# General Nonfiction

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General Nonfiction Recent Highlights
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Smart Pop Recent Highlights
Smart Pop Backlist

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Ordering Information
Tell the Truth
Honesty Is Your Most Powerful Marketing Tool
SUE UNERMAN AND JONATHAN SALEM BASKIN

Truth is a powerful marketing tool—and really the only way to promote a message and brand effectively.

Truth in advertising has long been something to ignore, or at least downplay. The role of advertising has been to position and manipulate brands to convince consumers that they’re imbued with qualities they don’t necessarily possess, or presume to tell them which ones matter. It worked when the brand’s voice was the only voice, but with the rise of social media that era is over.

Marketers have focused their messages on entertainment, creating funny or engaging campaigns that win awards but don’t always sell products. Consumers determine what’s true, and smart companies have realized that every communications medium can and will be used to contribute to those conclusions.

In *Tell the Truth*, Jonathan Salem Baskin and Sue Unerman look at the content and context of marketing communications. They provide the research of hundreds of companies and in-depth case studies on more than 50 global brands to show how truthful brands deliver sales, profits, and sustainable relationships. Truth yields true competitive advantage.
Companies are always more than the sum of their parts—maximize the essential vital energy that is key to workplace harmony, growth, and success

It can’t be measured. It’s usually ignored. But vitality—that intangible factor that allows companies to grow, adapt, and thrive—can be successfully managed. The companies that are the most adaptable, most successful, and most resourceful have deep pools of vitality. Companies that are low on vitality may look strong on paper but will fail under the pressures of change and competition.

*Vitality* identifies the most powerful levers that build vitality in organizations, whether they’re start-ups, government agencies, or Fortune 500 companies. Fortune 500 consultant and executive coach Peter Vultaggio shows how vitality is dependent on five organizational genes: purpose, reasoning, communication, trust, and respect. In *Vitality*, you will learn how to re-energize these genes and create a more agile, more innovative, and more successful organization.

**OF NOTE**

- Author is affiliated with The World Future Society and Society for Social Neuroscience

PETER VULTAGGIO is one of the most sought-after business consultants in the world today. He is the CEO and co-founder of The Lumi Company, LLC, a successful international management and workforce development company. Some of his clients have included Microsoft, Verizon, Pepsico, Exxon Mobil, Lockheed Martin, Oracle, AT&T, Toyota, Merck, Texas Instruments, Cisco Systems, Intel, Honeywell, Kraft Foods, Charles Schwab, World Bank, Johnson & Johnson, General Electric, Clorox, Fluor, Safeway, J.C. Penny, and many others. Residence: Peoria, Ariz.
The Zen of Social Media Marketing
An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue

SHAMA HYDER KABANI
2nd Edition

This bestselling title comes out with the latest social media updates

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

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

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

The Zen of Social Media Marketing is the last social media guide you’ll ever need: with the physical book you also get access to the exclusive online edition, which includes regular updates and video extras to make sure you’re always on top of the latest in social media.

This 2012 edition includes the latest Facebook, Twitter, and LinkedIn updates, along with new information on Google+, social media advertising, and more.

OF NOTE

- First edition sold more than 20,000 copies
- Has been featured in and on Library Journal, Entrepreneur, Dallas Morning News, MSN.com, and Fast Company’s site
- Author was one of Businessweek’s 25 under 25 and Entrepreneur’s 30 under 30

SHAMA HYDER KABANI is the founder of The Marketing Zen Group, a full-service online marketing firm. She has been named one of the 10 Most Influential and Powerful Women in Social Media. In 2009, Businessweek honored Shama as one of the Top 25 under 25 entrepreneurs in North America. In 2010, Shama won the prestigious Technology Titan Emerging Company CEO award. Her most recent honor is being named one of the Top 30 under 30 entrepreneurs by Entrepreneur magazine in 2011. Residence: Dallas.
There’s never been a better time to start a business—or so 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 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, Carol Roth helps you create your own Entrepreneur Equation as you:

• Learn what it takes to be a successful entrepreneur in today’s competitive environment
• Avoid business ownership when the time isn’t right for you
• 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!
Kingonomics
Insights from Dr. Martin Luther King, Jr. to Transform Your Business and Your Life

RODNEY SAMPSON WITH JANE MACLEAN CRAIG

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

While most know of Dr. Martin Luther King, Jr.’s sweeping dream of equality and freedom for all, what many do not realize is just how keenly focused he was on economic issues, particularly in his later years. Without economic opportunity, King often noted man “has neither life nor liberty nor the possibility for the pursuit of happiness. He merely exists.” It was, in fact, while planning the Poor People’s March, a dramatic stand on economic issues, that his voice was forever silenced. In his final book, King posed the question, where do we go from here? The answer lies in Kingonomics, a 21st century interpretation of his economic vision translated through the eyes of globally established economic innovator, business developer, and highly successful serial entrepreneur Dr. Rodney Sampson.

Composed of 12 currencies (including service, innovation, and reciprocity), Sampson takes pertinent ideas from the life and works of Dr. King and, by combining them with real-life experiences, produces a guide through which one could realize their full potential and personal power. Success does not discriminate and the roadmap to it is contained in the pages of this revolutionary new work.
A combination of the newest blood tests, medications, and nutrition approaches have made coronary heart disease preventable, but for most of us, it’s still not a question of if, but when. Renowned and leading preventive cardiologist Michael Ozner says there’s no reason to wait until you have a heart attack or stroke.

In *Heart Attack Proof*, Ozner shares the same six-week cardiac makeover to prevent and reverse heart disease he has been successfully giving his patients for more than 25 years. Even if you’ve been diagnosed with heart disease or have undergone surgery, you can still improve your condition; his easy week-by-week plan arms you with the latest science and research to make you virtually heart attack proof. Learn:

- In Week 1: What new blood tests can uncover hidden risks and save your life
- In Week 2: How to get started on an exercise routine
- In Week 3: Effective ways to manage stress
- In Week 4: Scientifically proven approach to a heart-healthy diet and weight control
- In Week 5: How to treat and reverse metabolic risk factors
- In Week 6: Which vitamins and supplements are beneficial for cardiovascular health

Complete with checklists to keep you on track and a heart-healthy 7-day meal plan and recipes, *Heart Attack Proof* gives you the toolkit to start your six-week journey toward a heart-healthy life!
During the London press junket for *The Dark Knight* in the summer of 2008, Christian Bale was infamously accused of assaulting his mother and sister at the five-star Dorchester Hotel. Six months later, a recording of Bale’s rant on the set of *Terminator Salvation* was leaked, and the star’s anger began to define him.

But beyond his notorious temper, Bale, an Academy Award-winning actor for his role in *The Fighter*, is known for his ability to physically transform himself for roles in *American Psycho*, *The Machinist*, and as one of Hollywood’s most revered and bankable characters—Batman.

In *Christian Bale: The Inside Story of the Darkest Batman*, Bale’s former publicist and assistant Harrison Cheung—his real-life Alfred—shares an inside look into the little-known personal life of the intensely private and reclusive actor. In the first biography of the Batman star, Cheung, who lived and worked with Christian and his father for 10 years, shares firsthand accounts of the Bales’ familial dysfunction, Christian’s morbid fascinations and dark humor, and his extreme dedication to his craft.

Aware that Bale hated his traditional publicity duties, Cheung launched an extensive Internet marketing campaign for the actor, built the first official actor website for him, and cultivated the Baleheads, an online fan community that was used to garner editorial coverage and ultimately help Bale secure the role of the Caped Crusader.


HARRISON CHEUNG worked for Christian Bale as publicist, marketer, and personal assistant for almost a decade. As a family friend and confidant, Cheung was involved with practically every aspect of Bale’s life, including Web marketing. Cheung created the Baleheads—Bale’s online fan community—and made him the biggest star on the Internet. Residence: Austin, Texas.
I started off as a fan of Christian Bale’s. I think there are
different levels of fandom. You first notice an actor. Then
you make a point of watching whatever movie that actor is
in. Then there’s a big shift to activism—you want all your
friends to watch him. You write a fan letter. You meet up
with other fans to share experiences. But then I took a step
that few fans ever get to experience.

Incredibly, I ended up working on Christian’s career. He
asked me to move from Toronto to Los Angeles to live with
him and his family. We became close friends. I felt like I had
adopted a new family. Circumventing traditional Hollywood
publicity, we launched the very first Internet campaign
for an actor, which helped him dominate the Web for the
1990s so that he became, as Entertainment Weekly would
declare, “the Internet’s Biggest Star.” Internet stardom led
to landing parts, getting more editorial coverage, and, of
course, directly to Batman.

I ended up taking care of many aspects of Christian’s
life—as his assistant, publicist, and marketer. I read scripts,
followed book projects, got him press coverage, handled his
Internet marketing, replied to his fan mail. I looked after
his house and his pets when he was away on location. I took
care of his father, his finances, his immigration issues. I had
to laugh when people would describe me as the real life
Alfred to his Bruce Wayne.

Through Christian’s ups and downs, I saw a very talented person struggle to survive in the entertainment industry.
Christian was the ultimate Hollywood outsider—a former child actor who was pressured into show business by a
determined single parent; a British teen reluctantly relocated to a new country as a sole breadwinner, stuck with the
burden of being a foreigner and both a failed “Disney” and “Spielberg” kid. He dealt with soul-tearing family conflicts and
betrayals and faced confidence-shattering discrimination and stereotyping. It’s no wonder that he developed his ability
into transforming himself physically for different roles. I could see that it was his way of coping.

This book is Christian Bale’s biography but it is also the untold story of a child actor and how he became the Internet’s
first star. It’s the true story of how a British actor got to play a quintessentially American anti-hero—Batman. There is no
other actor in Hollywood in recent times who owes so much to the contribution of his fans. Bale’s passion, his anger, his
talent, his frustration, his life—this is his inside story.
Do you have a grip on your business, or does your business have a grip on you?

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It’s not complicated or theoretical. Based on years of real-world implementation in more than 100 companies, the Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned.

In *Traction*, you’ll learn the secrets of strengthening the six key components of your business. You’ll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too.
This book contains all the tools and components that make up the Entrepreneurial Operating System (EOS). EOS is a holistic, self-sustaining system that addresses the six aspects of your business. Master the individual elements of EOS, and you’ll be able to integrate them into a powerful framework that will help you gain traction and realize the vision you’ve always had for your company.

This operating system didn’t hit me like a lightning bolt; I’ve been refining it in the real world for nearly 20 years. It came through countless real-world hands-on experiences one lesson at a time. My journey has been a quest to understand what makes great entrepreneurs and businesses so successful. Through turning around and then selling my own family’s business, my in-depth involvement in The Entrepreneur’s Organization and learning from my many amazing mentors, I’ve been blessed with many experiences, challenges, and lessons. In the last seven years alone, I’ve completed more than 800 full-day sessions with leadership teams of over 80 entrepreneurial organizations. That adds up to nearly 6,500 hours of hands-on planning, teaching, coaching, facilitating, and solving leadership problems; EOS is the culmination of all that hard work.

My typical client is an entrepreneurial small to mid-size organization ($2 million to $50 million in revenue with 10 to 250 employees), growth-oriented, willing to change, and willing to be vulnerable (as in being open-minded, willing to admit weaknesses, and willing to face reality). If that describes you, you’re starting with everything you need. You will not have to master an endless stream of new techniques. Instead, you’ll learn what successful organizations do to run a frustration-free business and gain renewed energy, focus, and excitement for your business. Join me on this journey to better control your business and bust through the ceiling—to have a better balance, better results, more fun, and more profitability.

System (EOS), a practical method for helping companies achieve greatness. Over the last nine years, he has taught the EOS process to hundreds of business leaders in more than 100 companies. The results speak for themselves: companies that implement EOS have grown by an average of 18 percent per year while eliminating common frustrations. Residence: Livonia, Mich.
Take Control of Your Cancer
Integrating the Best of Alternative and Conventional Treatments
JAMES W. FORSYTHE, MD, HMD; Foreword by Burton Goldberg

Cancer rates continue to skyrocket, and the overall survival rate for Stage IV cancer patients in the United States is a grim 2.1 percent. Clearly, the extensive use of expensive, sometimes ineffective toxins in conventional oncology protocols is a failing strategy.

A featured doctor in Suzanne Somers’ bestselling book Knockout, 40-year oncology veteran James W. Forsythe, MD, HMD, offers a more cost-effective, personalized, and compassionate alternative to traditional cancer treatment in Take Control of Your Cancer. His integrative approach has yielded an astonishing 46 percent positive response rate in a 500-patient study.

In Take Control of Your Cancer, you will find information on all stages of cancer, including:

• How to pinpoint the causes of cancer to avoid occurrence and recurrence
• How to choose what drugs and supplements to use
• Successful case studies of 40 of Dr. Forsythe’s Stage IV cancer patients

While Dr. Forsythe offers his patients conventional and alternative therapies on their own as well as an integrative option, Take Control of Your Cancer encourages cancer patients and their families to explore their treatment options and look for doctors who personalize treatment for optimal outcomes.
Reclaiming Your Life After Diagnosis
The Cancer Support Community Handbook

KIM THIBOLDEAUX AND MITCH GOLANT; Foreword by Mehmet Oz

Reprint of The Total Cancer Wellness Guide

Holistic support and guidance for cancer patients becoming cancer survivors

Reclaiming Your Life After Diagnosis is packed with incredible information and resources to get you or someone you love through the challenging journey of a cancer diagnosis and treatment. This book accurately and compassionately addresses the physical, emotional, social, and practical needs of cancer patients and their support systems.

Find out how to:

- Put an effective support and resource team in place to buffer against the challenges of diagnosis and treatment
- Build a community to deal with the daunting decisions treatment requires
- Develop practical, more effective ways to manage side effects
- Deal with complex emotional issues ranging from the shock of initial diagnosis to creating a living legacy and a meaning-filled life

Through powerful, first-person testimony, as well as a plethora of the best tips and evidence-based research, treatment, and support information currently available, Reclaiming Your Life After Diagnosis will help cancer patients develop the strength and empowerment they need to stay focused on healing—and to develop the mindset of a survivor.

OF NOTE

- Promotion planned through the authors’ organization, the Cancer Support Community
- First edition was reviewed by The Wall Street Journal and Library Journal
- First edition won a National “Best Books 2007” Award

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TRADE PAPERBACK REPRINT
6 x 9
306 PAGES
$16.95 US/$19.99 CAN

KIM THIBOLDEAUX is the president and CEO of the Cancer Support Community, a combination of The Wellness Community and Gilda’s Club, one of the largest providers of support worldwide. She serves on numerous cancer and health care nonprofit boards. Residence: Washington, D.C.

MITCH GOLANT, PH.D., is a health psychologist and senior VP research and training for the Cancer Support Community. He was awarded the Los Angeles County Psychological Association’s Distinguished Contribution in Psychology Award in October 2011. Residence: Los Angeles.
Would you like your business...
...to burst into public awareness like Lady Gaga?
...to have the long-lived success of Mick Jagger?
...to demonstrate the creativity of The Beatles?

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

David Fishof has lived at the center of the music business for 25 years. From his early successes in reuniting The Monkees and convincing Ringo Starr to launch his All Starr tour, to his current mega-success as founder and CEO of Rock ‘n’ Roll Fantasy Camp™, Fishof has learned from the leading minds in the music business—and has applied this learning in one entrepreneurial venture after another. With insights from Fishof’s amazing exploits in the music industry and seasoned with business tips from music legends, Rock Your Business provides important and original business insights from an unlikely source—the world of rock and roll.
I couldn’t be the only one who felt this way about The Monkees. So why not reunite them, and let people relive this great feeling from their youth, while at the same time introducing them to a new generation? I immediately started researching, trying to find out who controlled the name and logo of The Monkees. I knew it wasn’t the band because it was a TV show first. It turns out Columbia Pictures owned the name, so I called the president, and he told me to call his New York office and make a deal…. I bought the name for $3,500, no royalty.

It was rough going actually getting the band back together. No one was sure that we would be able to sell the shows. Then one day I was sitting in my office and Jim Bessman, a reporter from Billboard magazine, came in and said, “Hey, MTV just announced that they’re going to air the Monkees TV series over 24 straight hours.” I immediately ran upstairs to the eighth floor to Bob Pittman and Tom Freston, the MTV top executives. Bob suggested we help each other out—I would promote his brand if he promoted mine. So he promoted the Monkees tour, and I promoted his new fledgling network, MTV in my advertisements…

When the tour got started, it was amazing. The MTV airing of the Monkees TV show helped create that success. This new fledgling network decided to air the first video band, The Monkees—and people didn’t know that it was 20 years old! They thought it was new. So when we put the tickets on sale, we got all these screaming young girls. They’d come home at 10:00 in the morning and their mothers would say, “Where have you been all night?” And the daughter would say, “I was waiting in line to buy Monkees tickets!” And then the mothers would say, “Wait a minute, I want to go too!” So the first 20 rows of the concerts were these young girls, and in the back you would see all these mothers. It was a truly cross-generational concert.

The Monkees ended up being the biggest tour I’ve ever produced. I remember hearing a story that Chuck Sullivan, the former owner of the New England Patriots, came looking for me on a Friday night after the concert with a check for a quarter of a million, to tell me that The Monkees had outsold his Michael Jackson concert. The screams of the crowds on that tour were deafening—probably the loudest heard since the Beatles came to America.
El Estudio de China
Efectos Asombrosos en la Dieta, la Pérdida de Peso y la Salud a Largo Plaza

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

After more than 600,000 English-speaking readers chose The China Study, it’s time to bring the same book to Spanish-speakers

The China Study: Startling Implications for Diet, Weight-Loss and Long-term Health is the definitive resource for anyone considering a plant-based diet and, because of this, more than a half million people have picked up the book.

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

Additionally, Spanish is the primary language spoken in more than 30 million American homes, so there’s both a need and a market for this translation.

OF NOTE

- Former President Bill Clinton has been outspoken in his promotion of The China Study and a plant-based lifestyle (most notably on CNN)
- T. Colin Campbell was one of the featured doctors in the popular and eye-opening 2011 documentary Forks Over Knives (now available on DVD)
- Campbell has been featured on and in dozens of media outlets and publications including The Dr. Oz Show, Extra!, and Larry King Live
- There are more than 600,000 copies of The China Study in print

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. The China Study was the culmination of a 20-year partnership of Cornell University, Oxford University, and the Chinese Academy of Preventive Medicine. Residence: Ithaca, N.Y.

A 1999 graduate of Cornell University and recipient of a medical degree in 2010, THOMAS M. CAMPBELL II, MD (left), is a writer, actor, and four-time marathon runner. Residence: Ithaca, N.Y.
You’ve read the books, you’ve attended the seminars, and you have on-the-job experience. So why are you still working around the clock to keep up? Why are you struggling to be as successful at your job as you dreamed you’d be? Why haven’t you been able to make your organization grow at the pace you know it could be growing, maintain a competitive advantage, or operate at peak efficiency?

These questions are on the minds of nearly every client who seeks the advice of business futurist, international leadership consultant, and educator David Goldsmith. For the first time, you’ll learn what Goldsmith teaches his clients—a step-by-step, repeatable process he calls “Enterprise Thinking.” It will teach you how to optimize your mental activity in order to maximize the value to your organization.

In the same way that top-level coaches help professional athletes improve their games, Goldsmith in Paid to Think provides readers with a roadmap for thinking that encourages efficiency and innovation, and has been proven time and time again to improve organizational performance dramatically. Combining lively anecdotes with game-changing insights and hard-hitting advice, Goldsmith teaches readers how to leverage their greatest leadership assets—their intellect, education, experience, and judgment—to become the kind of leader others write about, read about, and strive to emulate.
Three Simple Steps
TREVOR BLAKE

Replace the habits holding you back with behaviors that lead to self-made success and a better life

How many self-help books are written by authors whose biggest success is selling self-help books? Three Simple Steps is different.

Despite stock market crashes, dot-com busts, and the specter of recession, the author started a virtual company from home, using a few thousand dollars of his savings. A few years later, without ever hiring an employee or leaving his home office, he sold it for more than $100 million. As the economy slipped into another free fall, he did this again with a company in a different field. He accomplished this through no particular genius. Rather, he studied the habits of the many successful men and women who preceded him and developed three simple rules that, if followed diligently, virtually ensure success. Using them first to escape poverty, then to achieve a life of adventures, he finally turned them toward financial independence.

Written in a straightforward and no-nonsense style, Three Simple Steps shows you how to take back control of your destiny and reshape your mind for increased creativity, serenity, and achievement. While building on the wisdom of great thinkers and accomplished individuals from East and West, Three Simple Steps isn’t a new age text or guide to esoteric fulfillment. Rather, it’s a practical guide to real-life achievement by a pragmatic businessman who attributes his incredible successes to these very simple ideas. Three Simple Steps is a must-read guide for everyone who wants to achieve more, live better, and be happier.

TREVOR BLAKE was founder and CEO of QOL Medial LLC, a specialty pharmaceutical company he started in 2002 with a few thousand dollars and sold in 2010 for more than $100 million. In 2006 he founded ANU, a unique not-for-profit dedicated to developing low side-effect cancer drugs. Prior to this, Trevor was VP commercial development at Ceptyr and director of commercial development at Orphan Medical. He has worked in the U.K., Europe, and the U.S. with companies such as Biogen, 3M, and Lipha, and has won many industry awards, including marketing professional of the year. Residence: Seattle.
Will Hunter's story continues in the action-packed second installment of Temple Mathews’ New Kid YA series

Will Hunter’s had a rough few months. He just survived the battle of his life. He learned the devil was his father. And his newly demonic best friend Rudy is trapped under glass until Will can find a way to bring him back from the dark side. All Will wants is to lay low for a while with Natalie, the girl he loves, and focus on saving his friend.

But Will never seems to get what he wants.

In Seattle, Will encounters a dangerous new breed of female demon, faster and more deadly than anything he’s ever faced, and a mysterious, striking girl who arrives just in time to save his life. Natalie doesn’t trust her, but Will is drawn to her in a way he doesn’t fully understand. Is she a powerful new ally? Or will her secrets destroy him and everything he cares about?

As the devil’s minions work to reassemble their leader’s body piece by piece, Will must once again become the New Kid to prevent the Dark Lord from rising—this time for good.

OF NOTE

- Second in the New Kid series; the first book, (The New Kid, ISBN 9781935618270) sold more than 22,000 copies

A graduate of the University of Washington and a producer at the American Film Institute, TEMPLE MATHEWS has written dozens of half-hour animation TV episodes and several animated and live action features and direct-to-DVD and video films. Mathews has sold scripts and/or worked for hire at every major studio in Hollywood. His credits include the Walt Disney animated feature films Return to Neverland and The Little Mermaid II and the MGM feature film Picture This! Residence: Santa Monica, Calif.
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.
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.”
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research papers. The China Study was the culmination of a 20-year partnership of Cornell University, Oxford University, and the Chinese Academy of Preventive Medicine. Residence: Ithaca, N.Y.

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

Essays on George R.R. Martin’s A Song of Ice and Fire

EDITED BY JAMES LOWDER

The world created by George R.R. Martin in his high fantasy series A Song of Ice and Fire—now the basis for the hit HBO series Game of Thrones—is not only richly drawn, but also immensely popular. By A Game of Thrones’ debut in May 2011, the series already had more than 6 million copies in print in the U.S. and had sold more than 16 million worldwide. Since the television series’ debut, A Game of Thrones and subsequent titles in the series have appeared consistently on The New York Times bestseller list. The latest title in the series, A Dance with Dragons, sold nearly 300,000 copies on its first day in print.

Playing the Game of Thrones explores the book series’ medieval influences, its place in the fantasy pantheon, its challenging narrative choices, and the pull of its stunningly epic scope.

OF NOTE

- The latest A Song of Ice and Fire book, A Dance with Dragons, sold 298,000 copies on the day of its release
- The series has more than 6 million copies in print in the U.S. and has sold more than 16 million copies worldwide
- Game of Thrones, the television adaptation of the series, has been renewed for a second season on HBO; the book is timed to release with the likely season two finale

JAMES LOWDER has worked extensively on both sides of the editorial blotter. His credits include the bestselling, widely translated novels Prince of Lies and Knight of the Black Rose, short fiction for such anthologies as Shadows Over Baker Street and The Repentant, and comic book scripts, role-playing game material, and hundreds of reviews and articles. Lowder has helmed more than a dozen critically acclaimed anthologies, including Curse of the Full Moon, Hobby Games: The 100 Best, and the Books of Flesh zombie anthology series.
When Robert B. Parker passed in early 2010, the world lost two great men: Parker himself, iconic American crime writer whose books have sold more than 6 million copies worldwide, and his best-known creation, Spenser. Parker’s Spenser series not only influenced the work of countless writers today, but is also credited with reviving and forever changing the genre.

In Pursuit of Spenser offers a look at Parker and Spenser through the eyes of the writers he influenced. Editor Otto Penzler (about whom Parker himself once wrote, “Otto Penzler knows more about crime fiction than most people know about anything”) collects some of today’s bestselling mystery authors to discuss Parker, his characters, the series, and their impact on the world.

From Hawk to Susan Silverman to Jesse Stone and Sunny Randall, from the series’ Boston milieu to Parker’s own take on his character, In Pursuit of Spenser pays tribute to Spenser, and Parker, with affection, humor, and a deep appreciation for what both have left behind.

Mystery writers, led by renowned mystery editor Otto Penzler, pay tribute to Spenser and Robert B. Parker

OF NOTE
- More than 3.3 million copies of Spenser series have sold worldwide
- The Spenser books have sold in more than 17 countries including Argentina, Australia, Germany, India, Ireland, Mexico, New Zealand, Scotland, Singapore, South Africa, Spain, Uruguay, and Venezuela
- Otto Penzler is a seasoned mystery writer, editor, and publisher as well as the recipient of The Mystery Writers of America's Ellery Queen Award and the Edgar Allan Poe Award
- Contributor Ace Atkins is the writer hired to continue the Spenser series

OTTO PENZLER is the founder of the Mysterious Press, a publishing house specializing in literary crime fiction since 1975, and the Mysterious Bookshop in downtown New York City. He has won two Edgar Allan Poe Awards, one for co-writing the Encyclopedia of Mystery and Detection, and one for editing The Lineup. He has edited nearly fifty anthologies, including the annual Best American Mystery Stories of the Year.
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ALEX L. GOLDFAYN

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Dispelling Myths and Discovering Fulfillment in the Age of Michelle Obama
SOPHIA A. NELSON

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