Health Resources and Dynamics, Inc. Residence: Houston.

Impact

Achieving the Hope of Every Great Leader

TIM IRWIN, PhD



OF NOTE

- Author has been featured on national media, including Fox News, *Forbes*, *Businessweek*, *Investor's Business Daily*, *The Wall Street Journal*
- Author speaks frequently on leadership development, employee engagement, organizational effectiveness, and executive selection
- Past books have been endorsed by Timothy Keller and Michael Ducker
- Promotion through leadership trainer GiANT Impact's 435,000-subscriber database
- **WEBSITE:** DrTimIrwin.com
- **TWITTER:** [@DrTimIrwin](https://twitter.com/DrTimIrwin)
- **FACEBOOK:** [Facebook.com/DrTimIrwin](https://facebook.com/DrTimIrwin)

Bestselling *Derailed* author Tim Irwin delivers advice on how all leaders can achieve their greatest desire—to have a lasting legacy and impact

For more than 25 years, organizational psychologist and management consultant Dr. Tim Irwin has worked with thousands of leaders in well-known global companies. He knows most leaders work for recognition and advancement and they want more challenge and responsibility. He's also found this to be true: Most of us want to make a positive difference through our work and to have our lives count for something more than simply making a living. We want to make an impact.

Yet when we look around our organizations, we don't see many leaders who have real impact. We see them just managing the daily rat race. Somewhere along the line, many began working for money instead of for meaning, for status instead of for a lasting legacy.

In *Impact*, Irwin identifies the principles and beliefs that lead to great leadership—ways in which you can grow and thrive and be trusted by others. Learn how to be the kind of leader that motivates others in meaningful work and great accomplishments and what you can do to stay on track so you avoid a path of personal destruction so many leaders go down today.

Accessible, humorous, and engaging, Irwin's latest book shows you how to live the vision you began your career with and then finish strong for a lasting impact, the hope of every great leader.

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A psychologist and business consultant for more than 25 years, **TIM IRWIN, PhD**, has worked in numerous diverse industries with a number of America's most well-known and respected global companies. He is a frequent speaker on leadership development and other topics related to organizational effectiveness. He is the author of two critically acclaimed books, *Run with the Bulls without Getting Trampled* and *Derailed: Five Lessons Learned from Catastrophic Failures of Leadership*. Residence: Atlanta.

The Bank On Yourself Revolution

Fire Your Banker, Bypass Wall Street, and Take Control
of Your Own Financial Future

PAMELA YELLEN

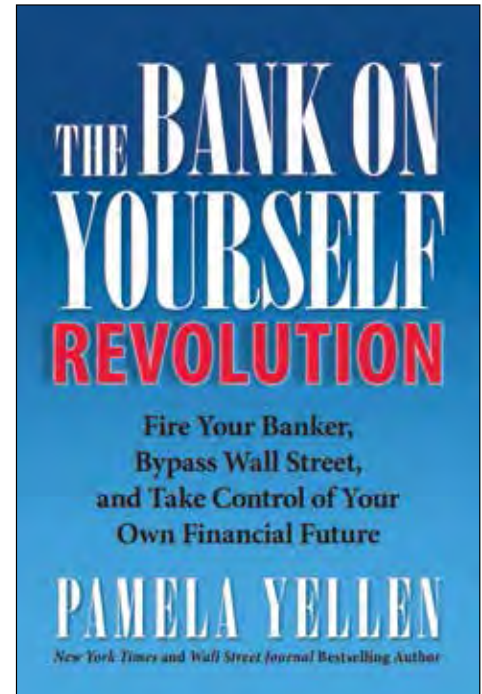
A follow-up to the *New York Times* bestselling *Bank On Yourself*, this book gives sound and applicable advice on how to create and protect your wealth

Do you know what your retirement account will be worth on the day you plan to tap into it? Do you know what the tax rates will be for the rest of your life? Do you know what day you're going to die? Most people have no clue . . . and that's the problem with conventional financial planning: It's based on things you can't predict or control. Studies show that because they followed conventional wisdom, almost half of all baby boomers won't have enough money to cover even basic living expenses during their retirement years. Now, the financial gurus whose advice got you into this mess in the first place are telling you to "take more risks," "work 'til you drop," and "plan on spending less in retirement."

Hundreds of thousands have instead opted out of a system where the odds are stacked against them. This book reveals a proven step-by-step plan for becoming your own source of financing and growing your wealth safely and predictably every single year—even when the markets are tumbling. For everyone from middle managers and young professionals paying back student loans to those trying to protect their hard-earned wealth and retirees, *Bank On Yourself*® is not a "get-rich-quick" scheme; it's about real wealth and financial security for as long as you live. Imagine finally knowing how much money you'll have next year; in 10, 20, or 30 years; and at every point along the way.

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OF NOTE

- Previous book was a *New York Times*, *Wall Street Journal*, and *USA Today* bestseller
- Author implementing \$500,000 marketing campaign
- 10-city author and public workshop tour planned
- Wasabi Publicity, one of the most respected public relations firms in the country, is coordinating part of this campaign
- **WEBSITE:** BankOnYourself.com
- **TWITTER:** [@PamelaYellen](https://twitter.com/PamelaYellen)
- **FACEBOOK:** [Facebook.com/BankOnYourself](https://www.facebook.com/BankOnYourself)

Financial security expert **PAMELA YELLEN** investigated more than 450 savings and retirement planning strategies seeking an alternative to the risk and volatility of stocks and other investments. Her research led her to a time-tested, predictable method of growing and protecting wealth now used by more than half a million people. Pamela Yellen's first book, *Bank On Yourself*, is a *New York Times* bestseller. Yellen has appeared on every major TV and radio network and served as a source for organizations such as the Associated Press, Fox News, *Businessweek*, and AARP. Her articles have been featured in thousands of major publications. Residence: Sante Fe, N.M.



Brain Changer

How Harnessing Your Brain's Power to Adapt Can Change Your Life

DAVID DiSALVO

Author of *What Makes Your Brain Happy and Why You Should Do the Opposite* writes a new "science-help" book on how to adapt our brains to enrich our lives

Let's be honest. You've tried the sticky-note inspirations, the motivational calendar, and the cute (but ineffective) "carpe diem" mug—yet your attitude hasn't changed. It's time to apply cutting-edge science to the challenges of daily life.

While everyone desires self-improvement, we are quickly frustrated when trying to implement the contradictory philosophies of self-appointed self-help gurus. Too often, their advice is based on anecdote and personal opinion, not real research.

Bestselling author of *What Makes Your Brain Happy and Why You Should Do the Opposite*, David DiSalvo, returns with *Brain Changer: How Harnessing Your Brain's Power to Adapt Can Change Your Life*. Drawing on the latest research in neuroscience, cognitive psychology, behavioral economics, communications, and even marketing, DiSalvo replaces self-help with "science-help." He demonstrates how the brain's enormous capacity to adapt is the most crucial factor influencing how we feel and act—a factor that we can control to change our lives.

Findings show our brains are fluid and function much like a feedback loop: Stimulants from both our environment and from within ourselves catalyze changes in the brain's response. That response then elicits additional inputs that the brain identifies and analyzes to further tailor its response. DiSalvo shows that the greatest internal tool we have to affect the feedback loop is metacognition ("thinking about thinking").

Littered with relatable examples and tackling major aspects of our lives, including relationships, careers, physical health, and personal development, *Brain Changer* shows you how to harness metacognition to enrich your life.

OF NOTE

- Author is a regular contributor to *Forbes* (500,000 monthly readership) and *Psychology Today* online
- Author's first book was reviewed by major trade publications and metros
- Book stands out from traditional self-help and psychology titles by combining the science of how our brain works to improve our lives
- **WEBSITE:** DavidDisalvo.org
- **TWITTER:** [@Neuronarrative](https://twitter.com/Neuronarrative)
- **FACEBOOK:** [Facebook.com/WhatMakesYourBrainHappyBook](https://www.facebook.com/WhatMakesYourBrainHappyBook)

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DAVID DiSALVO is the author of three books about the human brain and cognitive psychology, including *What Makes Your Brain Happy and Why You Should Do the Opposite* and *Brain Changer*. He has also spent 18 years in top management positions with corporations and non-profit organizations and has consulted with several Fortune 500 companies and major public agencies in the U.S. and abroad. He is an award-winning marketing

EXCERPT FROM BRAIN CHANGER

As it turns out, we were completely wrong about other species' self-awareness levels. Not only can chimpanzees identify themselves in a mirror (as opposed to thinking their reflection is another chimp), but so can pigeons and rats. What once seemed a relatively advanced level of awareness is really quite commonplace in the animal world.

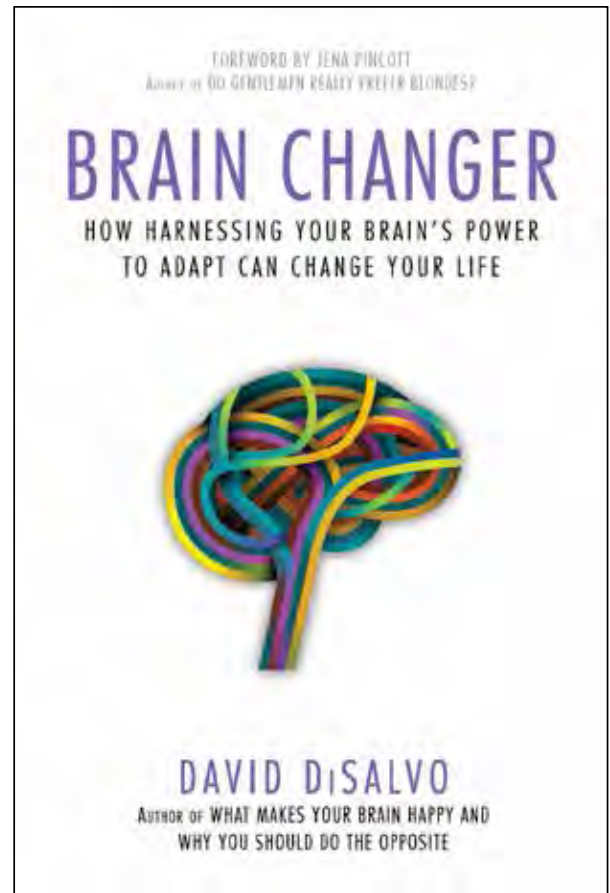
What humans can do that these other species cannot is detach from their self-perspective and examine a situation that includes oneself from a position outside oneself. For example, a chimp can easily identify herself in a mirror by pointing and tapping on the glass and noticing that the points and taps are occurring in unison with her movements. As I mentioned, even this ability is well beyond what we thought other primates were capable of just a couple decades ago. But, the same chimp cannot assume a mental position outside the scenario in which she is identifying herself in the mirror. She cannot "metacognize" at a level removed from the present situation.

Humans do this all the time without even noticing. For example, let's say you are sitting in your car in heavy traffic and someone abruptly cuts you off. You immediately identify with everything that's occurring in the present scenario—you, the traffic, and the person cutting you off. You feel an urge to react by slamming on your horn and yelling out your window.

However, evolution has provided you with a tool that can make all the difference, because not only do you identify with everything that is happening in the present moment, but you can also mentally detach and gain perspective on what may happen next depending on your choice of thoughts and actions. Before you slam on your horn and yell expletives out your window, you mentally step apart from what is happening and make determinations about possible outcomes of acting or not acting. In this mental space, you "see" what could happen next and decide that the potential bad outcome of acting aggressively isn't worth it, so you don't slam on your horn and yell. You've effectively used your metacognitive awareness to change the situation.

After reading that last paragraph, you may be saying, "Well, that would be nice, if I actually could stop myself from acting in the moment." The answer is that all of us can change what happens next, although we're admittedly more inclined to react from the other side of our evolutionary inheritance—the side containing our reactive limbic system and its well-known "fight or flight" tendencies.

The problem highlighted by the question above is one we'll revisit throughout our exploration. Well-developed metacognitive awareness is by no means a vaccine against fight-or-flight reactions, but it is a resource that most of do not consciously engage enough to realize its power. Metacognition is the most potent internal influence we have to alter and improve the outcomes of our brain's constellation of feedback loops, including those that operate with stout doses of adrenaline—but it takes work to make use of this influence.

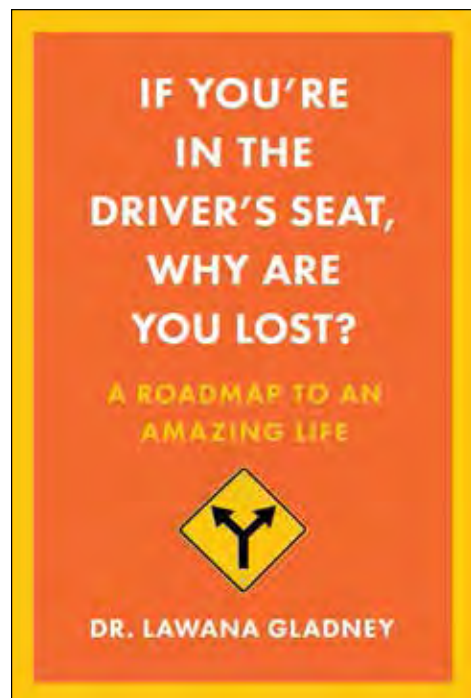


communications specialist and an accomplished science and technology journalist who is a regular contributor to *Forbes* and *Psychology Today* online, whose work appears in *The Wall Street Journal*, *Slate*, *Esquire*, *Scientific American Mind*, and several other publications. Residence: Atlanta.

If You're in the Driver's Seat, Why Are You Lost?

A Roadmap to an Amazing Life

DR. LAWANA GLADNEY



Cover not final

OF NOTE

- Nationwide speaking engagements
- Author has commitments from *Tom Joyner Morning Show*, *Michael Baisden Show*, Black Enterprise TV, *Good Morning Texas*
- Book tour in over 20 major markets
- Direct marketing to key organizations author has relationships with, including eWomenNetwork, INTEGRIS Health, Texas Instruments, Pitney Bowes, IBM
- Aggressive social media campaign
- **TWITTER:** @DrGladney
- **FACEBOOK:** [Facebook.com/pages/DrGladney/98704455828](https://www.facebook.com/pages/DrGladney/98704455828)

Psychologist and international speaker Lawana Gladney offers easy-to-implement advice on how to take control of your life to get where you want to be

From break-ups and family fall-outs to career stalls and unexpected losses, life is filled with events and circumstances that can knock you off your feet and leave you feeling stressed, confused, and lost. Whether you're embarking on a career at age 22 or seeing your children off to college at age 52, *If You're in the Driver's Seat, Why Are You Lost?* gives you the strategies to help you map out your life direction, leading you to the life you want.

Filled with insights, information, and solutions, this book is a practical guide that teaches how to take control and regain personal identity by learning how to manage emotions, stress, health, and other factors keeping you from happiness. Dr. Lawana Gladney acts as your personal coach and provides inspiration with ideas, easy strategies, and sound advice to help you cope with stress and navigate through everyday challenges.

Arming you with helpful techniques for letting go of the emotionally destructive people, thoughts, words, and regrets of the past in a manageable way, *If You're in the Driver's Seat, Why Are You Lost?* is a roadmap to creating an amazing life.

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SELF-HELP

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DR. LAWANA GLADNEY, emotional wellness doctor, speaker, trainer, author, and CEO of Emotional Wellness, has presented speeches and training sessions internationally to companies, schools, and churches. She has worked with many Fortune 500 companies and clients such as Texas Instruments, Pitney Bowes, IBM, AT&T, Aetna, Brinker International, Freddie Mac, and the U.S. Department of Defense. As a media expert, Gladney has been interviewed by and appeared on national TV and radio shows and has reached more than 22 million with her message. She is the mother of four children. Residence: Richardson, Texas.

What Addicts Know

10 Lessons From Recovery to Benefit Everyone

CHRISTOPHER KENNEDY LAWFORD

New York Times bestselling author Christopher Kennedy Lawford shares lessons from the recovery community that can benefit anyone

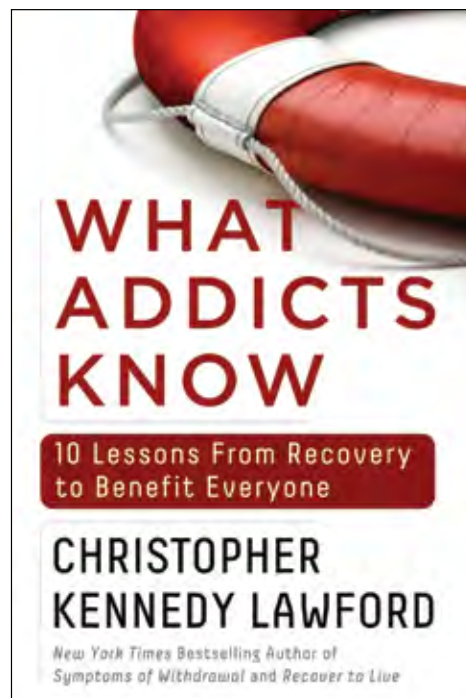
New York Times bestselling author Christopher Kennedy Lawford revisits addiction in his latest book, *What Addicts Know*, this time framing the discussion in an entirely new way—the lessons addiction and recovery offer to those of us who haven’t battled addiction.

For too long, society has considered addicts as an unfortunate group that faces incredible and unique challenges. The reality is that the challenges of the addict are faced—to a greater or lesser extent—by all of us.

In a “more is better” society, it’s indisputable that we’ve all experienced cravings and denied the truth about our destructive behaviors—traits shared by addicts who’ve successfully overcome them. *What Addicts Know* offers the coping and wellness skills to overcome life’s obstacles and also self-improvement tips for everything from conquering an unhealthy consumption of junk food to toxic relationships. These techniques are not just for addicts; they are for all of us.

No one until now has related the lessons and life skills that can be drawn from the collective experience of people in recovery from addiction, particularly the ways those lessons or principles can be used by those in the broader non-recovery community. In *What Addicts Know*, Lawford recounts the inspiring stories and wisdom of recovering addicts, combining them with cutting-edge scientific findings to give hands-on, practical techniques for recognizing unhealthy impulses and managing them.

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OF NOTE

- Author is three-time *New York Times* bestseller
- Strong national media for previous three books, including *Today*, *O'Reilly Report*, *Piers Morgan*
- In 2011, Lawford was named Goodwill Ambassador for the United Nations Office on Drugs and Crime
- **WEBSITE:** ChristopherKennedyLawford.com
- **TWITTER:** [@ChrisLawford](https://twitter.com/ChrisLawford)
- **FACEBOOK:** [Facebook.com/ChristopherKennedyLawford](https://facebook.com/ChristopherKennedyLawford)

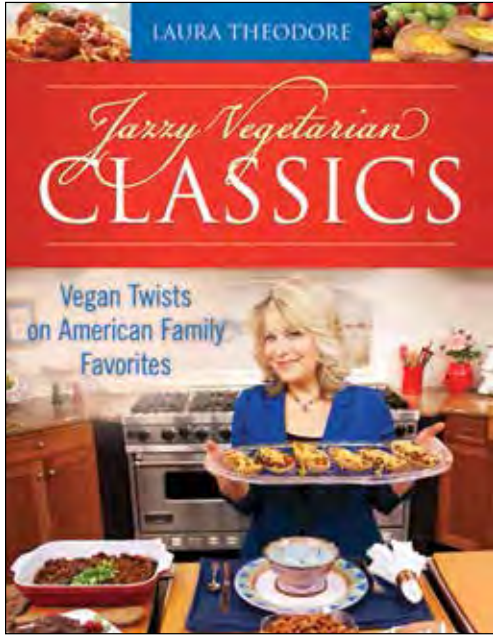
CHRISTOPHER KENNEDY LAWFORD is the author of three *New York Times* bestselling books, *Symptoms of Withdrawal*, *Moments of Clarity*, and *Recover to Live*. In recovery for more than 25 years from drug addiction, Lawford campaigns on behalf of the recovery community in the public and private sectors. He works with the United Nations, Canadian Center on Substance Abuse, White House Office on Drug Control Policy, and World Health Organization. Lawford holds a B.A. from Tufts University, J.D. from Boston College, and masters certification in clinical psychology from Harvard Medical School. Residence: Santa Monica, Calif.



Jazzy Vegetarian Classics

Vegan Twists on American Family Favorites

LAURA THEODORE



Cover not final; photos by Andy Ebberbach

OF NOTE

- Author hosts nationally syndicated TV show on PBS, *Jazzy Vegetarian*
- Theodore has been featured in major media, including *Family Circle*, PBS Food, CBS News, *VegNews*
- Promotion on author-hosted TV and radio shows
- **WEBSITE:** JazzyVegetarian.com; LauraTheodore.com
- **TWITTER:** [@JazzyVegetarian](https://twitter.com/JazzyVegetarian)
- **FACEBOOK:** [Facebook.com/JazzyVegetarian](https://www.facebook.com/JazzyVegetarian)

Laura Theodore, host of Public Television's *Jazzy Vegetarian*, offers her tastiest vegan recipes, tips of the trade, and fun dinner menus

Classic American favorites just became healthier and more delicious with Laura Theodore's vegan twist on traditional family fare. With quick-to-prepare and gourmet-style dishes, *Jazzy Vegetarian Classics* features Theodore's original creations, such as vegan shish kebabs and cauliflower steaks with sweet pepper sauce, and other spins on time-honored favorites, such as spaghetti and "wheatballs" and decadent chocolate-ganache cake. Along with almost 200 more nutritionally dense, plant-based recipes, this cookbook is full of easy-to-follow crowd-pleasers.

Fun and simple to incorporate into any lifestyle, *Jazzy Vegetarian Classics* provides 20 full-menu plans for everything from weekday meals to special celebrations such as parties and holiday dinners. Theodore even includes suggestions on how to present appetizing, plant-based meals in unique and festive ways, with her "Jazzy Music Pick" for each menu to help set the mood.

Written for everyone—from seasoned vegans looking for innovative new dishes to casual home cooks interested in adding one or two plant-based meals a week to their repertoire—*Jazzy Vegetarian Classics* includes guides to vegan cooking basics coupled with a glossary of common ingredients. Theodore also provides simple instructions on how to use a variety of substitutes for "veganizing" timeless main dishes, desserts, soups, salads, and so much more.

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COOKING

SEPTEMBER 2013

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LAURA THEODORE is a television and radio host, vegan chef, sustainable lifestyle blogger, compassionate cookbook author, and award-winning jazz singer and actor. She is the proud creator of the "Jazzy Vegetarian" brand. Theodore is presently the on-camera host, writer, and coproducer of the *Jazzy Vegetarian* television show on Public Television, coming into its third season. She hosts the weekly podcast show, "Jazzy Vegetarian Radio," a talk/music format that focuses on easy-to-prepare, plant-based recipes, eco-entertaining tips, and celebrity

Lovely Lemon Cake

SERVES 8

Light, lemony, and truly lovely, this appealing cake whips up in about 10 minutes! Put it in the oven for 40 minutes, and you have a freshly baked cake in a flash!

2 cups whole-wheat flour
2 teaspoons baking powder
1 teaspoon baking soda
1/2 teaspoon sea salt
1 cup brown sugar or maple sugar
1/2 cup vegan margarine, melted
2 tablespoons fresh lemon juice
2 teaspoons packed lemon zest
1 1/2 cups sweetened nondairy milk
Confectioners' sugar for dusting (optional)



Preheat the oven to 375 degrees F. Oil an 8-inch round or square cake pan.

Put the flour, baking powder, baking soda, and sea salt in a large mixing bowl and stir with a dry whisk to combine. Add the sugar and stir to combine. Add the margarine, lemon juice, lemon zest, and nondairy milk. Stir until incorporated. Pour batter into prepared pan and smooth top. Bake 40 minutes or until a toothpick comes out clean. (Tent the top with foil for the last 10 to 15 minutes if the cake is browning too much.) Remove from oven and cool for 15 minutes. Turn upside down onto a pretty serving plate and dust with confectioners' sugar, if desired.

Vanilla Crème “Fresh”

SERVES 4

8 ounces spouted extra-firm tofu
1 tablespoon nondairy milk, plus more as needed
1 teaspoon vanilla extract
2 tablespoons maple syrup, plus more as needed

This fabulous faux version of classic crème fraîche is slightly sweet and totally delicious served over cakes, pies, fresh fruit, or tarts. Your family and guests are gonna love it!

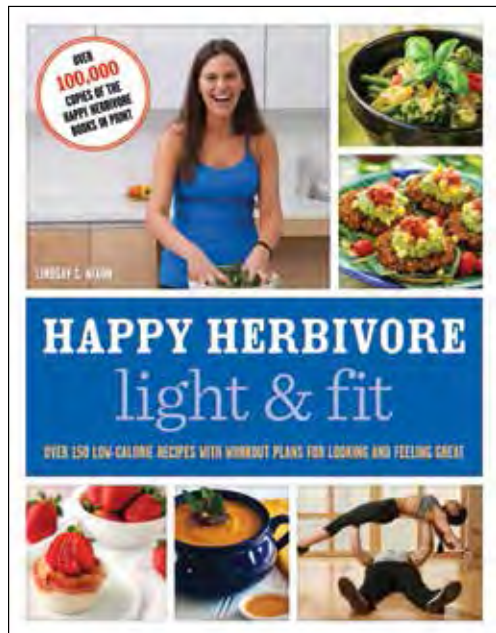
Put all of the ingredients into a blender and process until smooth. Taste and add more maple syrup if a sweeter flavor is desired. Chill 2 to 4 hours, then serve.

interviews. Theodore has made guest appearances on ABC, NBC, CBS, and USA Network. She was recently featured on *Insider*, *Entertainment Tonight* online, News 4-NBC, and CBS Radio. Laura has been featured in *The New York Times*, *USA Today*, *New York Daily News*, *New York Post*, *VegNews*, *Variety*, *Time* magazine, and *Family Circle*, and on PBS Food, *Vegetarian Times* online, and *JazzTimes*, among others. Residence: N.J.

Happy Herbivore Light & Fit

Over 150 Low-Calorie Recipes with Workout Plans for Looking and Feeling Great

LINDSAY S. NIXON



Cover photos by Jackie Sobon, Neely Roberts, and Natalia Constantine

OF NOTE

- Happy Herbivore cookbook series has sold more than 100,000 copies
- HappyHerbivore.com received more than 5.9 million page views in 2012
- Books and author have been featured on *The New York Times*, *Dr. Oz*, *VegNews*, *Vegetarian Times*, *Women's Health*, *Oprah.com*, *TheFoodNetwork.com*, *Fitness.com*, *WebMD.com*, *Shape.com*
- Previous books are endorsed by Rip Esselstyn, Neal Barnard, John McDougall, and T. Colin Campbell
- **WEBSITE:** HappyHerbivore.com
- **TWITTER:** [@HappyHerbivore](https://twitter.com/HappyHerbivore)
- **FACEBOOK:** [Facebook.com/HappyHerbivoreBlog](https://www.facebook.com/HappyHerbivoreBlog)

The Happy Herbivore series, selling 100,000-plus copies, is back with calorie-light, plant-based recipes and exercise routines for the fitness-minded

With easy, no-fuss recipes, the bestselling Happy Herbivore cookbooks show how easy, affordable, and delicious eating healthy can be. Now, in her latest cookbook, Happy Herbivore chef Lindsay S. Nixon provides recipes that put a special emphasis on weight-loss and a set of exercises that, like her recipes, are quick, easy, and produce great results.

Like all Happy Herbivore cookbooks, *Happy Herbivore Light & Fit* contains filling, flavorful, plant-based recipes that take 30 minutes or less to prepare. But this time, Nixon takes healthy to an all-new level, with low-calorie, satisfying meals that will help you achieve your weight-loss goals—and without deprivation.

True to its title, *Happy Herbivore Light & Fit* also includes “recipes” for your body with basic workouts, plus tips and tricks that will inspire you to move more for a trimmer, more-toned you. As always, *Happy Herbivore Light & Fit* recipes are free of oils, processed foods, and diet chemicals such as artificial sweeteners.

Happy Herbivore Light & Fit keeps it healthy, keeps it simple, and keeps it delicious.

9781937856977

EBOOK: 9781937856984

TRADE PAPERBACK ORIGINAL
7 X 9

320 PAGES

\$19.95 U.S./\$23.00 CAN

COOKING

DECEMBER 2013

SELLING TERRITORY: WORLD

FOREIGN RIGHTS: WORLD

AUDIO RIGHTS: NONE



LINDSAY S. NIXON is the bestselling author of the Happy Herbivore cookbook series: *The Happy Herbivore Cookbook*, *Everyday Happy Herbivore*, and *Happy Herbivore Abroad*. As of September 2012, Nixon has sold more than 100,000 cookbooks. Nixon has been featured on *Dr. Oz* and *TheFoodNetwork.com*, and she has spoken at Google. Her recipes have also been featured in *The New York Times*, *VegNews*, *Vegetarian Times*,

Chipotle Sweet Potato Salad

SERVES 2

Sweet potatoes are a hidden surprise in this fiery potato salad. If you'd like to make a meal out of the salad, try adding in some black beans and a little avocado, if you dare, plus a dash of ground cumin for kicks.

P.S. I find this salad is even more flavorful after it's rested overnight in the fridge.

3 cups cubed sweet potato
1–2 tablespoons vegan mayo or plain
vegan yogurt
Chipotle powder
2 green onions, sliced
Smoked paprika (garnish) (optional)



Bring a large pot of water to a boil, add sweet potatoes, and boil until just fork tender. Drain, rinse with cold water, and then chill overnight or for several hours—until cold. Once potatoes are cool, add mayo and stir to coat. Add a light dash of chipotle (a little goes a long way!) and stir to coat. Taste, adding more chipotle as desired, plus salt and pepper if desired. Add green onions and stir again, then serve. Garnish with a few green onion slices and smoked paprika if desired.

PER SERVING: 129 Calories, 0.4g Fat, 28.1g Carbs, 4.7g Fiber, 9.6g Sugars, 3.8g Protein, 3 WW Points

Exercise: Dips

Sit on a bench with your legs out in front of you. Slide yourself forward so your bottom is off the bench. Holding onto the bench (your palms connected with the bench, your fingers hugging under it), lower yourself to the ground (without touching the ground; your arms should make 90-degree angles) then push yourself back up into the starting position. Do 15 reps.

MODIFY: Place your feet on the floor, your legs making a 90-degree angle. For a slightly harder approach, stay on your heels, not your entire foot.

ADVANCED: Place your feet up on a chair or bench across from you and dip.

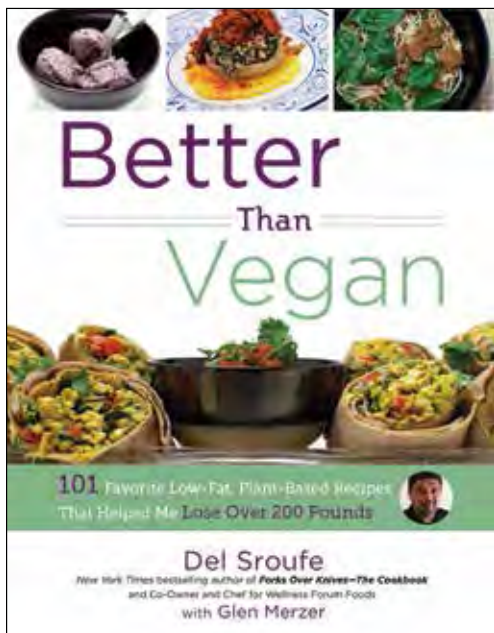


Women's Health, Oprah.com, Bethenny.com, Fitness.com, Bust.com, WebMD.com, Shape.com, among many others. A rising star in the culinary world, Nixon is praised for her ability to use everyday ingredients to create healthy, low-fat recipes that taste just as delicious as they are nutritious. Residence: Los Angeles.

Better Than Vegan

101 Favorite Low-Fat, Plant-Based Recipes That Helped Me Lose Over 200 Pounds

DEL SROUFE WITH GLEN MERZER



Cover photos by Robert Metzger

OF NOTE

- Sroufe is the author of *Forks Over Knives—The Cookbook*
- Author is co-owner and chef of Wellness Forum Foods
- Author presents/demos regularly and has appeared at Toronto VegFest, Portland VegFest, and Get Healthy Marshall

From the bestselling author of *Forks Over Knives—The Cookbook* comes a new cookbook of healthy, low-fat, and no-oil vegan recipes

Eating healthy just got a whole lot easier.

The science is very clear. A whole-foods, plant-based diet is the healthiest possible way to eat—but veganism itself doesn't mean health, as Chef Del Sroufe, author of the *New York Times* bestseller *Forks Over Knives—The Cookbook*, knows better than anyone. Sroufe managed to reach 475 pounds while eating a vegan diet rich in pastries, peanut butter, and potato chips. After converting to a vegan diet with minimal processed foods, sugars, and added oils, he lost more than 240 pounds without giving up great food.

In *Better Than Vegan*, Sroufe provides more than a hundred recipes that prove that the healthiest diet can also be the most delicious. Included are dishes such as Portobello Wraps with Spicy Asian Slaw, Gnocchi, Three Sisters Enchiladas, and Lemon Berry Sorbet

In *Better Than Vegan*, Sroufe tells his remarkable personal journey of how he went on to lose hundreds of pounds on a healthy vegan diet and then shares the kinds of meals (with no oil and low in fat and sugar) that restored him to health.

With photographs by Robert Metzger and coauthored by *Mad Cowboy* coauthor Glen Merzer, *Better Than Vegan* offers healthy and professional cooking tips with nutritional advice to help you achieve the optimal vegan diet.

9781939529428

EBOOK: 9781939529435

TRADE PAPERBACK ORIGINAL
7 X 9

336 PAGES

\$19.95 U.S./\$23.00 CAN

COOKING

DECEMBER 2013

SELLING TERRITORY: WORLD
FOREIGN RIGHTS: WORLD

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DEL SROUFE's passion for cooking began at age 8 and never faded. In 2006, Sroufe joined Wellness Forum Foods as co-owner and chef, where he continued the tradition of delivering great tasting, plant-based meals to clients in Columbus as well as throughout the continental U.S. Sroufe also joined The Wellness Forum as a member where, after a lifetime of yo-yo dieting, he has lost more than 200 pounds on a low-fat, plant-based diet. He continues to teach cooking classes at local venues like Whole Foods, community recreation centers, and

Del's Big Breakfast Casserole

SERVES 6 TO 8

This recipe is not your everyday breakfast food. Make it for company or when you're in the mood to spend a little extra time in the kitchen on a Saturday morning.

4 medium red skin potatoes, scrubbed and thinly sliced	1 red bell pepper, diced	1/2 teaspoon dried sage
3 large yellow onions, thinly sliced	1 8-ounce package sliced button mushrooms	1/2 teaspoon ground fennel seeds
1 pound firm tofu	1 package frozen broccoli, thawed	1/2 teaspoon crushed red pepper
1 package extra-firm silken tofu	4 cloves minced garlic	3 tablespoons nutritional yeast
2 medium yellow onions, diced	1 tablespoon dried basil leaves	Sea salt to taste
		1/2 teaspoon black pepper

Preheat oven to 350 degrees F.

Steam the potatoes for 6 to 8 minutes until tender but still firm. While the potatoes steam, sauté the onions in a medium skillet until browned, about 12 minutes. Add water 1 to 2 tablespoons at a time to keep them from sticking. Set them aside. Place the firm tofu and silken tofu in a large bowl and mash to the consistency of ricotta cheese. Set it aside.

Heat a large skillet over a medium-high flame, add the onions, red bell peppers, mushrooms, and broccoli, and sauté 5 to 6 minutes, until the vegetables are tender. Add the garlic, basil, and thyme, and cook another minute. Add the onion mixture to the tofu along with the nutritional yeast, sea salt, and black pepper. Mix well.

Press the tofu filling into a 9-inch x 13-inch nonstick baking dish. Top with the steamed potatoes and then the caramelized onions. Bake for 45 minutes. Serve immediately.

Banana Maple Granola

SERVES 8

2 ripe bananas
1/2 cup maple syrup, or Best Date
Syrup Ever (recipe included
in *Better Than Vegan*)
1/4 cup water
1 teaspoon vanilla extract
Pinch sea salt
4 cups rolled oats

This is my favorite granola. It is easy to make without a lot of fuss and has great flavor.

Preheat the oven to 300 degrees F. Line a 13-inch x 18-inch baking sheet with parchment paper and set aside.

Combine the bananas, maple syrup, water, vanilla, and sea salt in a food processor and puree until the mixture is smooth and creamy. Add the banana puree to a bowl with the oats and mix well. Spread the mixture onto the prepared baking sheet. Bake the granola for 25 to 30 minutes. Let cool and store in a sealed container.

[The Wellness Forum](#). Sroufe is the author of *Forks Over Knives—The Cookbook*, a vegan cookbook companion to the acclaimed documentary *Forks Over Knives*. Residence: Columbus, Ohio.

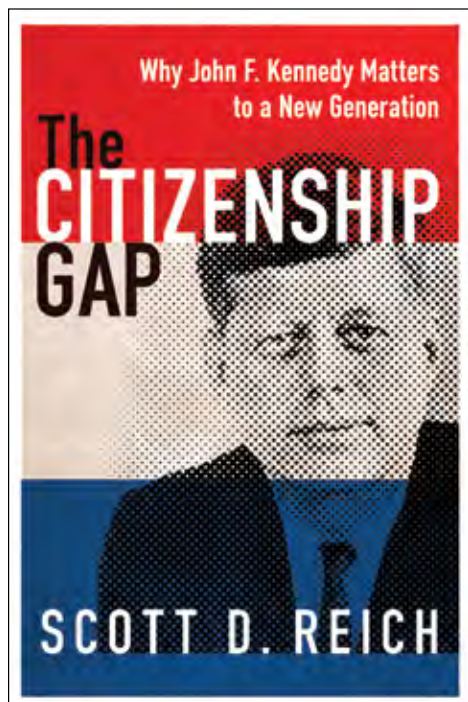
GLEN MERZER is coauthor of *Food Over Medicine*, *Mad Cowboy*, *No More Bull!*, and *Chef AJ's Unprocessed*. Merzer is also a playwright and screenwriter, having most recently completed a screenplay from *Mad Cowboy*. He has been a vegetarian for 40 years and a vegan for the last 20. Residence: Los Angeles.



The Citizenship Gap

Why John F. Kennedy Matters to a New Generation

SCOTT D. REICH



OF NOTE

- Book comes out right before the 50th anniversary of JFK's death
- Book is published by a Dallas-based publisher, the location of JFK's assassination
- Author has a Northeast book tour planned
- Book's focus is a call-to-action for generations X and Y based on JFK's ideas and principles, positioning it as a unique book in the market
- Author website in development

This call to civic duty and leadership in the spirit of John F. Kennedy's legacy comes out a month before the 50th anniversary of JFK's death

When John F. Kennedy became president, he emphatically declared that "the torch has been passed to a new generation of Americans." Fifty years after his death, the torch is once again being passed.

Scott D. Reich's *The Citizenship Gap: Why John F. Kennedy Matters to a New Generation* offers a fresh voice on the legacy of President Kennedy that speaks to a new generation of Americans and explains why a rediscovery of this era is both timely and enlightening. The New Frontier was an adventurous time in our collective memory during which Americans were inspired to ask what they could do for their country and strived to fulfill their obligations as citizens—key ingredients to national progress that are less visible today.

Reich breathes new meaning and interpretation into JFK's conceptions of citizenship and public service, evoking the enthusiasms and aspirations of Kennedy's time. He offers an inspirational tool for readers to learn the Kennedy model of citizenship and make it their own. And if enough people embrace the responsibilities of citizenship advanced by Kennedy and outlined in this book, then the vision of the New Frontier may finally be realized. *The Citizenship Gap* is a must-read for anyone who loves America and wants to see its greatness renewed.

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CLOTH ORIGINAL
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\$24.95 U.S./\$27.50 CAN

POLITICAL SCIENCE
OCTOBER 2013
SELLING TERRITORY: WORLD
FOREIGN RIGHTS: NONE
AUDIO RIGHTS: AVAILABLE



SCOTT D. REICH is a practicing attorney at Willkie Farr & Gallagher LLP in New York and has done pro bono work for the Brooklyn Family Court and the New York Legal Assistance Group. In 2010, he was appointed by former New York Governor David Paterson to serve on the College Council of SUNY College at Old Westbury. He serves on the North American Board of the Union for Reform Judaism, which serves 1.5 million people; the Board of Directors of the School for Language and Communication Development; and the Board of Trustees of Temple Sinai of Roslyn. Residence: Roslyn, N.Y.

Will I Live Tomorrow?

One Woman's Mission to Create an Anti-Taliban Film in War-Torn Afghanistan

SONIA NASSERY COLE

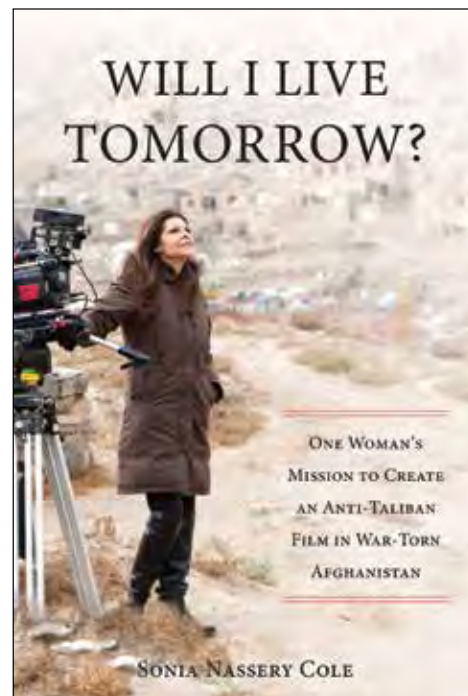
Filmmaker Sonia Nassery Cole goes behind the scenes in the dramatic making of Afghanistan's 2010 Academy Awards entry, *The Black Tulip*

When Sonia Nassery Cole set out to film *The Black Tulip* in her homeland of Afghanistan, she knew the odds were against her; she was told time and time again that filming inside a war zone would be impossible. What she didn't anticipate was how intent the Taliban and its sympathizers were on halting the film's production—the crew encountered extortion, government corruption, kidnapping attempts, and death threats, even with around-the-clock security. Her cinematographer fled after two days, and many others followed.

After 9/11, Cole wrote *The Black Tulip*, Afghanistan's official submission for the Best Foreign Language Film at the 2010 Academy Awards. A modern portrait of Afghanistan that captures the plight and resilience of its people, *The Black Tulip* features a storyline that follows an Afghan family who opened The Poet's Corner—a restaurant with an open microphone for all to tell their stories. When the Taliban didn't approve, the family struggled to maintain its vibrant way of life.

Cole self-financed the film by mortgaging her home and selling her belongings, then left for Kabul to gather the right people who would risk their lives and willingly be part of the production.

In *Will I Live Tomorrow?*, Cole gives an intimate look behind the scenes of making a controversial film in the heart of a war-ravaged country—the looming terror the Taliban creates among Afghans everywhere and the challenges and fear the crew faced every day.



Cover not final

OF NOTE

- Print book accompanying documentary release
- Ebook was featured alongside film reviews in major media, including Hollywood.com
- Cole is a human rights activist with close relationships with many influencers
- The film release garnered nice buzz and was Afghanistan's official admission to the Academy Awards in 2010
- **WEBSITE:** BreadWinnerFilms.com
- **TWITTER:** [@SoniaNCole](https://twitter.com/SoniaNCole)
- **FACEBOOK:** Facebook.com/SoniaNCole; Facebook.com/SoniaNasseryCole AuthorofWillILiveTomorrow

9781939529145	BIOGRAPHY
EBOOK: 9781939529411	OCTOBER 2013
TRADE PAPERBACK ORIGINAL	SELLING TERRITORY:
6 X 9	WORLD ENGLISH
240 PAGES	FOREIGN RIGHTS: NONE
\$16.95 U.S./\$18.50 CAN	AUDIO RIGHTS: AVAILABLE

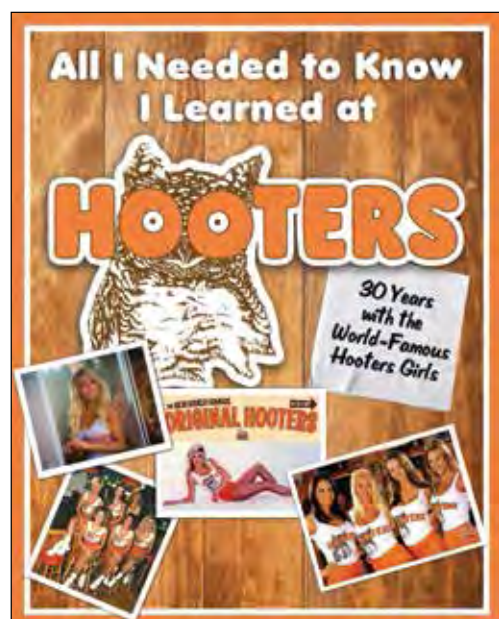
SONIA NASSERY COLE has actively worked with various organizations and committees set up for the improvement of the conditions and quality of life in Afghanistan. Among these is the Afghanistan Relief Committee, set up by past U.S. ambassadors to Afghanistan. In response to the urgency of humanitarian relief required in Afghanistan following Western military intervention post 9/11, Cole founded the Afghanistan World Foundation (AFW). The AFW has worked with various other organizations on making healthcare and education more accessible to Afghan children. Residence: New York City.



All I Needed to Know I Learned at Hooters

30 Years with the World-Famous Hooters Girls

HOOTERS



Cover not final; photos courtesy of Hooters of America, LLC

OF NOTE

- Hooters' 30th anniversary is Oct. 4, 2013, coinciding with book's publication
- Week-long festivities, including book signings, planned for book release and anniversary
- National tour with top Hooters girls
- 400 restaurants in 28 countries (with largest in Tokyo)
- There are 300,000 Hooters Girls alumnae worldwide
- Community involvement and "Family Days" planned, with books available
- **WEBSITE:** Hooters.com
- **TWITTER:** [@Hooters](https://twitter.com/Hooters)
- **FACEBOOK:** [Facebook.com/Hooters](https://facebook.com/Hooters)

Celebrate 30 years of Hooters with tales from 30 world-famous Hooters Girls, ideal for Hooters Girls alumnae and avid memorabilia collectors alike

For 30 years, Hooters restaurants and its world-famous Hooters girls have been serving up wings, cold beverages, and a healthy dose of fun. In *All I Needed to Know I Learned at Hooters*, hear the story behind the walls and meet the women behind the orange and white uniforms.

Filled with color photos and interesting tidbits, *All I Needed to Know* . . . shares 30 inspiring stories from alumnae who went on from their time at Hooters to become business leaders, public figures, and famous names, including actress Amy Adams, Playboy Bunny Holly Madison, and Cinnabon CEO Kat Cole. With more than 300,000 women who have proudly worked as Hooters Girls, the original restaurant chain gives a book that shows the world that being a Hooters Girl is more than a job; it's an opportunity that opens doors.

All I Needed to Know . . . explores the history of Hooters, from its beginnings in Clearwater, Florida, to its status as a household brand. With sensational chapters including funny stories and the best of Hooters traditions, this anniversary book showcases the people who have helped Hooters become the thriving business it is today. *All I Needed to Know* . . . rounds up Hooters history and anticipates the bright future of the women who don the owl.

9781939529381
EBOOK: 9781939529398
CLOTH ORIGINAL
7 X 10
208 PAGES
\$24.95 U.S./\$27.50 CAN

POP CULTURE/BIOGRAPHY
OCTOBER 2013
SELLING TERRITORY: WORLD
FOREIGN RIGHTS: WORLD
AUDIO RIGHTS: AVAILABLE



HOOTERS OF AMERICA, LLC is the Atlanta-based operator and franchiser of more than 400 Hooters locations in 28 countries. The privately held corporation owns 160 units. The first Hooters opened October 4, 1983, in Clearwater, Fla. The Original Six founders were quickly detained for impersonating restaurateurs, but fortunately for America, they were soon allowed to go about their business. The casual beach-themed establishments feature music, sports on large flat screens, and a menu that includes, among other things, Hooters original chicken wings. Others have arrived, departed, and even flat out copied its formula, but Hooters remains the genuine original.

Poison Candy

The Murderous Madam: Inside Dalia Dippolito's Plot to Kill

ELIZABETH PARKER AND MARK EBNER

Elizabeth Parker, prosecutor in the highly publicized Dalia Dippolito case, goes behind the scenes of the murder-for-hire plot with a reality-television defense

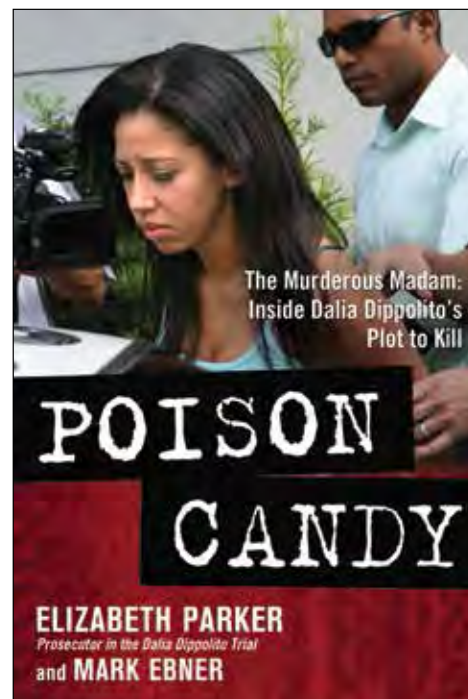
In August 2009, former madam Dalia Dippolito conspired with a hit man to arrange her ex-con husband's murder. Days later, it seemed as if all had gone according to plan. The beautiful, young Dalia came home from her health club to an elaborate crime scene. When Sgt. Frank Ranzie of the Boynton Beach, Florida, police informed her of her husband Michael's apparent murder, the newlywed Dippolito can be seen on surveillance video collapsing into the cop's arms, like any loving wife would. The only thing missing from her performance were actual tears.

... And the only thing missing from the murder scene was an actual murder.

Tipped off by one of Dalia's lovers, an undercover detective posing as a hit man met with Dalia to plot her husband's murder while his team staged the murder scenario—inviting the reality TV show *Cops* along for the ride. The *Cops* video went viral, sparking a media frenzy: twisted tales of illicit drugs, secret boyfriends, sex-for-hire, a cuckolded former con man, and the defense's claim that the entire hit had been staged by the intended victim for reality TV fame.

In *Poison Candy*, case prosecutor Elizabeth Parker and bestselling crime writer Mark Ebner take you behind and beyond the courtroom scenes with astonishing never-before-revealed facts, plot twists in the ongoing appellate process, and exclusive photos and details too lurid for the trial that led to 20 years in state prison for Dalia Dippolito.

9781939529022	TRUE CRIME
EBOOK: 9781939529039	FEBRUARY 2014
CLOTH ORIGINAL	SELLING TERRITORY: WORLD
6 X 9	FOREIGN RIGHTS: WORLD
320 PAGES	AUDIO RIGHTS: AVAILABLE
\$26.95 U.S./\$30.00 CAN	



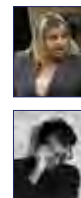
Cover photo © The Palm Beach Post/ZUMAPress.com

OF NOTE

- Viral video of subject's arrest was shown on every major media outlet
- Firsthand account by prosecutor
- What you don't know, evidence/facts not allowed in courtroom
- Parker serves as a regular legal expert on TruTV's *In Session*
- Aggressive national media campaign with early interest and support from successful firm
- Promotion through author Mark Ebner's high-traffic crime story website
- **WEBSITE:** ParkerJustice.com (Parker); HollywoodInterrupted.com (Ebner)

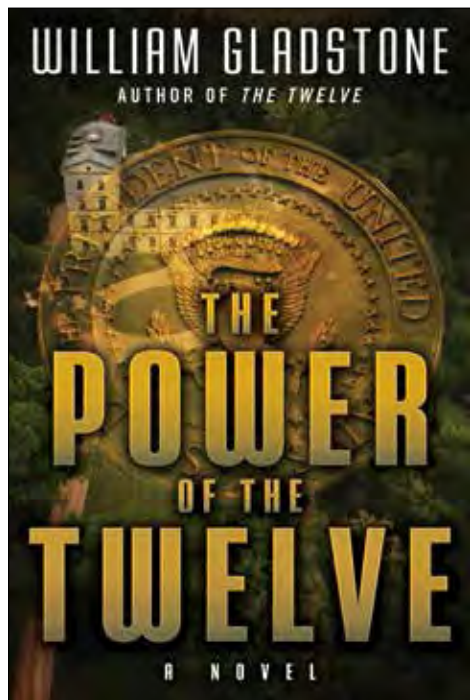
ELIZABETH PARKER began her career as an assistant state attorney in the Palm Beach County Florida State Attorney's Office. She served as the deputy chief of county court, the chief of the county court and domestic violence divisions, and as chief assistant state attorney, where she litigated high-profile cases, before opening her own victim advocacy and criminal defense firm. She has appeared on *Dateline*, *Snapped*, *In Session*, and *Nancy Grace*. Residence: Boynton Beach, Fla.

MARK EBNER is an award-winning journalist and *New York Times* bestselling author of titles including *Hollywood, Interrupted*, *Six Degrees of Paris Hilton*, and *We Have Your Husband*. Residence: Los Angeles.



The Power of The Twelve

WILLIAM GLADSTONE



OF NOTE

- Author is a literary agent with many contacts
- First book in series has sold 30,000 copies in the U.S. and 300,000 worldwide
- **WEBSITE:** 12theBook.com
- **TWITTER:** [@WGTwelve](https://twitter.com/WGTwelve)
- **FACEBOOK:** [Facebook.com/AuthorWilliamGladstone](https://www.facebook.com/AuthorWilliamGladstone)

As a follow-up to *The Twelve*, which sold 300,000 copies worldwide, *The Power of the Twelve* follows the philosophical journey of planet Earth

The year 2012 didn't mark the end of civilization as many had mistakenly predicted. Rather, it marked a turning point in human consciousness, a shift toward a more humanistic, less violent existence.

But not if Arnold Wheeler can help it.

Arnold is The Grand Light and Keeper of the Code of the Illuminati, which quietly and covertly control every major development on Earth. He is quite aware of the universal shift in consciousness predicted by the Mayans long ago. With this shift, humanity has the opportunity, for the first time, to reach its full potential. Except the Illuminati have other plans.

William Gladstone, author of the bestselling *The Twelve*, takes readers on a roller coaster adventure that features George W. Bush, alternate earths, and the real meaning of the upcoming 26,000-year Mayan cycle.

Part science-fiction, part philosophical exploration, *The Power of The Twelve* will keep readers turning the pages, discovering the very nature of existence. The problems keep mounting. The clock keeps ticking. And by the end, readers will be wondering what is real, what is not, and how they can prepare their own lives for a world that is so rapidly changing.

9781937856915

EBOOK: 9781937856922

CLOTH ORIGINAL

6 X 9

272 PAGES

\$19.95 U.S.

FICTION

SEPTEMBER 2013

SELLING TERRITORY: WORLD

ENGLISH X CANADA

FOREIGN RIGHTS: NONE

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WILLIAM GLADSTONE is coauthor of the books *Tapping the Source* and *The Golden Motorcycle Gang* and author of the international bestselling novel *The Twelve*. Gladstone is considered an international expert on indigenous cultures and the meaning of 2012. He is also coproducer of the highly acclaimed film *Tapping the Source*. As a literary agent, Gladstone has worked with some of the most respected and influential authors of our time, including Eckhart Tolle, Deepak Chopra, and Barbara Marx Hubbard. He attended Yale College and earned a graduate degree in cultural anthropology from Harvard University. Residence: Cardiff-by-the-Sea, Calif.

Journey to Rainbow Island

CHRISTIE HSIAO

With film and video-game tie-ins to be released, this children's epic fantasy shows how to overcome adversity to find happiness and the light within us all

Yu-ning thinks her perfect life on Rainbow Island will never end—until a nasty dragon called the Obsidigon returns from beyond the grave. Now her beloved island is in flames, her best friend has been kidnapped, and the island's Sacred Crystals have been stolen. To make matters worse, she must venture into the dark corners of the world to uncover secrets best ignored, find a weapon thought long destroyed, and recapture seven sacred stones—without being burned to a crisp by a very angry dragon.

With the help of her master teacher, Metatron, and the comfort of her furry pet, Plusher, Yu-ning embarks on a dangerous journey to overcome not only the darkness attacking her home, but also the scars of sadness that mark her own heart. And while most people just see a normal kid, Metatron—and a few other unlikely allies—pledge their lives to the dark-eyed little girl with a magic bow and a crooked grin.



Cover illustration not final; illustration by Ralph Voltz

OF NOTE

- Planned release of video game and film based on book
- Originally from Taiwan, Hsiao is fluent in both Chinese and English
- Hsiao is one of the key investors in Yasuno Trading & New Vision International Co., a consumer goods manufacturer with offices and factories in Taiwan, China, and Japan
- Author website in development

9781939529244	JUVENILE FICTION
EBOOK: 9781939529282	NOVEMBER 2013
CLOTH ORIGINAL	SELLING TERRITORY: WORLD
5.5 X 8.25	ENGLISH X AUSTRALIA,
304 PAGES	INDIA, UNITED KINGDOM
\$17.95 U.S./\$21.00 CAN	FOREIGN RIGHTS: NONE
	AUDIO RIGHTS: AVAILABLE

CHRISTIE HSIAO is founder, president, and CEO of [Serenity Media Group, Inc.](#) Hsiao believes in the unique power of story to raise awareness and to compel societal transformation. She has produced several independent films, including *The Gold Retrievers* with Billy Zane and Steve Guttenberg, *Dark Honeymoon* with Eric Roberts and Daryl Hannah, and *Love Is the Drug* with Lizzy Caplan. Originally from Taiwan, Hsiao earned an MBA from Pepperdine University. Hsiao went on to study film at NYU, where she wrote, directed, and produced several well-reviewed short films. Residence: Beverly Hills, Calif.



Before I Wake

JOANNA WIEBE

Before I Wake follows a teen as she learns the truth about her elite boarding school and her classmates

So many secrets for such a small island. From the moment Anne Merchant arrives at Cania Christy, a boarding school for the world's wealthiest teens, the hushed truths of this strange, unfamiliar land begin calling to her—sometimes as lulling drumbeats in the night, sometimes as piercing shrieks.

One by one, unanswered questions rise. No one will tell her why a line is painted across the island or why she is forbidden to cross it. Her every move—even her performance at the school dance—is graded as part of a competition to become valedictorian, a title that brings rewards no one will talk about. And Anne discovers that the parents of her peers surrender million-dollar possessions to enroll their kids in Cania Christy, leaving her to wonder what her lowly funeral director father could have paid to get her in...and why.

As a beautiful senior struggles to help Anne make sense of this cloak-and-dagger world without breaking the rules that bind him, she must summon the courage to face the impossible truth—and change it—before she and everyone she loves is destroyed by it.

OF NOTE

- Author's business has a newsletter with more than 3,000 subscribers
- Author's business has more than 2,500 followers on Twitter
- **WEBSITE:** CopyHackers.com/
- **TWITTER:** [@CopyHackers](https://twitter.com/CopyHackers)

JUVENILE FICTION
9781939529329
EBOOK: 9781939529336
CLOTH ORIGINAL
5 X 8
272 PAGES
\$17.95 U.S./\$21.00 CAN
JANUARY 2014
SELLING TERRITORY:
WORLD ENGLISH
FOREIGN RIGHTS: NONE
AUDIO RIGHTS: NONE



JOANNA WIEBE graduated from the University of Alberta with a Masters in Communications. When she's not writing—which is rare—she is running Page99Test.com, an interactive site where readers rate the writing of

EXCERPT FROM BEFORE I WAKE

“A little courage, Anne,” I tell my reflection after scowling at my hair, which is virtually untamable. “Junior year. No one knows a thing about you. It’s a totally fresh start.”

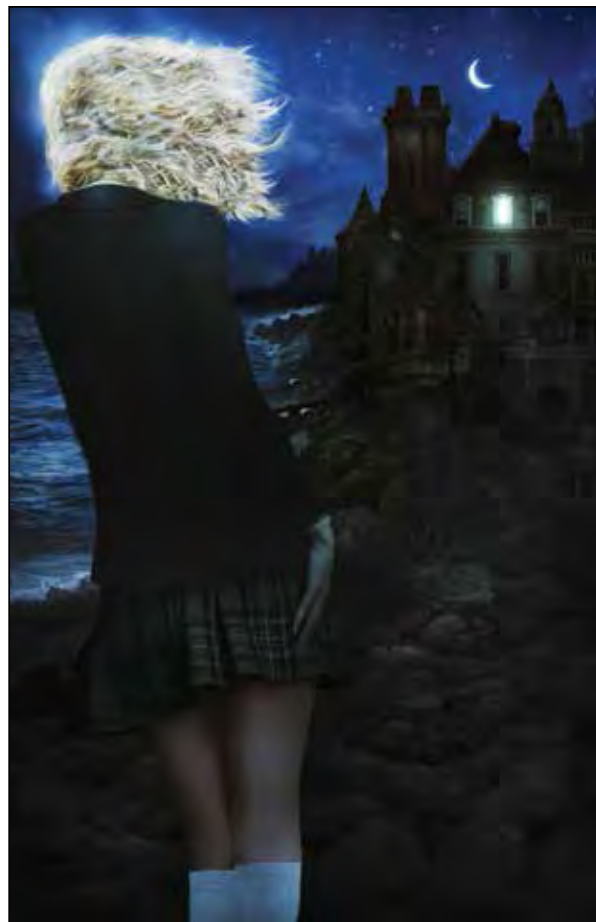
With a quick glance around the top of my dresser, I spy and scoop up my mom’s barrettes, which just so happen to be the only fasteners that have ever successfully restrained my wonky blonde curls. Of the little I brought with me to this island—mostly old clothes and new makeup—these barrettes are all that really matter to me. Because they were hers. When I hold them, I can’t help but miss my mom so fiercely, I might be sick. Just as I feel that familiar choking in my throat, that I’m-about-to-break-down-in-tears suffocation, her eyes, feral in her last days, flash in my mind. I set the barrettes down. I’m here to stop fixating on her death, not to relive it every hour.

It’s not going to be easy, this fresh start. I know that already. I knew that the minute I woke up in the blackness late last night on the boat that brought me and one other passenger from the oh-so-bustling port of Owls Head, population 1,634, to Wormwood Island, population 648. It was a rude awakening. Just as we were floating into port, a whale (yes, an actual whale) sprayed freezing water all over me, jarring me out of foggy dreams induced by a pre-flight sedative my dad gave me. Wiping the mist from my face, I looked up in time to see a fog bank split wide open over my new home, this ominous, strange hunk of land. I’ll be honest, the whole world went silent when I looked at it; all I could hear was my own thumping heartbeat.

A floating mass of granite too small to find on most maps, Wormwood Island is long, rocky, and tree-covered, with a house-speckled slope on its west side and a steep shadowy cliff on its east. Tiny yellow dots along the harbor battle the crushing blackness all around it. Rickety old lighthouses warn passing container ships to keep their distance. Near the cliff, a dark cluster of buildings perches like a thick turkey vulture waiting, eerily observing passersby.

It was when the boat banged against the dock that I felt the note in my hand, the note I guess I’d been clutching forever. A note from my dad. I dreaded reading whatever sappy words he’d written. But as my copassenger sauntered off the boat and hopped onto the back of a waiting yellow sportbike, I took a moment. No point delaying any longer.

I unfolded the note: You will come home valedictorian.

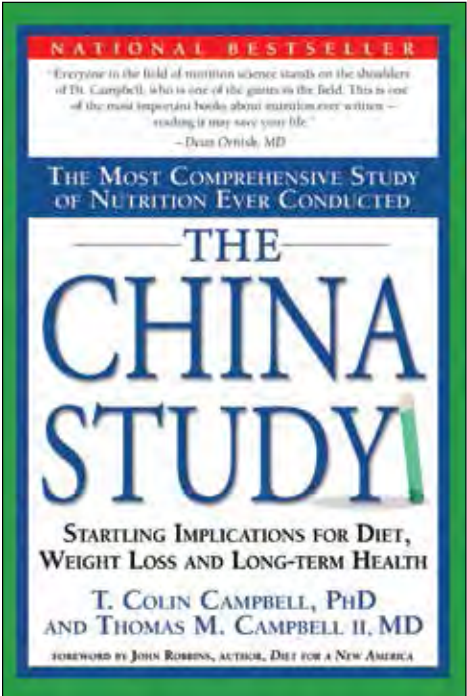


Cover illustration not final; illustration by Chad Michael Ward

The China Study

The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-Term Health

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



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

In *The China Study*, 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, and obesity, as well as to those concerned with the effects of aging.

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T. COLIN CAMPBELL, PhD, is Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University and coauthor 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.

Connect with followers of the whole-food, plant-based lifestyle online at The China Study Community

Dr. T. Colin Campbell's *The China Study* created a movement in the way people consider their diets. While the Internet features many great meeting places for the plant-based community, there are few one-stop shops. The China Study Community website launched with the hopes of filling this niche and becoming the leading source of news for the plant-based community. Each day, you'll find links to news stories, event information, recipes, reviews, and more from the top influencers in the plant-based movement, including specific information on *The China Study* and other T. Colin Campbell-endorsed books published by BenBella Books.

WEBSITE: TheChinaStudy.com

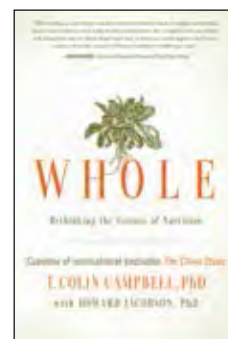
Whole

Rethinking the Science of Nutrition

T. COLIN CAMPBELL, PhD, WITH HOWARD JACOBSON, PhD

The China Study revealed what we should eat and provided the powerful empirical support for this answer. As a follow-up, *Whole* answers the question of why a whole food, plant-based diet provides optimal nutrition. By demonstrating how far the scientific reductionism of the nutrition orthodoxy has gotten offtrack as well as revealing the elegant wonders of the true holistic workings of nutrition, from the cellular level to the operation of the entire organism, *Whole* is a marvelous journey through cutting-edge thinking on nutrition, led by one of the masters of the science.

9781937856243 • CLOTH • \$26.95 U.S./\$30.00 CAN • MAY 2013 • EBOOK: 9781937856250



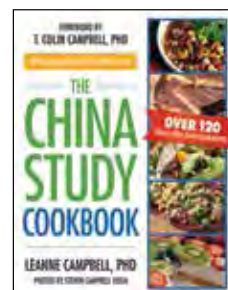
The China Study Cookbook

Over 120 Whole Food, Plant-Based Recipes

LEANNE CAMPBELL, PhD

From the daughter of Dr. T. Colin Campbell, coauthor of *The China Study*, comes a companion cookbook featuring delicious, plant-based recipes. With recipes backed by scientific findings and helpful tips on transitioning to a plant-based diet, you can transform your individual health and the health of your entire family.

9781937856755 • TRADE PAPERBACK • \$19.95 U.S./\$23.00 CAN • MAY 2013
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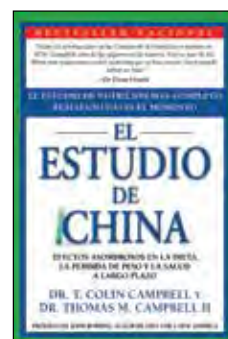
El Estudio de China

El Estudio de Nutrición Más Completo Realizado Hasta el Momento;
Efectos Asombrosos En La Dieta, La Pérdida de Peso y La Salud a Largo Plazo

T. COLIN CAMPBELL, PhD, & THOMAS CAMPBELL II, MD

With the Hispanic community struggling with obesity rates like never before—for instance, Hispanic girls have 2 to 3 times the risk of having a high body mass index (BMI) than Caucasian girls of the same age—a plant-based diet can improve the health of an entire culture. This and many other facts nearly demanded a release of *The China Study* Spanish–translation edition.

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Once Upon A Wish

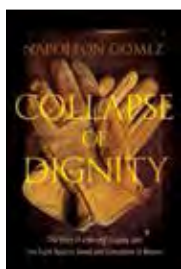
True Inspirational Stories of Make-A-Wish Children

RACHELLE SPARKS

With a foreword by Make-A-Wish® cofounder Frank Shankwitz, *Once Upon A Wish* shares the wishes of eight children—their stories inspiring testimonials to the resilience and strength of the human spirit. These families generously invite us into their worlds, allowing us to become part of their darkest moments, their unimaginable realities, their greatest hopes, their deepest fears, and their unbelievable triumphs.

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Collapse of Dignity

The Story of a Mining Tragedy and the Fight Against Greed and Corruption in Mexico

NAPOLEÓN GÓMEZ

In *Collapse of Dignity*, Napoleón Gómez, former head of the National Miners' Union in Mexico, writes about the 2006 tragedy that killed 65 workers in the Mexican mines and the tumultuous political and business battle that ensued, leading to his exile. Gómez's story is simultaneously a condemnation of the sickening injustice against the working class and a fervent call for hope via a global workers' movement.

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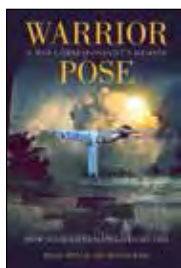
Polka King

The Life and Times of Polka Music's Living Legend

JIMMY STURR

In his lively and hilarious literary debut, Jimmy Sturr chronicles how a small-town boy from tiny Florida, New York, became a respected bandleader, entrepreneur, and 18-time Grammy winner. Featuring forewords by Willie Nelson, Bobby Vinton, and "Whispering" Bill Anderson, *Polka King* will introduce the world to a one-of-a-kind artist who has taken one of the world's most beloved musical genres and made it his own.

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Warrior Pose

How Yoga (Literally) Saved My Life

BRAD WILLIS AKA BHAVA RAM

Warrior Pose is former NBC war correspondent Brad Willis' unforgettable story about the power of love between father and son, a memoir from the front lines of the most momentous events of our times, a transformational journey of self-healing, and an inspiration to all who seek inner peace and wholeness.

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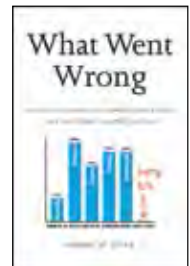
What Went Wrong

How the 1% Hijacked America . . . and What Other Countries Got Right

GEORGE R. TYLER

George R. Tyler, an international economist and former World Bank counselor, shows how the 30-year stagnation of American wages could have been avoided and why other “family capitalism” countries have dramatically outperformed the U.S. *What Went Wrong* is a fact-based analysis of how America got on the wrong track and what we can do to return our nation to greatness.

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How to Talk to Hot Women

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

MEHOW

Legendary pick-up artist Mehow 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 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.

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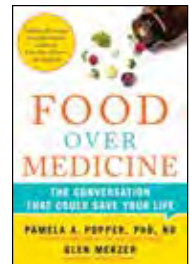
Food Over Medicine

The Conversation That Could Save Your Life

PAMELA A. POPPER, PhD, ND, AND GLEN MERZER

In *Food Over Medicine*, Popper and Merzer openly discuss the dire state of American health, the result of poor nutrition choices stemming from cynical food politics and medical misinformation. But, more important, they share the key to getting and staying healthy for life. This conversation on how we can reduce instances of disease and symptoms through diet is also accompanied by recipes from the *Forks Over Knives—The Cookbook* author.

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Presumed Guilty

Casey Anthony: The Inside Story

JOSE BAEZ AND PETER GOLENBOCK

NEW YORK TIMES
BESTSELLING BOOK

When Caylee Anthony was reported missing in July 2008, the public spent the next three years following the investigation and trial of her mother, Casey Anthony. In *Presumed Guilty*, her defense attorney Jose Baez delivers the only inside, shocking story of the Casey Anthony trial, with details the public has never heard before.

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Recover to Live

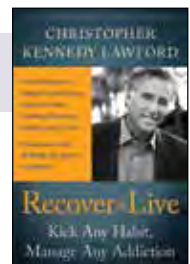
Kick Any Habit, Manage Any Addiction: Your Self-Treatment Guide to Alcohol, Drugs, Eating Disorders, Gambling, Hoarding, Smoking, Sex and Porn

CHRISTOPHER KENNEDY LAWFORD

NEW YORK TIMES
BESTSELLING BOOK

New York Times bestselling author and former addict Christopher Kennedy Lawford and 100 of the world's top experts examine the most effective self-care treatments for the addiction. Learn how to help yourself or a loved one recover from addiction and lead a fulfilling life in recovery.

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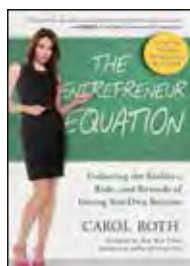


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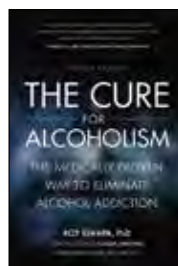


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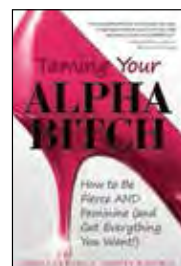


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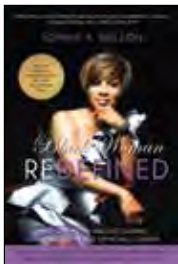


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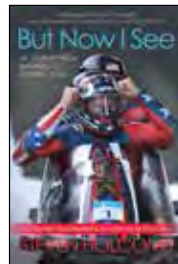


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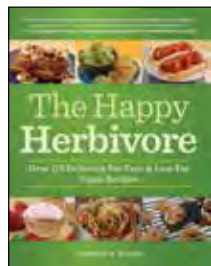


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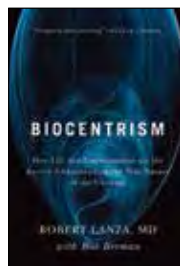
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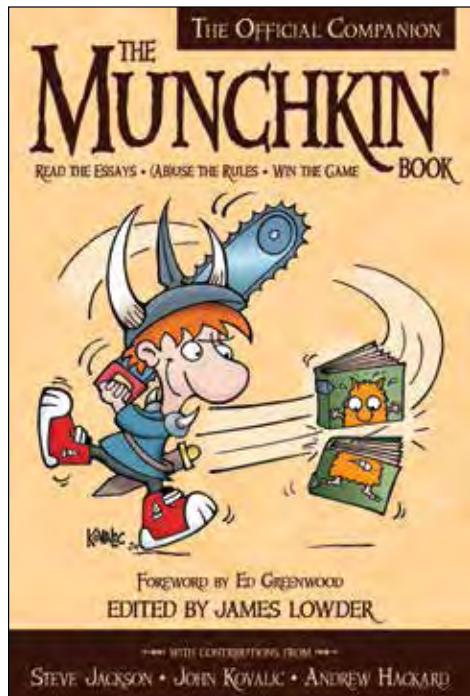


THE VOYAGE OF THE STAR WOLF
DAVID GERROLD
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The Munchkin® Book

The Official Companion: Read the Essays * (Ab)use the Rules * Win the Game

EDITED BY JAMES LOWDER



The official companion to the award-winning, multimillion-selling card game *Munchkin*®, with bonus book-only gameplay rules

By gently—and sometimes not so gently—mocking the fantasy dungeon crawl and the sacred cows of pop culture, the *Munchkin* card game has stabbed and sneaked and snickered its way to the pinnacle of success.

More fun than a Chainsaw of Bloody Dismemberment and more useful than a Chicken on Your Head, *The Munchkin Book* is a lighthearted and suitably snarky celebration of all things near and dear to the munchkin heart, featuring contributions from the game's designer, Steve Jackson (president of Steve Jackson Games), and its signature artist, John Kovalic (creator of web comic *Dork Tower*), as well as notable mavens of geek culture, including Joseph Scrimshaw (comedian), John Wick (game designer), Bonnie Burton (author), Dave Banks (*Wired* GeekDad), Matt Forbeck (author), Jennifer Steen (Jennisodes), and Rob Wieland (Onion AV Club). *The Munchkin Book* also includes exclusive game rules to supplement reader gameplay, and an introduction by *New York Times* bestselling author and *Forgotten Realms* creator Ed Greenwood.

Steve Jackson Games, based in Austin, Texas, has been publishing games, game books, and magazines since 1980. Its bestselling game is *Munchkin*, with well over 2 million copies of the games and supplements in print worldwide. Other top sellers are *GURPS* (the Generic Universal RolePlaying System), *Zombie Dice*, and *Illuminati*. Steve's very first game, *Ogre*, recently drew almost a million dollars' worth of Kickstarter support for a super-deluxe edition to be released in 2013.

OF NOTE

- *The Munchkin Book* is an official Munchkin product, to be comarketed by Steve Jackson Games alongside their game products
- *Munchkin* has been translated into 15 languages
- The original *Munchkin* game has sold over 2 million copies
- *The Munchkin Book* will be promoted at the 2013 San Diego Comic-Con (150,000+ attendees) and the 2013 gaming convention Gen Con (40,000+ attendees)
- **TWITTER:** @SJGames
- **FACEBOOK:** Facebook.com/SJGames

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GAMES

SEPTEMBER 2013

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JAMES LOWDER has worked extensively on both sides of the editorial blotter. His credits include bestselling, widely translated dark fantasy novels *Knight of the Black Rose* and *Prince of Lies*, and short fiction for anthologies such as *Shadows Over Baker Street* and *The Repentant*. As an editor he's helmed over a dozen anthologies, including *Curse of the Full Moon* and the recent Smart Pop collections *Triumph of The Walking Dead* and *Beyond the Wall*. Residence: Milwaukee, Wis.

The Unofficial Girls Guide to New York

Inside the Cafés, Clubs, and Neighborhoods of HBO's *Girls*

JUDY GELMAN AND PETER ZHEUTLIN

A full-color, photo-illustrated guide to HBO's hit series *Girls*, with maps, recipes, and more

HBO's *Girls*, created by and cowritten by its star Lena Dunham, is the most talked about new show of the last few years. Its original voice, refreshingly frank treatment of friendship and sex, and snapshot of its particular subculture in present-day New York, have made it don't-miss television for millions across demographic lines.

Now, hang out in Hannah, Marnie, Jessa, and Shoshanna's favorite spots with *The Unofficial Girls Guide to New York*. Judy Gelman and Peter Zheutlin, authors of *The Unofficial Mad Men Cookbook*, provide an insightful guided tour of *Girls*' physical and cultural landscape, from Brooklyn bars and Bushwick warehouse parties to the Foundry (where Jessa tied the knot) and Coney Island Beach (where Hannah had leftover wedding cake the morning after).

Visit Café Grumpy and learn how to make a French press coffee the way Ray and Hannah would. Go behind the scenes at Greenhouse, where Hannah and Elijah go to see AndrewAndrew. Get authentic cupcake recipes from prominent NYC bakeries (eating them in the bathtub with friends is optional), choose your own add-ons for an Oberlin burrito, and discover what makes Peanut Butter & Co.'s Cinnamon Raisin Swirl Hannah and Adam's favorite.

It's the best way to visit *Girls*' New York (and beyond) without paying for a plane ticket—or a perfect complement to a sightseeing trip.

9781939529343

EBOOK: 9781939529350

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224 PAGES

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OF NOTE

- Season one of *Girls* was nominated for an Emmy Award, and won a Golden Globe
- *Girls* is broadcast in 20 countries, including Australia, Brazil, Canada, France, Germany, Italy, New Zealand, Turkey, Spain, and the United Kingdom
- The four-color book will include original photos of locations and recipes
- Gelman and Zheutlin's previous Smart Pop title, *The Unofficial Mad Men Cookbook*, has sold nearly 15,000 copies since its December 2011 publication
- **FACEBOOK:**
[Facebook.com/UnofficialGirlsGuide](https://www.facebook.com/UnofficialGirlsGuide)



Cafe Grumpy image © Brad Chaffin

JUDY GELMAN is coauthor of *The Book Club Cookbook*, *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*, and *The Unofficial Mad Men Cookbook*. Residence: Boston, Mass.

PETER ZHEUTLIN is the author of *Around the World on Two Wheels* and coauthor of *The Unofficial Mad Men Cookbook*. His work has also appeared in *The Boston Globe*, *The Christian Science Monitor*, *The Los Angeles Times*, and numerous other publications in the U.S. Residence: Boston, Mass.



Fic

Why Fanfiction Is Taking Over the World

ANNE JAMISON



OF NOTE

- Foreword by *The Magicians* author Lev Grossman
- Author Anne Jamison is the media's current go-to fanfiction expert, and has been interviewed or quoted in 2012 alone by *Entertainment Weekly*, *The Wall Street Journal*, the Associated Press, GalleyCat, NPR, Gawker, and more
- *Fic* will be promoted at the 2013 San Diego Comic-Con, which has more than 150,000 attendees

The definitive guide to fanfiction—what it is, who does it, and why it's the future of reading and writing

Everyone's talking about fanfiction these days, thanks to *Fifty Shades of Grey*. But for a very, very long time, they weren't. Even people who wrote it didn't talk about it. Fanfiction may have been an "open secret," but it was a closed closet. *Fic* opens that closet door and puts its contents on display: its most darling outfits, its awkward years, and those horrors from the '80s that no retro-chic is ever bringing back.

From remixes and crossovers to alternate-point-of-view, alternate-ending retellings, *Fic* looks at the history and culture of fan writing, and presents provocative discussions on fanfiction from both fan and "professional" writers. *Fic* explores the way fanfiction not only redraws the boundaries of stories and characters, but also transforms how we think about and experience authorship, reading, writing, and more.

Fic features a foreword by Lev Grossman (author of *The Magicians*) and interviews or essays from, among others:

- Amber Benson (*Buffy the Vampire Slayer*)
- Rachel Caine (Morganville Vampires series; Weather Warden series)
- Jane Espenson (*Once Upon a Time*, *Husbands*)
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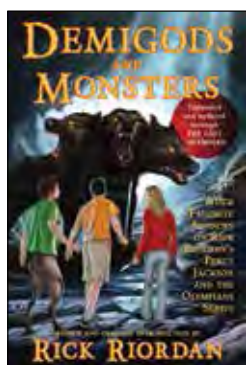
ANNE JAMISON is associate professor of English at the University of Utah, where she teaches and writes about literature and culture from the 18th century to the present. She holds a PhD in Comparative Literature from Princeton and is the author of *Poetics en passant* (Palgrave, 2009), the forthcoming *Kafka's Other Prague*, and a variety of essays and articles. Her work on fanfiction has been quoted in publications from *The Wall Street Journal* to *Entertainment Weekly's* Popwatch. She lives happily in Salt Lake City in a house full of children, basset hounds, and an avant-garde poet. And yes, of course she's written fic. Residence: Salt Lake City, Utah.



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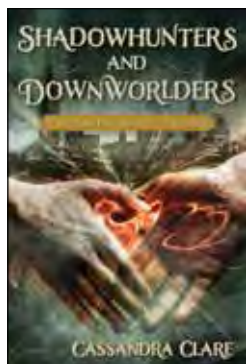
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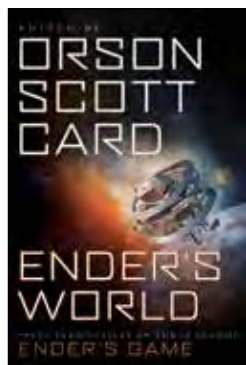
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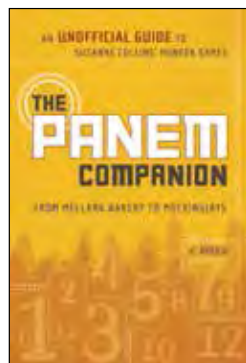
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A Tribute to Anne McCaffrey and Pern

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Science fiction Grand Master Anne McCaffrey and her work, particularly her Dragonriders of Pern series, are beloved by generations of readers; her death in November 2011 was met with an outpouring of grief and memories from those whose lives her stories had touched. Edited by her son Todd, *Dragonwriter* collects McCaffrey's friends, fans, and professional admirers to remember and pay tribute to the pioneering science fiction author. Includes full color Pern concept sketches from legendary SF cover artist Michael Whelan and essays from **David Brin**, **Lois McMaster Bujold**, and **Elizabeth Moon**.

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Fifty Writers on Fifty Shades of Grey

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In Pursuit of Spenser

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

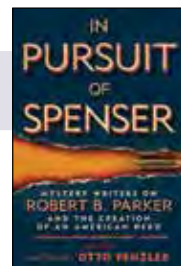
EDITED BY OTTO PENZLER

When Robert B. Parker passed in early 2010, the world lost two great men: iconic American crime writer Parker himself, and his best-known creation, Spenser. Editor Otto Penzler—proprietor of New York's The Mysterious Bookshop and renowned mystery fiction editor—collects some of today's bestselling mystery authors, including **Lawrence Sanders**, **Dennis Lehane**, and **Ace Atkins**, to discuss Parker, his characters, and the series with affection, humor, and a deep appreciation for all three.

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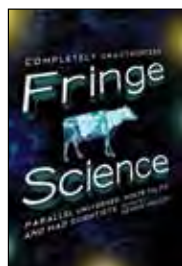
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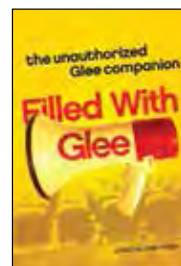
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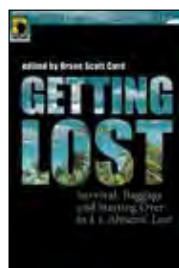
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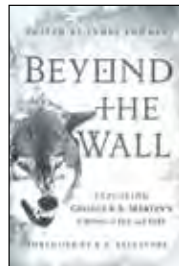


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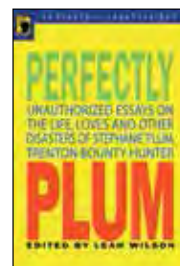
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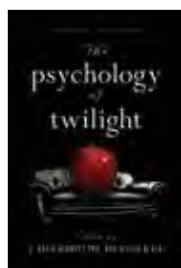


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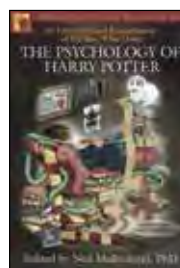
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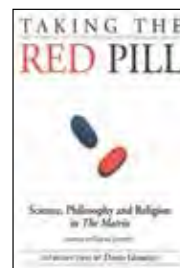
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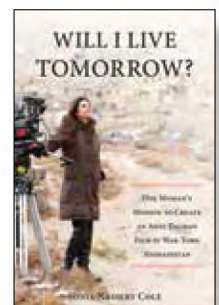
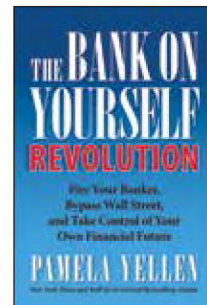
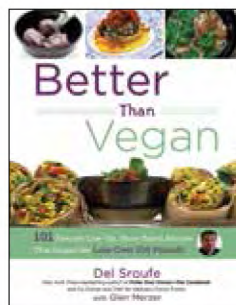
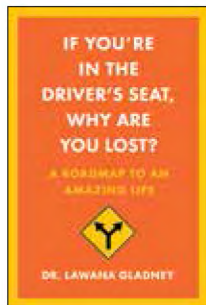
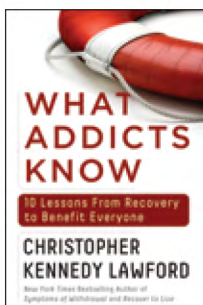
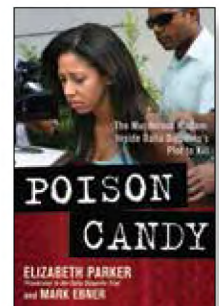
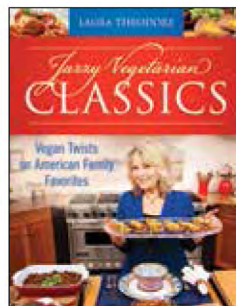
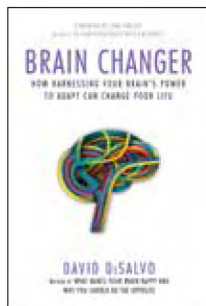
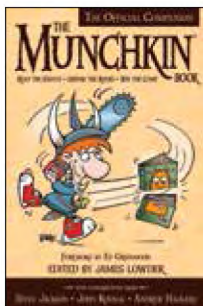
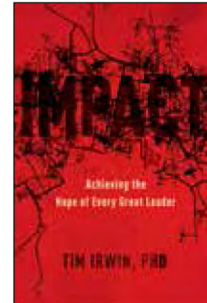
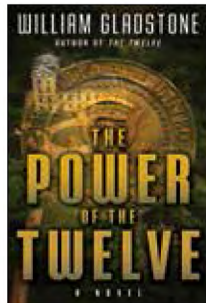
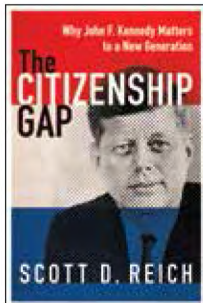
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