

spring 2011

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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.

A business guru who works with Fortune 500 companies helps would-be entrepreneurs determine if starting businesses are right for them

From *The Entrepreneur Equation*

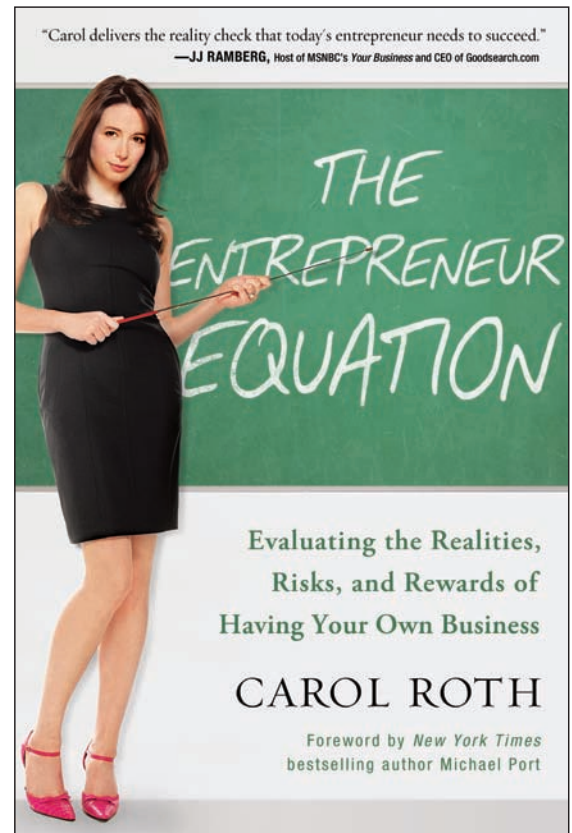
I TELL THE TRUTH IN ALL ITS frank glory, with limited hand-holding, even if it is not what people want to hear. That can get interesting very quickly because I hold some very unpopular opinions. If someone tells me something and then asks for my opinion, I often respond, “Do you want the real answer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

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ORIGINAL
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BUSINESS
MARCH 2011
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EBOOK: 9781935618843



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 *Flip* 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.

Reinventing the Wheel

The Science of Creating Lifetime Customers

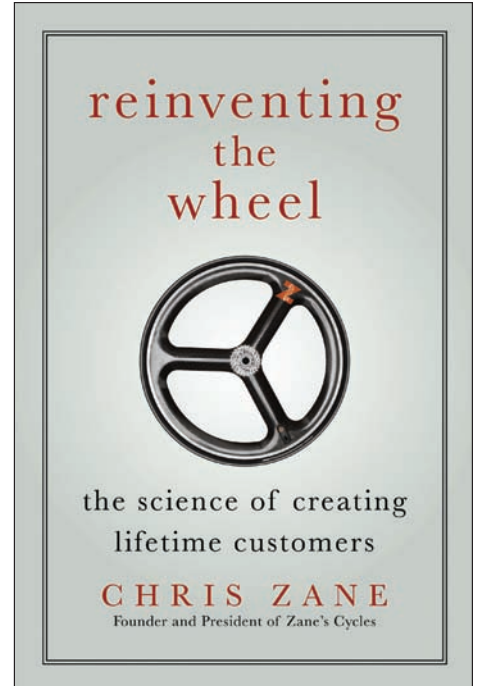
CHRIS ZANE

Owner of one of the largest bicycle shops in the nation shares how he turned his company into a nationwide success through fostering customer relationships

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.



MARKETING

- National publicity firm spearheading traditional media campaign involving business media in print, broadcast and Internet
- American Express–sponsored author tour

OF NOTE

- Zane's Cycles featured in American Express commercial

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CLOTH ORIGINAL	MARCH 2011
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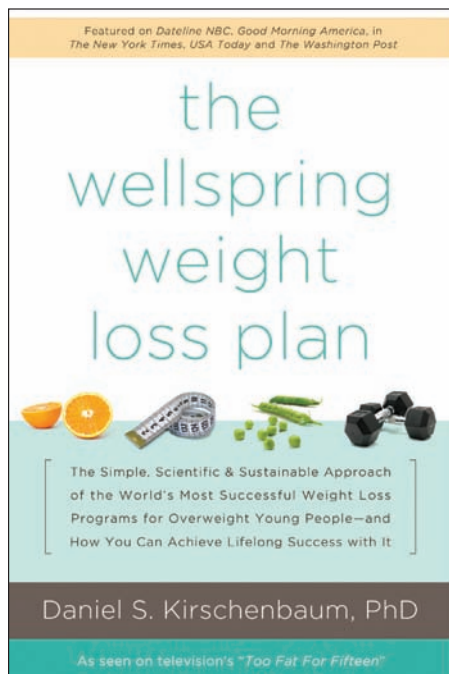
At age 43, **CHRISTOPHER ZANE** is already a 27-year veteran of the retail bicycle industry. His story includes getting a state tax ID number at age 12, buying his first bike shop at age 16 and becoming the owner of Zane's Cycles before age 30. Today, Zane's Cycles is one of the largest retail bicycle 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

OF NOTE

- The Wellspring weight loss plan and Wellspring camps have been featured by: BBC, CBS, CNN, NPR, PBS, The Chicago Tribune, Dr. Phil, Forbes, Good Morning America, Los Angeles Times, Newsweek, The New York Times, People, The Today Show, USA Today, The Wall Street Journal and The Washington Post
- Since 2009, Wellspring has been the focus of what has become a hit series on The Style Channel, *Too Fat for Fifteen: Fighting Back*

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.

9781935618775

TRADE PAPERBACK ORIGINAL

6 X 9

324 PAGES

\$16.95 US/\$19.50 CAN

HEALTH/NUTRITION

MARCH 2011

SELLING TERRITORY:

WORLD

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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.



The China Study Spanish Edition

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

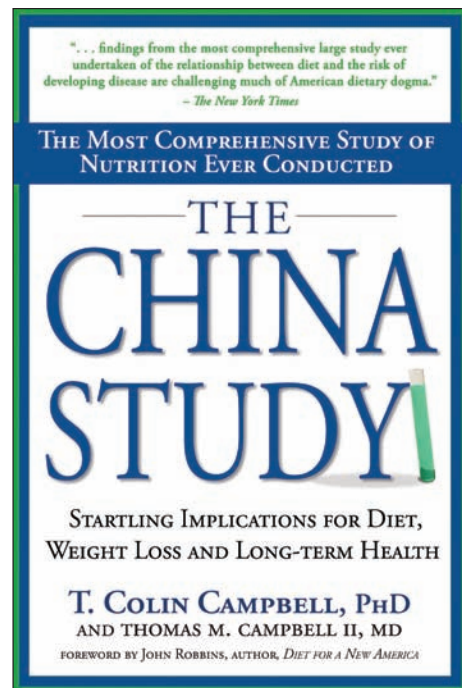
T. COLIN CAMPBELL, PHD, AND THOMAS M. CAMPBELL, MD

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

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

9781935618782

TRADE PAPERBACK ORIGINAL

6 X 9

417 PAGES

\$17.95 US/\$20.95 CAN

HEALTH/NUTRITION

JUNE 2011

SELLING TERRITORY: WORLD

X CENTRAL AMERICA AND

SOUTH AMERICA

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For more than 40 years, DR. T. COLIN CAMPBELL (right) has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University. A 1999 graduate of Cornell University, THOMAS M. CAMPBELL, MD (left), is a writer, actor and three-time marathon runner.

Both Colin and Thomas Campbell live in Ithaca, N.Y.



The Sword of Darrow

ALEX AND HAL MALCHOW

A magical fantasy about a disabled hero who defies odds to protect his land, written by a son with a learning disability and his father

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 unlikelyst 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

APRIL 2011
JUVENILE FICTION—
FANTASY
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WORLD
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SPECIAL LEARNING DISABLED EDITION

9781935618461
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500 PAGES
\$17.99 US/\$21.00 CAN
EBOOK: 9781935618874

TRADE PAPERBACK

9781935618478
5.5 X 8.25
400 PAGES
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EBOOK: 9781935618881



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.

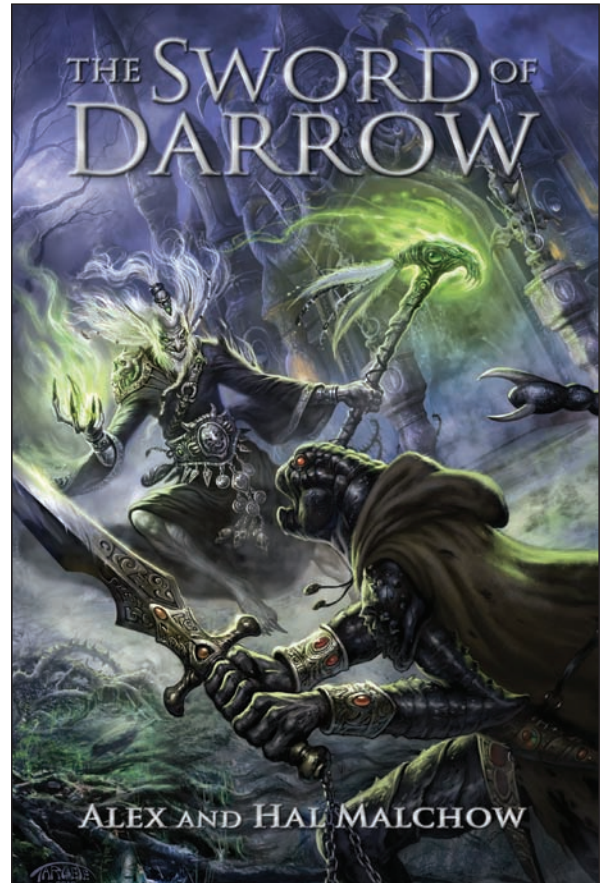
From *The Sword of Darrow*

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.



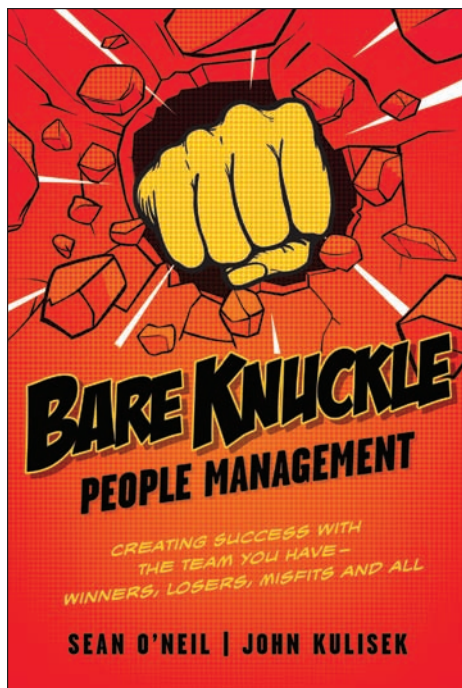
A guitar player and an actor, **ALEX MALCHOW** is like many 15-year-old boys. He loves Xbox, Facebook, country music and sports. At the time he helped write *The Sword of Darrow*, Alex was 8 years old and still could not read. He was diagnosed with learning disabilities and enrolled in the Lab School of Washington, a school that specializes in teaching students with learning differences. At the Lab School, he overcame his reading issues and became an honor-roll student. Alex enjoys creative writing. He lives in Arlington, Va.



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

9781935618485

TRADE PAPERBACK ORIGINAL

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256 PAGES

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BUSINESS

MAY 2011

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EBOOK: 9781935618805



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.

Only the Crazy and Fearless Win BIG!

The Surprising Secrets to Success in Business and in Life

ARTHUR WYLIE

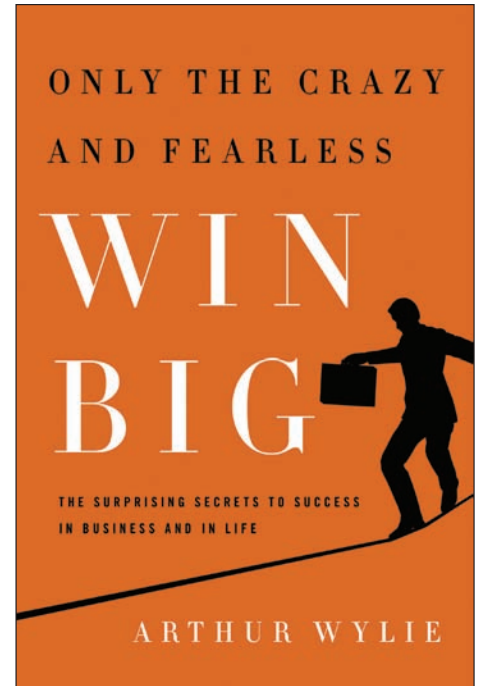
Millionaire entrepreneur Arthur Wylie identifies the trait of successful professionals and provides step-by-step action plans on how to attain wealth

Following the pack and doing what you are told may get you a job and even a promotion, but it won't lead to real success. Entrepreneur Arthur Wylie 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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CLOTH ORIGINAL
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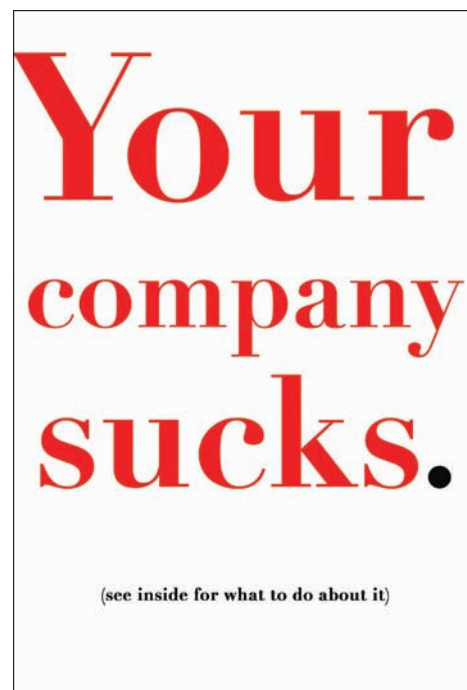
BUSINESS
MAY 2011
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EBOOK: 9781935618850

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



OF NOTE

- Author is an in-demand speaker at organizations from Siemens, Virgin Air, Nike and Oracle to the American Chamber of Commerce Executives
- A frequent guest commentator, Stevens lends his insights and opinions on Fox, Forbes.com and in The New York Times
- Author's blog, "Unconventional Thinking," is in the top 1 percent of all published blogs and was recently named in the top 10 of all marketing blogs

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.

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240 PAGES

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BUSINESS

AUGUST 2011

SELLING TERRITORY: WORLD

FOREIGN RIGHTS: WORLD

EBOOK: 9781935618898



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.

Harnessed

How Language and Music Mimicked Nature and Transformed Ape to Man

MARK CHANGIZI

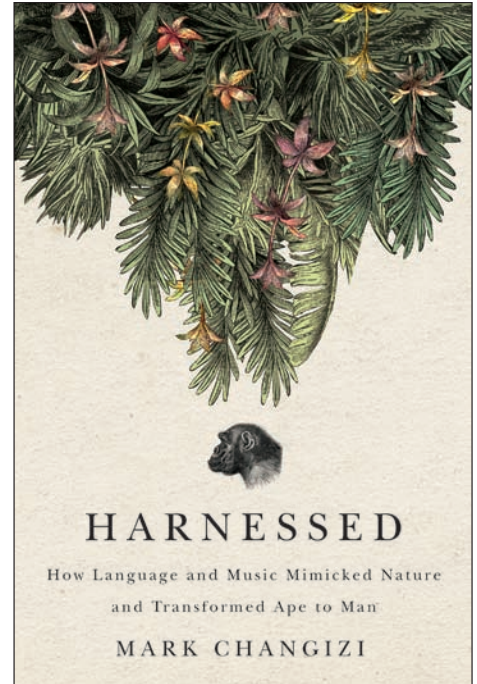
With previous works featured in *The Wall Street Journal* and *Publishers Weekly*, author Mark Changizi provides fascinating research on the evolution behind music and sound

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

9781935618539	SCIENCE
TRADE PAPERBACK ORIGINAL	AUGUST 2011
5.5 X 8.25	SELLING TERRITORY: WORLD
216 PAGES	FOREIGN RIGHTS: WORLD
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MARK CHANGIZI is an evolutionary neurobiologist aiming to grasp the ultimate foundations underlying why we think, feel and see as we do. He has written more than 30 scientific journal articles, some of which have been covered in news venues such as *The New York Times*, *The Wall Street Journal*, *Newsweek* and *Wired*. He has written two other books, *The Brain from 25,000 Feet* (Kluwer, 2003) and *The Vision Revolution* (BenBella Books, 2009). He lives in Albany, N.Y.



Rensselaer/
Mark McCarty

Backlist Phenomenon

The China Study

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

T. COLIN CAMPBELL, PHD, AND THOMAS M. CAMPBELL, MD

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

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

The China Study is not a diet book. Dr. Campbell cuts through the haze of misinformation and delivers an insightful message to anyone living with cancer, diabetes, heart disease, obesity and those concerned with the effects of aging.

OF NOTE

- *The China Study* has sold more than 500,000 copies nationwide
- Author Dr. T. Colin Campbell has recently appeared on “Extra” and “Larry King Live”
- Former President Bill Clinton has credited *The China Study* with inspiring his recent change to a plant-based diet

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Lithuanian, Thai, Indonesian, Spanish



For more than 40 years, DR. T. COLIN CAMPBELL (right) has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University. He has received more than 70 grant years of peer-reviewed research funding and authored more than 300 research papers. The China Study was the culmination of a 20-year partnership of Cornell University, Oxford University and the Chinese Academy of Preventive Medicine. He lives in Ithaca, N.Y.

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."

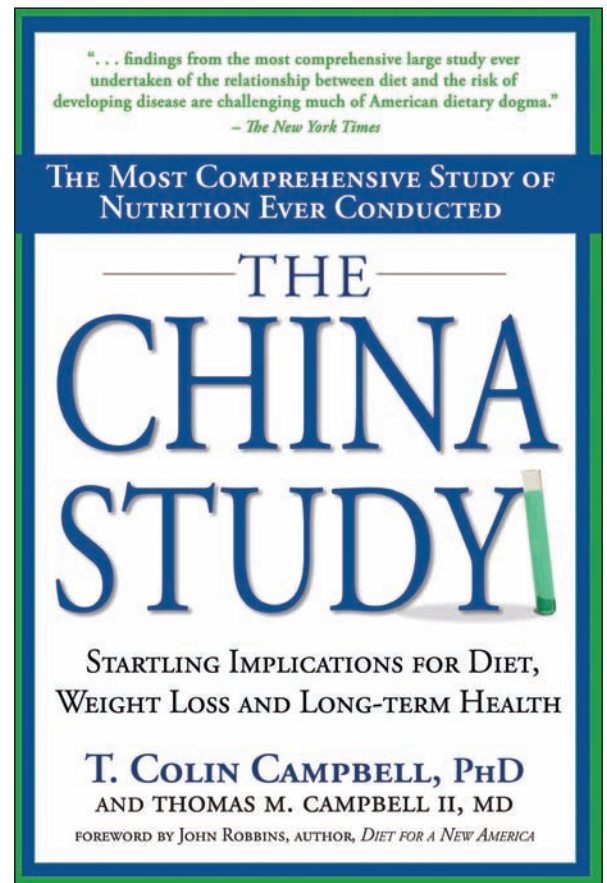
—ROBERT C. RICHARDSON, PhD, Nobel Prize Winner, Professor of Physics and Vice Provost of Research, Cornell University

"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.



SMART POP

BENBELLA BOOKS IMPRINT

The Girl Who Was on Fire

Your Favorite Authors on Suzanne Collins' Hunger Games Trilogy

EDITED BY LEAH WILSON

The only book to examine the Hunger Games trilogy, the biggest YA phenomenon since *Twilight*

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.

CONTRIBUTORS:

Jennifer Lynn Barnes

Mary Borsellino

Sarah Rees Brennan

Terri Clark

Bree Despain

Adrienne Kress

Cara Lockwood

Mitali Perkins

Diana Peterfreund

Liz Rees

Carrie Ryan

Linda Joy Singleton

Ned Vizzini

Lili Wilkinson

Blythe Woolston

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

9781935618041

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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.



Nyx in the House of Night

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

EDITED BY P.C. CAST

Illustrated two-color volume illuminating the compelling folklore and mythology behind the internationally bestselling House of Night series, edited by series author P.C. Cast

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

9781935618553
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7 X 9
200 PAGES
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JUNE 2011
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EBOOK: 9781935618928



P.C. CAST is the New York Times bestselling author of the House of Night series (*Marked*, *Betrayed*, *Chosen*, *Untamed*, *Hunted*, *Tempted*, *Burned*) with her daughter, Kristin Cast. She lives in Tulsa, Okla.

AUTHOR LIST

P.C. CAST

JORDAN DANE

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

Cherokee/Native American Mythology

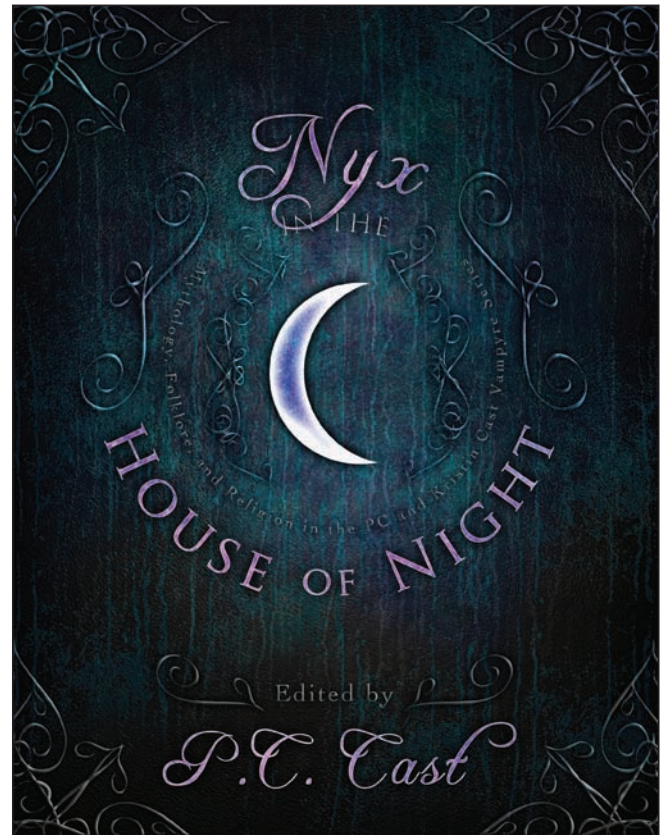
Aya, Kalona, and the Raven Mockers

Christian Ritual and the Female Diet

Greek Mythology

Celtic Mythology

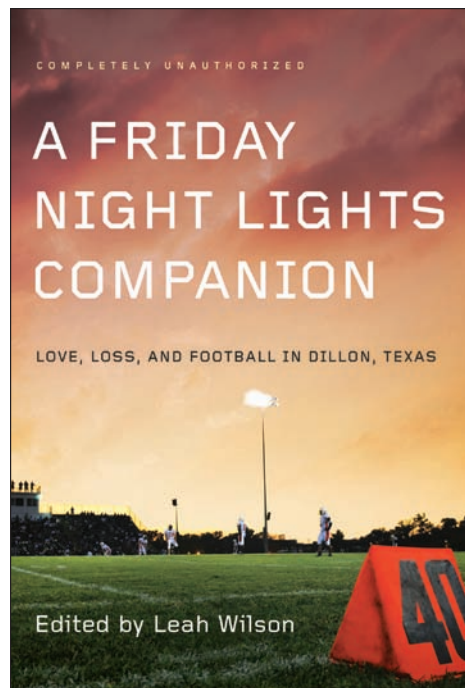
Appendix: Origin of Names



A Friday Night Lights Companion

Love, Loss and Football in Dillon, Texas

EDITED BY LEAH WILSON



Find out why millions of viewers tune in every week to watch the stories of a small Texas town unfold in *Friday Night Lights*

Called one of the best shows on television by more than a dozen media publications, including Time and Entertainment Weekly, *Friday Night Lights* is not just one of the most critically acclaimed shows on air, it's also one of the most watchable. Despite its focus on high school football, its masterfully crafted characters and honestly portrayed relationships make its portrait of small town Texas life compelling and relatable in ways that have nothing to do with field goals or touchdowns.

A Friday Night Lights Companion explores the victories and pitfalls of Dillon, Texas—both the town itself and those who live and love there. *Friday Night Lights* is so much more than just a teenage football drama: it's about the struggle to break free from circumstance and live life on your own terms.

OF NOTE

- The only book on the critically acclaimed television show *Friday Night Lights*
- *A Friday Night Lights Companion* covers all five seasons of the show

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TELEVISION
AUGUST 2011
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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.

Fringe Science

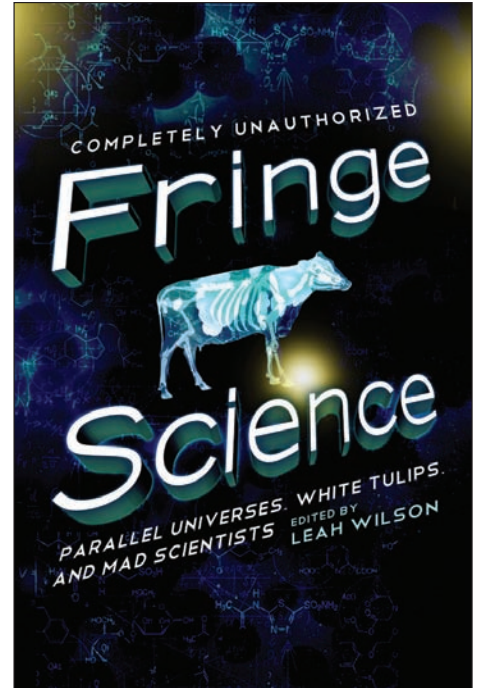
Parallel Universes, White Tulips and Mad Scientists

EDITED BY LEAH WILSON

A look at the science and pseudoscience behind the hit television show *Fringe*

More than 7 million viewers are captivated weekly by *Fringe*, a science fiction procedural in the best tradition of *The X-Files* with a taut central mythology, rich characters and its own laboratory cow. In its weekly cases and its overarching plot, *Fringe* strikes a compelling balance between the strange and the familiar, and the quirky and the tragic.

Fringe Science delves into the science, science fiction and pseudoscience of *Fringe* with a collection of essays by science and science fiction writers on everything from alternate universes to time travel to genetically targeted toxins, as well as discussions on the show's scientific ethics and the consequences of playing God.



OF NOTE

- The only book on the Fox show *Fringe*

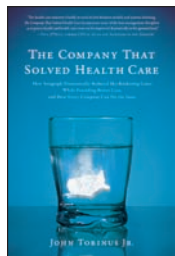
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LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently Editor-in-Chief of Smart Pop at BenBella Books. Leah is the editor of *Perfectly Plum* and the co-editor on *Immortal*, *Coffee at Luke's*, *Ardeur* and *Serenity Found*, among other Smart Pop titles. She lives in Cambridge, Mass.



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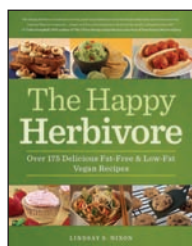
The Company That Solved Health Care

How Serigraph Dramatically Reduced Skyrocketing Costs While Providing Better Care, and How Every Company Can Do the Same

JOHN TORINUS JR.

Serigraph Inc., a Wisconsin-based manufacturer of decorative parts, and its chairman, John Torinus, reduced health-care cost increases to less than 2 percent while improving the quality of health care for its employees. *The Company That Solved Health Care* describes the fascinating details of Serigraph's program and shows how any company can achieve similar results.

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The Happy Herbivore Cookbook

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

LINDSAY S. NIXON

The Happy Herbivore Cookbook includes some of the tastiest vegan recipes from the popular blog Happy Herbivore, and each dish is made with no added fats, using only whole, plant-based foods. It's easy to make great food at home using the fewest number of ingredients and ones that can easily be found at any store, on any budget.

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EBOOK: 9781935618645



Underdogma

How America's Enemies Use Our Love for the Underdog to Trash American Power

MICHAEL PRELL

Praised by former Speaker Newt Gingrich, *Underdogma* explores our love/hate relationship with power and our tendency to root for the underdog within our culture and our politics.

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Networking Is a Contact Sport

How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence—or Even Land Your Next Job

JOE SWEENEY WITH MIKE YORKEY

With today's difficult economy and uncertain workplace, networking has never been more important. Joe Sweeney's simple but effective 5/10/15 networking plan will give you a leg up in the current job market, help you stay employed or find your next job.

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The Amazing Monarch

The Secret Wintering Grounds of an Endangered Butterfly

WINDLE TURLEY

Beautiful and vivid photos accompany text with the latest scientific facts about the incredible migration of the monarch.

9781935251941 • CLOTH • \$29.95 US/\$37.95 CAN • OCTOBER 2010

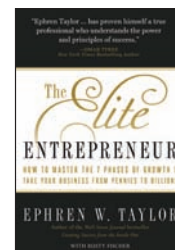
The Elite Entrepreneur

How to Master the 7 Phases of Growth & Take Your Business from Pennies to Billions

EPHREN W. TAYLOR WITH RUSTY FISCHER

Written by a Wall Street Journal bestselling author and the youngest ever African-American CEO of a publicly traded company, this book is an inspiring and informative guide on how to succeed at the highest level of entrepreneurialism.

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The Five-Year Party

How Colleges Have Given Up on Educating Your Child and What You Can Do About It

CRAIG BRANDON

Called “the most vivid portrait of college life since Tom Wolfe’s 2004 novel, *I Am Charlotte Simmons*” by The Wall Street Journal, *The Five-Year Party* provides critical information about what is really happening at today’s colleges and what parents can do to ensure their children get real educations.

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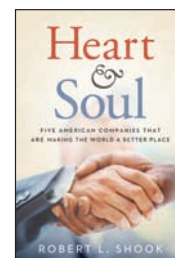
Heart & Soul

Five American Companies That Are Making the World A Better Place

ROBERT L. SHOOK

In *Heart & Soul*, business writer Robert L. Shook takes readers on heartwarming journeys through some of America’s most successful companies who contribute to their communities and achieve financial profits while doing so.

9781935618065 • CLOTH • \$24.95 US/\$31.95 CAN • SEPTEMBER 2010 • EBOOK: 9781935618522



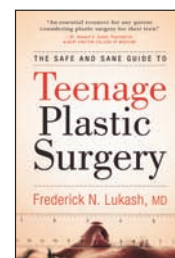
The Safe and Sane Guide to Teenage Plastic Surgery

FREDERICK N. LUKASH, MD

Written by the American Society of Plastic Surgery’s acknowledged expert and official media spokesperson on pediatric and adolescent plastic surgery, this book answers those tough questions parents of potential teenage plastic surgery candidates have: Will surgery increase their child’s self-esteem and help them fit in better? Or is it a dangerously easy solution to deeper issues? When is surgery right, and when is it not?

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EBOOK: 9781935618638



What Your Pediatrician Doesn’t Know Can Hurt Your Child

A More Natural Approach to Parenting

SUSAN MARKEL, MD, WITH LINDA F. PALMER

This work combines the latest research with solid advice from a pediatrician who dares to defy her rote education and big-industry-supported dogma and seek out parent- and child-centered choices in all aspects of child care.

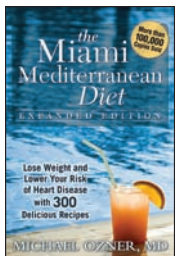
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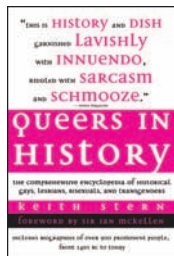


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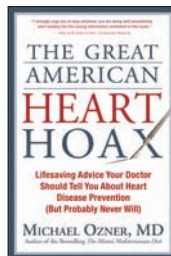
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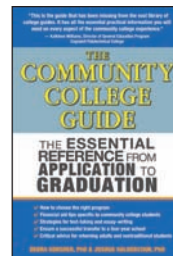
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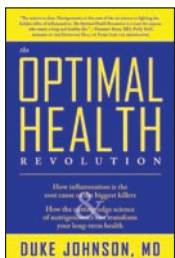
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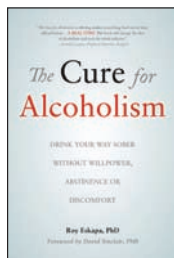
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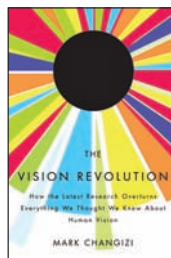
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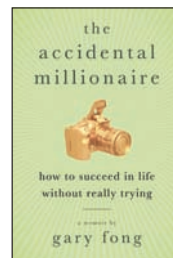
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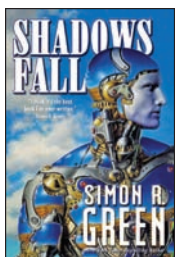
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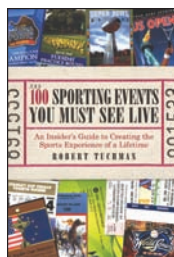
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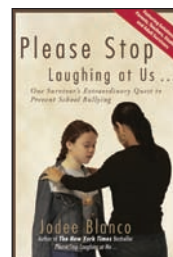
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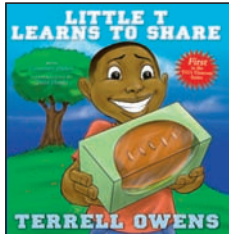
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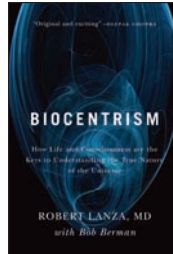
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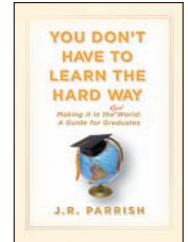
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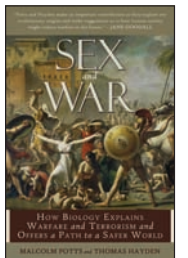
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 DANIELLE SCHAAF &
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 CLOTH • \$20.00



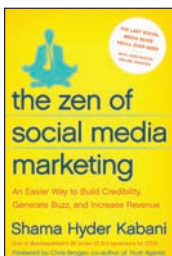
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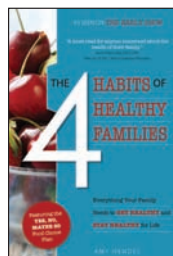
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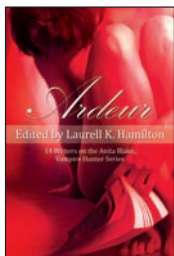
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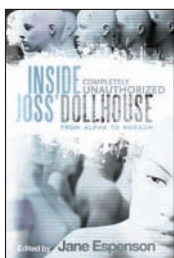
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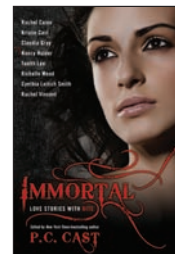
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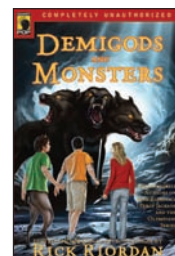
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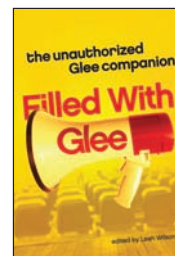
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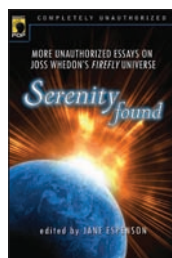
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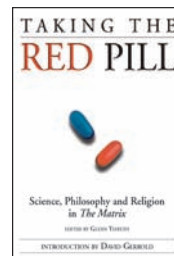
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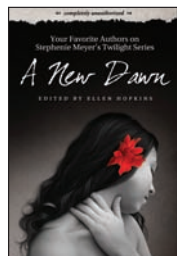
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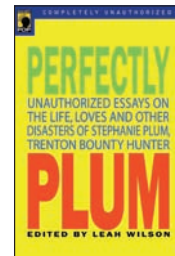
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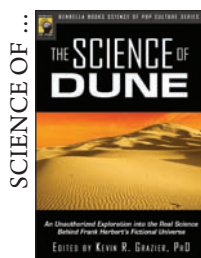
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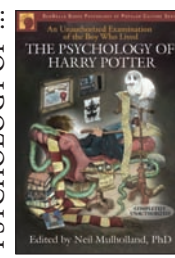
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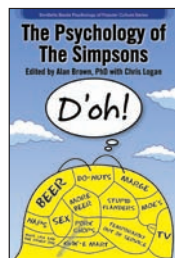
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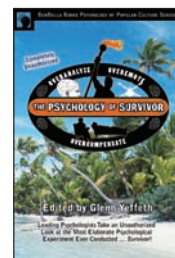
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