# Table of Contents

## General Nonfiction
- The Entrepreneur Equation ........................................ 2
- Making It Happen .................................................. 4
- Reinventing the Wheel ............................................. 5
- The Wellspring Weight Loss Plan .................................. 6
- The China Study Spanish Edition .................................. 7
- The Sword of Darrow ............................................... 8
- Bare Knuckle People Management ................................. 10
- Only the Crazy and Fearless Win BIG! ............................ 11
- Your Company Sucks ............................................... 12
- Harnessed .......................................................... 13
- Backlist Phenomenon: The China Study ......................... 14

## Smart Pop
- The Girl Who Was on Fire ........................................ 18
- Nyx in the House of Night ........................................ 20
- A Friday Night Lights Companion ................................ 22
- Fringe Science .................................................... 23

## General Nonfiction Recent Highlights .......................... 24
## General Nonfiction Backlist ....................................... 26
## Smart Pop Recent Highlights ...................................... 28
## Smart Pop Backlist ................................................ 30

## Author Index ....................................................... 32
## Title Index ......................................................... 33
## Ordering Information ............................................... 34
The Entrepreneur Equation

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

CAROL ROTH

There's never been a better time to start a business—or so the conventional wisdom would have you believe. But with up to 90 percent of businesses failing within the first five years, it's time to take off the rose-colored glasses and think twice before you invest your precious time, money and energy.

The Entrepreneur Equation helps you do the math before you set down the entrepreneurial path so you can answer not, “Could I be an entrepreneur?” but rather, “Should I be an entrepreneur?”

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

Through illustrative examples and personalized exercises, tell-it-like-it-is Carol Roth helps you create and evaluate your own personal Entrepreneur Equation as you:

- Learn what it takes to be a successful entrepreneur in today's competitive environment
- Save money, time and effort by avoiding business ownership when the time isn't right for you
- Identify and evaluate the risks and rewards of a new business based on your goals and circumstances
- Evaluate whether your dreams are best served by a hobby, job or business
- Gain the tools that you need to maximize your business success

The Entrepreneur Equation is essential reading for the aspiring entrepreneur. Before you invest your life savings, invest in this book!

MARKETING
- Bestseller strategy campaign
- E-mail outreach to about 1.5 million contacts
- Heavy online campaign
- Nationwide author tour
- National publicity firm spearheading media campaign

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CAROL ROTH helps businesses grow and make more money. An investment banker, deal maker and business strategist, she has helped her clients, ranging from solopreneurs to multinational corporations, raise more than $1 billion in capital, complete hundreds of millions of dollars in M&A transactions, secure high-profile licensing and partnership deals, create brand enthusiast programs and more.
From The Entrepreneur Equation

I TELL THE TRUTH IN ALL ITS frank glory, with limited hand-holding, even if it is not what people want to hear. That can get interesting very quickly because I hold some very unpopular opinions. If someone tells me something and then asks for my opinion, I often respond, “Do you want the real answer or do you want me to agree with you?”

If they respond that they truly want the advice, or if I feel they need to hear the truth, I let it rip. It’s the root of my Spinach in Your Teeth® philosophy. If you have spinach in your teeth, a booger hanging from your nose, or toilet paper coming out of the back of your pants, I will tell you. Sure, the conversation will be slightly uncomfortable or awkward for a short minute, but you are better off having the full information. Information and knowledge are power. You don’t want to take advice from someone who’s withholding information from you. You don’t want to take advice from someone who won’t tell you that you have spinach in your teeth.

The other thing that is inherently ingrained in my background is a general commitment to excellence. One of my greatest peeves is mediocrity; it is also one of my biggest fears. I want to give 100 percent to what I do so I can be proud of what I do. Likewise, I want others to do their best so they can be proud of their efforts too. So my advice is always supercharged with excellence as a motivator.

Many business books are written by entrepreneurs who have just “lost their virginity,” meaning that they have had one great success. They tell their personal story, which is perhaps compelling but often very particular to them and their situation. You should be wary of taking advice (business, sexual or otherwise) from someone who has done something just once.

As a business strategist and adviser, I have had the benefit of seeing the trials and tribulations of more than a thousand businesses, ranging from one-man operations to major multinational, publicly traded companies, and what I can tell you is that successes are very unusual—they depend on a variety of factors plus a sprinkle of luck and good timing. And while you may be able to find some common themes, success is very difficult to replicate. Failure, on the other hand, always boils down to the same handful of issues. I have the ability to draw upon what I have seen not just from one success or one failure, but from more than a thousand. This allows me to give advice that resonates with and can be easily followed by virtually everyone.

Roth is a frequent radio, television and print media contributor on the topics of business and entrepreneurship, having appeared on FOX News, MSNBC, Fox Business, WGN TV Chicago and more. Roth holds a B.S. from the Wharton School of Business at the University of Pennsylvania, where she graduated magna cum laude. She lives in Chicago.
Making It Happen
Turning Good Ideas Into Great Results
PETER SHEAHAN

Action plans for turning ideas into wealth and accelerated business growth from successful entrepreneur and keynote speaker who has worked with companies such as GlaxoSmithKline and Google

The world is not short of ideas, but it is short of people who know how to carry them out. Making It Happen unravels the process of taking a good idea and turning it into a successful venture. Author Peter Sheahan guides the reader through the five competencies that will enable you to understand and utilize the forces that drive buyers’ behavior, break through mental barriers and effectively position your offer in the market. Whether you are looking to start a business, get promoted or launch a social movement, this book will streamline your thinking so you can finally turn your good ideas into great results.

Peter Sheahan has a reputation for making it happen fast. By 30, he had established two international multimillion-dollar consulting practices and authored six books, including the bestsellers Generation Y and Flp. Let him share with you the strategies that make Google, BMW and Goldman Sachs his clients.

MARKETING
• Speaking events
• Tour to colleges around publication date
• Multi-focused PR campaign including outreach to business print and Internet media
• Social media campaign and creation of Apple application

OF NOTE
• Book is Australian bestseller

PETER SHEAHAN has spent a decade teaching individuals and companies how to make it happen—how to position effectively in the market and find opportunity where others cannot. Author of six books, including the international bestsellers Flp and Generation Y, Sheahan has established himself as a highly successful entrepreneur with his international thought-leadership practice and as the CEO of ChangeLabs, a global consultancy building and delivering large-scale behavioral change projects for clients such as Apple and IBM. Sheahan has worked with some of the world’s leading brands, including Google, Goldman Sachs, Hilton Hotels, Harley Davidson and GlaxoSmithKline. He lives in Denver, CO and Sydney, Australia.
When Chris Zane bought his bicycle shop at age 16, his business struggled until he discovered the secret that catapulted his store into one of the largest in the country. His secret? Provide unbelievable, over-the-top, excessively generous customer service.

Chris Zane isn’t a management consultant or professor preaching a theory of customer service; he’s a hands-on entrepreneur whose customer-service approach has yielded enormous success. Zane has become a business celebrity, including being featured in recent American Express television ads.

Featured in The New York Times and in Associated Press articles and bestowed numerous awards for its unique business practices and outstanding customer relations, Zane’s Cycles has produced counterintuitive concepts that have proven to be hard-headed and effective. For example, Zane’s offers a trade-in program for families who can turn in bicycles their kids have outgrown for a 100 percent credit toward new ones. In Reinventing the Wheel, commonly overlooked elements that make a business exceptional are revealed. Zane produces a case study unlike any other—one that shows the importance of investing in customers and employees and how businesses are really selling experiences, not products. His philosophies and tried-and-true methods of guerilla marketing will show entrepreneurs and business owners how to knock out the competition while thriving in any kind of economy and doing good for the community along the way.

At age 43, CHRISTOPHER ZANE is already a 27-year veteran of the retail bicycle industry. His story includes getting a state tax ID number at age 12, buying his first bike shop at age 16 and becoming the owner of Zane’s Cycles before age 30. Today, Zane’s Cycles is one of the largest retail bicycle stores in the nation. Since 1985, he has been accumulating awards such as the Better Business Bureau Award of Recognition for Customer Service/Outstanding Business Practices. He was also voted one of “the 30 most influential people in the bicycle industry.” Most recently, Zane’s Cycles was honored with Fast Company Magazine’s 2006 Customer First Award and was named the 2006 Connecticut Retailer of the Year. He lives in New Haven, Conn.
The Wellspring Weight Loss Plan

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

DANIEL KIRSCHENBAUM, PHD

The Wellspring weight loss plan has helped hundreds of obese teens reclaim their lives and health, and this book explains how

The Wellspring Weight Loss Plan outlines the weight loss program of the same name that has helped thousands of teens lose weight and find happiness. This plan is built on three principles: science, simplicity and sustainability and follows the 3-1-8 plan:

• 3 Simple Behavioral Goals: eat as little fat as possible, walk at least 10,000 steps per day, and write down your eating and activities
• 1 Challenging Mission: to develop a “healthy obsession”
• 8 Steps to Developing a Healthy Obsession: Make the Decision; Know the Enemy—Your Biology; Eat to Lose; Find Lovable Foods that Love You Back; Move to Lose; Self-Monitor and Plan Consistently; Understand and Manage Stress—With and Without Food; and Use Slump Busters to Overcome Slumps

Hundreds of news and television stories around the world have followed the development of Wellspring’s programs, starting with two camps in the summer of 2004 and expanding to 12 programs in the summer of 2010. From Wellspring Camps to Wellspring Academies (the world’s first boarding schools for overweight teenagers) to Wellspring Vacations and Retreats (eight-day programs for adults), Wellspring participants learn to master the 3-1-8 approach described in The Wellspring Weight Loss Plan.

Find out why this program works and use it to transform the lives of teens you know.

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OF NOTE

• Since 2009, Wellspring has been the focus of what has become a hit series on The Style Channel, Too Fat for Fifteen: Fighting Back

DR. DANIEL KIRSCHENBAUM a clinical psychologist, is Professor of Psychiatry & Behavioral Sciences at Northwestern University Medical School. He is also Clinical Director and Vice President of Wellspring (a division of CRC Health Group)—and the leading provider of treatment services for overweight young people in the United States. He is currently on the U.S. Olympic Committee’s Registry of Sport Psychologists and is a Certified Consultant, AASP. He has served as a consultant to the United States Olympic Committee, the National Basketball Association, the Ladies Professional Golf Association, Weight Watchers, WebMD, the Adler School of Professional Psychology and numerous scientific journals.
More than half a million people have made The China Study: Startling Implications for Diet, Weight Loss and Long-term Health the definitive resource for anyone considering a plant-based diet. And with this new Spanish translation, now this life-changing book can reach the more than 30 million American homes in which Spanish is the primary spoken language.

The American Hispanic population is struggling with obesity rates like never before. Hispanic girls have 2-3 times the risk of having a high body mass index (BMI) than Caucasian girls, and one in every three Hispanic adults is considered obese. The plant-based diet recommended by The China Study is scientifically demonstrated to lower heart disease and diabetes risk, while improving overall health.

It’s also thought that the number of Hispanic vegetarians and vegans have steadily risen over the last five years and with 330 million Spanish speakers worldwide, there’s clearly a solid market for the Spanish translation of The China Study.

OF NOTE

- Former President Bill Clinton has positively mentioned The China Study on CNN
- Dr. T. Colin Campbell has been featured on and in dozens of media outlets and publications including “Extra!” and “Larry King Live”
- There are more than a half million copies of The China Study in print
In a magical realm filled with creatures of every possible shape and size, war is brought upon the peaceful kingdom of Sonnencrest by evil goblin King Malmut. Princess Babette, the only surviving member of the royal family, manages to escape and seeks refuge with Asterux, a powerful wizard who agrees to teach Babette magic and who disguises her as an ugly gypsy girl to protect her from King Malmut’s thugs.

Ten years later, Babette must use the magic she has learned to help aid the kingdom’s only hope at defeating the goblins’ horrible reign: Darrow, a boy with a limp who can barely pick up a sword but has a great gift for inspiring others. With Babette’s unseen help, Darrow begins a journey to free his country once and for all and bring peace back to Sonnencrest.

Written by a father and his then-8-year-old son who struggled with a learning-disability, The Sword of Darrow is an enjoyable adventure that shows how even the unlikeliest of heroes can rise up against injustice.

MARKETING

- Heavy Internet outreach to learning disability blogs and sites
- Authors will tour learning disability schools and public schools
- Promote book to education associations
- National publicity firm for nationwide print, broadcast and Internet campaign
- Word-of-mouth marketing agency BzzAgent

OF NOTE

- Book profits will go to Learning Disabilities Association of America, which will help promote the book to its state and local chapters

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HAL MALCHOW is chairman of MSHC Partners, one of America’s leading voter contact firms. He has won numerous creative awards for his work on behalf of clients and helped pioneer the use of statistical modeling in politics. In 2005, the Direct Marketing Association of Washington named him the Sisk Vision Award winner for pioneering vision that has shaped the American direct marketing industry. Malchow grew up in Gulfport, Miss., and holds a law degree from the University of the Pacific. He served as campaign manager for Al Gore’s first campaign for the U.S. senate. He lives in Arlington, Va.
From The Sword of Darrow

By the time the sun peeked above the horizon, not a single soldier was still asleep. Seven hundred and fifty men stood ready on the plain, pacing to and fro, inspecting their weapons, and wondering when their first battle might begin.

They called themselves soldiers, but almost none had looked across at the enemy and summoned the courage to charge headlong into the possibility of death. The cruelty of battle was beyond their imagination. That their weapons were useless they could not know. But from their innocence came power. Blind to the ordeal that lay before them, they were still able to believe.

There were some who held swords, but most held the weapons of the primitive tribes that roamed the plains many centuries ago. Sticks as tall as a man sharpened to a point without metal or even stone tips. Others held clubs carved from the branches of trees. And many held pitchforks, the weapon most available on the plains, as if the goblins were little more than hay that might be piled in a great stack and set ablaze.

Two days ago, cows grazed on the pasture where they stood. On either side of this pasture, the land rose upward to form hills just tall enough to look down on the pasture but rare in this long, flat landscape. This was the site Darrow had selected. Here, on this ground, the fate of his kingdom would rise or fall.
Bare Knuckle People Management
Creating Success with the Team You Have—Winners, Losers, Misfits and All
SEAN O’NEIL AND JOHN KULISEK

A smart, refreshingly irreverent guide to managing people that throws away the one-size-fits-all technique of dealing with employees

One of the biggest challenges for new managers is how to get the best out of each of their team members so they achieve superior results—and make them, the new managers, look good! In Bare Knuckle People Management, authors Sean O’Neil and John Kulisek show managers how to push their teams to success, not by following fluffy leadership training but by using the skills that got them promoted in the first place.

Forget kumbayas or one-minute managing. The best people managers know approaches that work great with one employee will be lost on the next. With the same irreverent and straightforward style they use in their management training workshops, O’Neil and Kulisek describe the 16 basic worker types you must learn to recognize, from The Badass to The Burnout, and how to customize your leadership style for each type.

The authors encourage the readers to take pieces of what works from each of the sections, and they also remind them to follow the gut instinct that got them to their new management position in the first place. Written in short, easily digestible sections, and both entertaining and insightful throughout, Bare Knuckle People Management is perfect for any manager pressed for time and in need of some straightforward advice.

MARKETING
• Multi-focused PR campaign including outreach to business print and Internet media

OF NOTE
• Author is owner of a sales and management company that has trained more than 100,000 managers and has clients such as McDonald’s, NBA, ADP, MLS and Texaco
• Authors will market book to database of more than 100,000 managers

SEAN O’NEIL is principal owner and CEO of One to One Leadership, a sales and management training and recruitment company. He presents on sales management, sales and workplace dynamics, career development and communication issues. He has been in The New York Times and The Wall Street Journal. His clients include the National Basketball Association and News Corp. He lives in Pelham Manor, N.Y.

JOHN KULISEK is president and CEO of Larksilk Trading, a sales and marketing firm specializing in the production, import and distribution of fine permanent botanicals. Some of the many places his managerial philosophies have appeared in and on include The Wall Street Journal, Microsoft.com and ABC News. He lives in Tenafly, N.J.
Following the pack and doing what you are told may get you a job and even a promotion, but it won’t lead to real success. Entrepreneur Arthur Wylie shares a little secret that few books discuss—to win big you have to be fearless and, sometimes, even a little crazy.

Arthur Wylie has walked the walk. He made his first million by 26 and conquered the worlds of finance, real estate and entertainment with more than $50 million in deals brokered and almost half a billion in assets and transactions under management. His latest venture? Bringing Hollywood to Michigan’s potential new billion-dollar film empire.

In Only the Crazy and Fearless Win BIG!, Wylie shares—frankly and with no holds barred—his surprising secrets and true examples of the world’s greatest leaders’ success stories. One thing they all have in common: These triumphs took bold moves and risks that led to victory, fame and respect.

Through Wylie’s experience and guidance, learn how to develop a vision for your business, a plan of attack and how to execute the achievable through marketing, networking and dealing with the unexpected. In each chapter, real-life stories that span across every industry and profession—and even examples from history, politics and entertainment—will show entrepreneurs how to make their own pursuits epic.

MARKETING
- Publicity campaign with national publicity and branding firms

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

How companies can take customers from merely satisfied to blown away by building business around the customers

Does your company go above and beyond to give companies a thrilling experience? Are you loved by your customers? Are your employees empowered to do whatever it takes to delight your customers? If not, then you face the risk that your customers will feel that your company is just ho-hum—or, to put it bluntly—your company sucks. But there’s an alternative.

Apple, W Hotels, Manolo Blahnik, Tiffany, Walmart, The Economist and Cheesecake Factory. What do these companies have in common? They have all made the transition from being liked to loved and then have made the quantum leap to leaving their customers thrilled.

Each turned its business from beyond the traditional, the ordinary and the acceptable to an extreme state in which a company’s customers are now wildly devoted fans. Customers brag about the companies as if they are their own and have a level of allegiance that turns their relationships with the companies into annuities.

But the real question is, how did they do it? Author Mark Stevens walks readers through the process step by step, starting with why companies rarely “thrill” their customers, why the element of surprise is necessary, learning what isn’t taught in business school and how to infuse your business with the “thrill” factor.

MARK STEVENS is a bestselling author, CEO of MSCO, a results-driven management and marketing firm, and a popular media commentator on a host of business matters. Mark Stevens shook the marketing establishment with his BusinessWeek bestseller, Your Marketing Sucks, and redefined the rules of sales with God Is a Salesman. He is the author of 24 business-related books, including the bestsellers: The Big Eight; King Icahn; and Sudden Death: The Rise and Fall of EF Hutton (a Wall Street Journal bestseller and Library Journal “Business Book of the Year”). Through integrated marketing campaigns, MSCO focuses on achieving financial results for its clients. He lives in Bedford, N.Y.
The scientific consensus is that our ability to understand human speech has evolved over hundreds of thousands of years. After all, there are whole portions of the brain devoted to human speech. We learn to understand speech too quickly, with almost no training, and can seamlessly absorb enormous amounts of information simply by hearing it. Surely we evolved this capability over thousands of generations.

Or did we? Portions of the human brain are also devoted to reading. Children learn to read at a very young age and can seamlessly absorb information even more quickly through reading than through hearing. We know that we didn’t evolve to read because reading is only a few thousand years old.

In *Harnessed*, cognitive scientist Mark Changizi demonstrates that human speech has been very specifically “designed” to harness the sounds of nature, sounds we’ve evolved over millions of years to readily understand. Long before humans evolved, mammals have learned to interpret the sounds of nature to understand both threats and opportunities. Our speech—regardless of language—is very clearly based on the sounds of nature.

Even more fascinating, Changizi shows that music itself is based on natural sounds. Music—seemingly one of the most human of inventions—is literally built on sounds and patterns of sound that have existed since the beginning of time.

**MARKETING**
- Heavy Internet outreach and promotion
- Promotion on the author’s site and in his online columns for Psychology Today and Scientificblogging.com

**OF NOTE**
- Author’s previous book *The Vision Revolution* was reviewed in: Scientific American MIND, The Wall Street Journal, Barnes & Noble’s Spotlight Review newsletter and on Publishers Weekly website
Even today, as trendy diets and a weight-loss frenzy sweep the nation, two-thirds of adults are still obese and children are being diagnosed with Type 2 diabetes, typically an “adult” disease, at an alarming rate. If we’re obsessed with being thin more so than ever before, why are Americans stricken with heart disease as much as we were 30 years ago?

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

*The China Study* is not a diet book. Dr. Campbell cuts through the haze of misinformation and delivers an insightful message to anyone living with cancer, diabetes, heart disease, obesity and those concerned with the effects of aging.
The most comprehensive nutritional study ever conducted is the topic of this national bestselling book that has sold more than 500,000 copies.

Praise for The China Study

“The China Study is the most important book on nutrition and health to come out in the last 75 years. Everyone should read it…”  
—David Klein, Publisher/Editor of Living Nutrition Magazine

“Dr. Campbell and his son, Thomas, have written a lively, provocative and important book that deserves widespread attention.”
—Frank Rhodes, PhD, President (1978–1995) Emeritus at Cornell University

“Colin Campbell’s The China Study is an important book and a highly readable one. The China Study is a story that needs to be heard.”
—Robert C. Richardson, PhD, Nobel Prize Winner, Professor of Physics and Vice Provost of Research, Cornell University

“Clearly and beautifully written by one of the world’s most respected nutrition authorities, The China Study represents a major turning point in our understanding of health.”
—Neal Barnard, MD, President, Physician’s Committee for Responsible Medicine

“The China Study is extraordinarily helpful, superbly written and profoundly important. Dr. Campbell’s work is revolutionary in its implications and spectacular in its clarity. [I]f you want to truly take charge of your health, read The China Study and do it soon! If you heed the counsel of this outstanding guide, your body will thank you every day for the rest of your life.”
—John Robbins, Author of the Bestselling Books, Diet for a New America and The Food Revolution

“Everyone in the field of nutrition science stands on the shoulders of T. Colin Campbell, who is one of the giants in the field. This is one of the most important books about nutrition ever written—reading it may save your life.”
—Dean Ornish, MD, Founder & President, Preventive Medicine Research Institute, Clinical Professor of Medicine, University of California, San Francisco; Author of Dr. Dean Ornish’s Program for Reversing Heart Disease and Love & Survival

A 1999 graduate of Cornell University, THOMAS M. CAMPBELL, MD (left), is a writer, actor and three-time marathon runner. Born and raised in Ithaca, N.Y., he has appeared on stage in London, Chicago and most of the states east of the Mississippi River. He lives in Ithaca, N.Y.
Praised by writers from Stephen King to Stephenie Meyer, Suzanne Collins’ New York Times bestselling Hunger Games trilogy is dark, captivating and deeply thought-provoking. Part straight-up survivalist adventure, part rich allegory and part political thriller, the series has become a new YA favorite. A film version of the first book, *The Hunger Games*, is currently in development.

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

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**OF NOTE**
- *The Girl Who Was on Fire* covers all three books of the Hunger Games trilogy  
- A film adaptation of *Hunger Games* is in development  
- There are more than 26 foreign editions of *The Hunger Games* and the novel has been sold in more than 37 territories

**LEAH WILSON** graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and the co-editor on *Immortal*, *Coffee at Luke’s*, *Ardeur* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.
From Mary Borsellino’s “‘Your Heart is a Weapon the Size of your Fist’: Love as a Political Act in the Hunger Games”

More than bombs, fire, guns or arrows, love is the most powerful weapon in the Hunger Games. It stirs and feeds the rebellion. It saves the doomed. It destroys the bereaved. And it gives even the most devastated survivors a reason to go on.

Katniss’ largest decisions were always motivated by love. She volunteered for the Games in order to save Prim’s life, something which was almost never done because the Capitol had taught people to put their own self-preservation before any bond of love. Katniss defied this. . . . On live television, all over Panem, she introduced a radical new idea: that it was important to care about other people.

Katniss saw the value in human life, even as that meant she was forced into becoming a killer and soldier. She teamed up with Rue in the arena, rather than simply killing the little girl and taking out some of her competition. When Rue died, Katniss sang to her, and covered her with flowers.

The effect of this tiny, humanizing act—singing to a dying child—had immediate and far reaching consequences. Rue’s district sent Katniss bread. Rue’s fellow tribute spared her life when they faced off later in the Games. In Catching Fire, it’s Rue’s song that the district whistled to Katniss to show their support for her, and in Mockingjay Boggs offered Katniss’ singing as a moment when he was touched by her.

Do you begin to see what President Snow couldn’t? Love, like fire, is catching.
With more than 10 million copies sold internationally, and 7 million copies in print in North America alone, P.C. and Kristin Cast’s House of Night series, featuring fledgling teenage vampyre Zoey Redbird and her friends at the Oklahoma House of Night vampyre boarding school, is more than just another vampire series.

A big part of the reason is its strong mythological underpinnings. From Nyx, the goddess worshipped by the series vampyres, to the Cherokee legend that drives the plot, the House of Night series is infused with elements from multiple mythos and religious traditions to create a new, modern mythology all its own.

Edited by P.C. Cast, *Nyx in the House of Night*—a two-color illustrated companion to the House of Night series—brings these rich mythological influences to life, providing the real-world stories behind the series and insight into the way those stories are used to create the captivating story of Zoey and the House of Night.

**OF NOTE**

- Includes an original introduction and chapter on Scottish folklore by P.C. Cast herself
- *Nyx in the House of Night* contains 24 two-color illustrations
- The House of Night series is currently sold in 39 different countries
AUTHOR LIST

P.C. Cast
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Bryan Lankford
Karen Mahoney
Jana Oliver
Jeri Smith-Ready
Ellen Steiber
Amy H. Sturgis
Christine Zikas

TOPICS

Introduction
Vampire Mythology
Nyx
Tattoos
Cats
The House of Night
Matriarchal Religions
Wiccan Ritual
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<table>
<thead>
<tr>
<th>Index</th>
<th>title</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>4 Habits of Healthy Families, The</td>
</tr>
<tr>
<td>100</td>
<td>100 Sporting Events You Must See Live, The</td>
</tr>
<tr>
<td>A</td>
<td>Accidental Millionaire, The</td>
</tr>
<tr>
<td></td>
<td>Amazing Monarch, The</td>
</tr>
<tr>
<td></td>
<td>Ardeur</td>
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<tr>
<td>B</td>
<td>Bare Knuckle People Management</td>
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<tr>
<td></td>
<td>Batman Unauthorized</td>
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<tr>
<td></td>
<td>Biocentrism</td>
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<tr>
<td></td>
<td>Bra Book, The</td>
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<td>C</td>
<td>China Study, The</td>
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<tr>
<td></td>
<td>Coffee at Luke’s</td>
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<tr>
<td></td>
<td>Community College Guide, The</td>
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<td>Company That Solved Health Care, The</td>
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<td>Cure for Alcoholism, The</td>
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<td>Demigods and Monsters</td>
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<tr>
<td></td>
<td>Don’t Chew Jesus!</td>
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<td>E</td>
<td>Elite Entrepreneur, The</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur Equation, The</td>
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<tr>
<td></td>
<td>Eternal</td>
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<td>F</td>
<td>Filled with Glee</td>
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<td></td>
<td>Finding Serenity</td>
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<tr>
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<td>Fit Soul, Fit Body</td>
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<td>Five Seasons of Angel</td>
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<tr>
<td></td>
<td>Five-Year Party, The</td>
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<tr>
<td></td>
<td>Flirtin’ with the Monster</td>
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<tr>
<td></td>
<td>Friday Night Lights Companion, A</td>
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<td></td>
<td>Fringe Science</td>
</tr>
<tr>
<td>G</td>
<td>Getting Lost</td>
</tr>
<tr>
<td></td>
<td>Girl Who Was on Fire, The</td>
</tr>
<tr>
<td></td>
<td>Great American Heart Hoax, The</td>
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<tr>
<td>H</td>
<td>Happy Hervibore Cookbook, The</td>
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<tr>
<td></td>
<td>Harnessed</td>
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<tr>
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<td>Health at Every Size</td>
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<td>Healthy Beauty</td>
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<td></td>
<td>Heart &amp; Soul</td>
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<td>I</td>
<td>Immortal</td>
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<td>Inside Joss’ Dollhouse</td>
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<td></td>
<td>In the Hunt</td>
</tr>
<tr>
<td></td>
<td>Into the Dark Lands</td>
</tr>
<tr>
<td>L</td>
<td>Little T Learns to Share</td>
</tr>
<tr>
<td>M</td>
<td>Making It Happen</td>
</tr>
<tr>
<td></td>
<td>Man from Krypton, The</td>
</tr>
<tr>
<td></td>
<td>Miami Mediterranean Diet, The</td>
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<tr>
<td></td>
<td>Mind-Rain</td>
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<tr>
<td>N</td>
<td>Neptune Noir</td>
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<tr>
<td></td>
<td>Networking Is a Contact Sport</td>
</tr>
<tr>
<td></td>
<td>New Dawn, A</td>
</tr>
<tr>
<td></td>
<td>Nyx in the House of Night</td>
</tr>
<tr>
<td>O</td>
<td>Only the Crazy and Fearless Win BIG!</td>
</tr>
<tr>
<td></td>
<td>Optimal Health Revolution, The</td>
</tr>
<tr>
<td>P</td>
<td>Perfectly Plum</td>
</tr>
<tr>
<td></td>
<td>Please Stop Laughing at Us</td>
</tr>
<tr>
<td></td>
<td>Psychology of Dexter, The</td>
</tr>
<tr>
<td></td>
<td>Psychology of Harry Potter, The</td>
</tr>
<tr>
<td></td>
<td>Psychology of Joss Whedon, The</td>
</tr>
<tr>
<td></td>
<td>Psychology of Superheroes, The</td>
</tr>
<tr>
<td></td>
<td>Psychology of Survivor, The</td>
</tr>
<tr>
<td></td>
<td>Psychology of The Simpsons, The</td>
</tr>
<tr>
<td>Q</td>
<td>Queers in History</td>
</tr>
<tr>
<td>R</td>
<td>Reinventing the Wheel</td>
</tr>
<tr>
<td>S</td>
<td>Safe and Sane Guide to Teenage Plastic Surgery, The</td>
</tr>
<tr>
<td></td>
<td>Science of Dune, The</td>
</tr>
<tr>
<td></td>
<td>Science of Michael Crichton, The</td>
</tr>
<tr>
<td></td>
<td>Secrets of the Dragon Riders</td>
</tr>
<tr>
<td></td>
<td>Serenity Found</td>
</tr>
<tr>
<td></td>
<td>Seven Seasons of Buffy</td>
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<td></td>
<td>Sex and War</td>
</tr>
<tr>
<td></td>
<td>Shadows Fall</td>
</tr>
<tr>
<td></td>
<td>Sword of Darrow, The</td>
</tr>
<tr>
<td>T</td>
<td>Taking the Red Pill</td>
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<tr>
<td></td>
<td>Taste of True Blood, A</td>
</tr>
<tr>
<td></td>
<td>Through the Wardrobe</td>
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<tr>
<td></td>
<td>Totally Charmed</td>
</tr>
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<td>U</td>
<td>Underdogma</td>
</tr>
<tr>
<td>V</td>
<td>Vision Revolution, The</td>
</tr>
<tr>
<td></td>
<td>Visitor’s Guide to Mystic Falls, A</td>
</tr>
<tr>
<td>W</td>
<td>Wellspring Weight-Loss Plan, The</td>
</tr>
<tr>
<td></td>
<td>What If? &amp; Why Not?</td>
</tr>
<tr>
<td></td>
<td>What Your Pediatrician Doesn’t Know Can Hurt Your Child</td>
</tr>
<tr>
<td>Y</td>
<td>You Don’t Have to Learn the Hard Way</td>
</tr>
<tr>
<td></td>
<td>Your Company Sucks</td>
</tr>
<tr>
<td>Z</td>
<td>Zen of Social Media Marketing, The</td>
</tr>
</tbody>
</table>
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