

BENBELLA BOOKS



SPRING 2013



In celebration of BenBella's 10-YEAR ANNIVERSARY

Dear Reader,

I'm very proud to introduce BenBella's Spring 2013 season, our 20th season after 10 years of publishing. Starting as a small, obscure publishing house, we've built a reputation as a marketing-centered publishing boutique that treats authors as genuine partners. We've had six recent *New York Times* bestsellers and have tripled our trade revenues in the last four years. It's been an amazing ride!

We're proud of our past, but we're most excited about our future. This is a great time to be an aggressive, forward-thinking independent publisher. The publishing world is evolving quickly and creating new opportunities all the time. We see the next 10 years as even more promising than the last.

We're very grateful for the authors and agents who have put their faith in us over the years. Publishing is a risky business, and we are always very appreciative of the authors who choose to partner with us and the agents who bring them to us. Thank you.

I'd like to thank the incredible people at Perseus Distribution. Perseus has been a true partner to us and has helped us in a thousand different ways, under difficult conditions and at a challenging time for this industry. We are grateful for their partnership.

Finally, thank you to the booksellers for reviewing and carrying our books amid the sea of titles presented to them each year. Their consideration and support have continued to sustain us for these past 10 years, and we are so thankful for the chance to provide their customers with new and exciting titles for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Glenn Yeffeth', with a long, sweeping horizontal stroke extending to the right.

Glenn Yeffeth
Publisher, BenBella Books, Inc.

spring 2013

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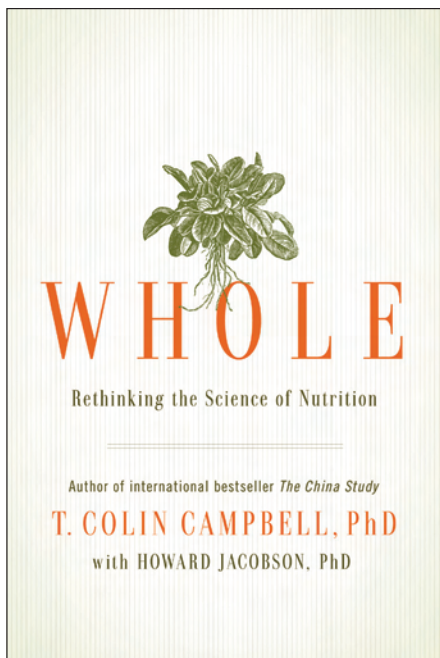
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Whole

Rethinking the Science of Nutrition

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

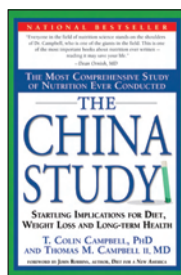


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The author of *The China Study* delivers another revolutionary book, taking the science of plant-based nutrition to the next level

It seemed to be the eternal question: What should we eat to optimize our nutrition and our health? In 2005, T. Colin Campbell's *The China Study* answered this question definitively. Backed by the most extensive study of nutrition ever conducted and bolstered by dozens of additional studies and cases, *The China Study* gave us a simple but powerful answer: Eat a diet based on whole, plant-based food, and dramatically reduce your risk of a broad spectrum of diseases, including heart disease, obesity, diabetes, and cancer.

Whole picks up where *The China Study* left off. *The China Study* revealed what we should eat and provided the powerful empirical support for this answer. *Whole* answers the question of why. Why does a whole-food, plant-based diet provide optimal nutrition? *Whole* demonstrates how far the scientific reductionism of the nutrition orthodoxy has gotten offtrack and reveals the elegant wonders of the true holistic workings of nutrition, from the cellular level to the operation of the entire organism. *Whole* is a marvelous journey through cutting-edge thinking on nutrition, led by one of the masters of the science.



The China Study

T. Colin Campbell, PhD, & Thomas M. Campbell II, MD

9781932100389 • CLOTH • \$24.95
9781932100662 • TRADE • \$16.95
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The China Study 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* called the study the “Grand Prix of epidemiology” and the “most comprehensive large study ever undertaken of the relationship between diet and the risk of developing disease.”



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

The China Study Cookbook

LEANNE CAMPBELL DISLA, PhD

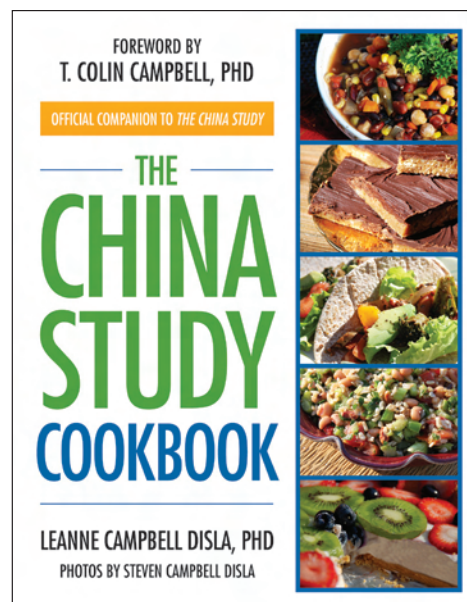
Foreword by T. Colin Campbell, PhD

The China Study, with 850,000 copies sold, has been hailed as one of the most important health and nutrition books ever published. It reveals that the traditional Western diet has led to our modern health crisis and the widespread growth of obesity, diabetes, heart disease, and cancer. Based on the most comprehensive nutrition study ever conducted, the book reveals that a plant-based diet leads to optimal health with the power to halt or reverse many diseases.

The China Study Cookbook takes these scientific findings and puts them to action. Written by LeAnne Campbell Disla, PhD, daughter of *The China Study* author T. Colin Campbell, PhD, and mother of two hungry teenagers, *The China Study Cookbook* features delicious plant-based recipes with no added fat and minimal sugar and salt.

From her Breakfast Home-Fry Hash and Fabulous Sweet Potato Enchiladas to No-Bake Peanut Butter Bars and Cheese(less) Cake, all of LeAnne's recipes follow three important principles: (1) optimal nutrition is based on eating food rather than nutrient supplements; (2) the closer foods are to their native states—prepared with minimal cooking, salting, and processing—the greater their long-term health benefits; and (3) it is best to choose locally and organically grown produce.

With tips on substitutions, keeping foods nutrient-rich, and transitioning to a plant-based diet, *The China Study Cookbook* can transform individual health and the health of the entire family.



Cover photos by Steven Campbell Disla

Quick No-Fat Cranberry Bread

Preparation time: 15 minutes • Baking time: 1 hour • Makes 1 loaf



2 c. whole wheat flour	1 egg replacer
$\frac{3}{4}$ c. dry sweetener	$1\frac{1}{2}$ c. fresh
1 tsp. baking powder	cranberries,
1 tsp. baking soda	coarsely chopped
$\frac{3}{4}$ c. orange juice	$\frac{1}{2}$ c. chopped walnuts

Preheat oven to 350°F. Mix together flour, dry sweetener, baking powder, and baking soda in a large bowl. Stir in orange juice and egg replacer. Mix until well blended. Fold in cranberries and nuts. Spread evenly in a nonstick bread pan. Bake for approximately 1 hour or until toothpick inserted in the center comes out clean. Cool for 15 minutes before removing from the pan.

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LEANNE CAMPBELL DISLA, PhD, has been preparing meals based on a whole-food, plant-based diet for almost 20 years. Disla has raised two sons—Steven and Nelson, now 18 and 17—on this diet. As a working mother, she has found ways to prepare quick and easy meals without using animal products or adding fat. Residence: Durham, N.C.



Once Upon A Wish

True Inspirational Stories of Make-A-Wish Children

RACHELLE SPARKS

In the last 30 years, the Make-A-Wish Foundation® has granted nearly 300,000 wishes worldwide to children battling life-threatening illnesses, shedding light on worlds darkened by disease and bringing hope to children and their families.

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

Experience the story of Katelyn, a little girl becoming a medical marvel after defying all odds stacked against her and making it her lifelong goal to raise \$3 million for St. Jude's Hospital; read about a wheelchair-bound boy, Garrett, giving the gift of mobility to disabled Cambodian men and women; and root for the family of a little boy, Dakota, who collects millions of pennies each year to help others fight the disease they once fought. Become inspired and forever-changed by the generosity, hope, courage, and optimism of these children and their families and experience the power of two words, "I wish."

Once Upon A Wish is a celebration of hope, revealing how wishes-come-true can become ultimate motivators and cherished gifts that will last a lifetime.

OF NOTE

- Author is a journalist and has media contacts, especially in Arizona where the Make-A-Wish Foundation® is headquartered
- Book will be a fundraising tool for local Make-A-Wish® chapters
- Foreword writer is the Foundation cofounder and has a strong relationship with several chapter CEOs
- Traditional and online media campaign, focusing on human interest piece and journalists who have written about the Foundation before

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RACHELLE SPARKS worked as an award-winning journalist for a daily newspaper in Prescott, Ariz., where she wrote stories about the unforgettable "wish" families who became her inspiration for writing *Once Upon A Wish*. She then became a freelance writer for numerous publications, including

With a foreword by the Make-A-Wish® cofounder, this compilation features eight Make-A-Wish® children and their inspiring stories

Adapted from *Once Upon A Wish*

Katelyn awoke from her coma with no vision, no voice to speak the words trapped in her mind, and no ability to walk or eat, so she continued intense physical, speech, and occupational therapy. It took four months for her vocal chords to heal and allow a whisper to form, and eventually a soft voice, just in time.

"I would like to swim with dolphins," Katelyn whispered to a Wish granter who came to visit her home one afternoon, repeating the words she had spoken more than a year before.

When Katelyn was first admitted to the hospital a year and a half before, Sharon's best friend, Lynn, had told Sharon about the Make-A-Wish Foundation. A day or two before the seizure that sent Katelyn into a coma, Sharon spent hours filling out paperwork, getting ready to meet with Wish granters, and without thinking twice, Katelyn had said "swim with dolphins" when Sharon asked what she would wish for if she could wish for anything in the world.

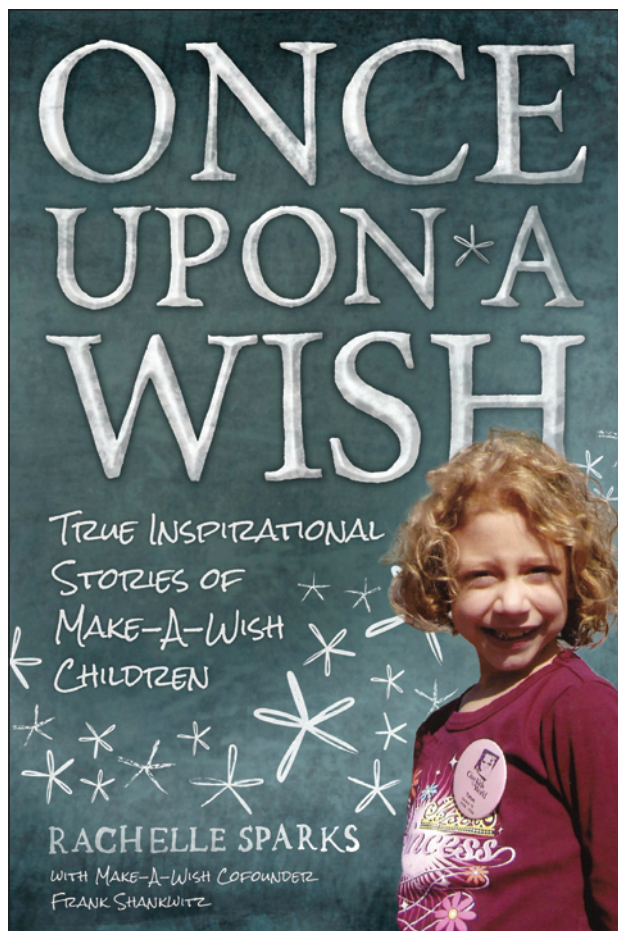
"I've gotta get strong enough to swim with the dolphins," she told her doctors and nurses as she struggled through months of working to sit up on her own, to stand up, and eventually, after a year of therapy, walk slowly with a walker.

It was a year after waking from the coma that Katelyn's eyesight returned, first by light, then shadows, then pinhole vision. ... The other abilities Katelyn had lost and started to gain back—the ability to eat and walk and talk—worked with her body's determination to exist and, every day, grew stronger and stronger.

"Grab on!" the trainer yelled, and Katelyn watched as Dixie, bottlenose smile leading the way, swam toward her. Katelyn waited patiently, her smile reflecting the dolphin's, and threw her arms around Dixie's dorsal fin as she swam quickly by. The force pulled against Katelyn's fragile body, but her mind was stronger.

She held on with every ounce of determination inside of her, engaging every muscle she had worked to strengthen for this very moment. The dolphin became her force, her power, as her own body had once been when she competed as a swimmer. Once again, Katelyn was plowing through water, the spray of it on her face, family in her wake watching through happy tears.

As Katelyn and Dixie circled the lagoon, Sharon and Ray knew it was a moment that would change them forever. They were no longer a family with a dying child; the hospital was no longer their second home; doctors were no longer their extended family. Their lives would no longer revolve around tests, surgeries, and medicine. They learned, in that moment, what the rest of their lives could be.



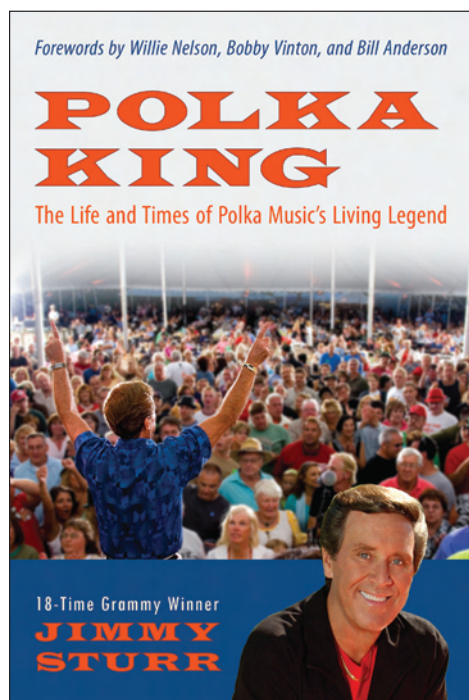
Cover photo courtesy of Tatum Null's family

Arizona Highways magazine and the Phoenix and San Francisco editions of 944 magazine, while venturing the country to interview and capture the stories of the families featured in this book. She lives with her husband, Bobby, and their two sons, Andrew and Evan, in San Diego. This is her first book. Residence: Poway, Calif.

Polka King

The Life and Times of Polka Music's Living Legend

JIMMY STURR



OF NOTE

- Author is nationally recognized singer with five gold records selling more than 1 million copies each
- Author has international concert schedule of 160 performances a year
- Regular commercials on the author's weekly TV show on RFD-TV (2.7 million viewers) and syndicated radio show
- Advertising in strategic national and international markets and publications



Follow 18-time Grammy winner and touring artist Jimmy Sturr in his rise to fame, with a foreword by the legendary Willie Nelson

Arguably the most important polka practitioner of his generation, reedist/vocalist Jimmy Sturr has won an eye-popping 18 Grammy Awards, and when you hear his exuberant brand of the music that is his heart and soul, you'll understand why. Blending the timeless elements of traditional polka music with hints of country, Cajun, and rock and roll, Sturr's unique sound has taken polka to new heights of accessibility and popularity, and his modernized renditions of polka standards and renditions of rock classics have captured the imagination (and feet) of listeners throughout the world. In his memoir, *Polka King*, you'll meet the man behind the beer barrel.

In his lively, oftentimes hilarious literary debut, Jimmy chronicles how a small-town boy from tiny Florida, N.Y., made good, ultimately becoming a respected bandleader, entrepreneur, and Grammy winner with guest appearances on *Saturday Night Live*. He'll take you into the recording studio and onto the stage, where he's shared the microphone with the likes of Willie Nelson, The Oak Ridge Boys, and Charlie Daniels. Featuring forewords by Willie Nelson, Bobby Vinton, and "Whispering" Bill Anderson, *Polka King* will introduce the world to a one-of-a-kind artist who has taken one of the world's most beloved musical genres and made it his own.

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An 18-time Grammy Award Winner and leader of more than 100 recording sessions, JIMMY STURR is considered one of the world's leading polka musicians. Sturr has shared the studio with such greats as Arlo Guthrie, Willie Nelson, Boots Randolph, and Bela Fleck and, over the last three decades, has performed all over the world. The Jimmy Sturr Orchestra has been seen on *Saturday Night Live*, PBS, CNN, ABC, and CBS, and BMI awarded him their prestigious Commendation of Excellence. His TV show, *The Jimmy Sturr Show*, airs weekly on RFD-TV. Residence: Florida, N.Y.

Samantha Moon Rising

Including Books 5, 6, and 7 in the Vampire for Hire Series: *Vampire Dawn*,
Vampire Games, *Moon Island*, Plus the Short Story “Teeth”

J.R. RAIN

The Vampire for Hire series, which has sold more than 300,000 collectively, continues with Samantha’s adventures in *Samantha Moon Rising*



Cover illustration by Cliff Nielsen

OF NOTE

- J.R. Rain is one of the nation’s most popular self-published authors
- Collectively, his books have sold approximately 750,000 copies
- His most popular series, Vampire for Hire, has sold more than 300,000 copies, and in numerous territories
- Follow-up to *Samantha Moon*, which includes books 1-4 of the Vampire for Hire series



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J.R. RAIN is an ex-private investigator and the author of 26 novels in the areas of thrillers, paranormal novels, and mysteries. A No. 1 bestselling novelist, collectively, his books have sold more than 750,000 copies. He is one of America’s top vampire novelists, and his Vampire for Hire series has sold more than 300,000 copies. Residence: Murietta, Calif.



Warrior Pose

How Yoga (Literally) Saved My Life

BRAD WILLIS AKA BHAVA RAM

In this fascinating story, a war correspondent heals his narcotic addiction and stage IV cancer with Yoga and nontraditional medicine

From the front lines of the Gulf War to investigating Columbian drug lords to living with freedom fighters in the mountains of Afghanistan, war correspondent Brad Willis was accustomed to risk. But when mortal danger came, it was from an unexpected direction.

At the pinnacle of his career, a broken back and failed surgery left Willis permanently disabled and condemned to life in a body brace. Then came a diagnosis of terminal, stage IV throat cancer from exposure to depleted uranium on the battlefield.

At his 50th birthday party, friends gathered around Willis, who was crippled, mute, muddled on narcotic medications, depressed, and dying. It was only halfway through the celebration that Willis realized the party's true purpose—his friends were there to say a final goodbye.

Everyone knew Willis was on his way out ... everyone except his 2-year-old son, who one day tearfully urged, "Get up, Daddy!" Willis desperately wanted to "get up," but with so much stacked against him, he felt helpless and lost.

His son's words ringing in his ears and tugging at his heart, Willis ultimately chose to abandon the Western medicine that had failed him and embrace the most ancient and esoteric practices of Yoga, becoming a warrior for self-healing and personal transformation. As a symbol of his journey, he took the spiritual name Bhava Ram, which stands for "Living from the Heart." His cancer gone and his body fully restored, Bhava Ram demonstrates not only the power of non-Western medicine to heal the body, mind, and the soul, but the capacity within us all to take charge of our lives and overcome even the greatest of obstacles.

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

OF NOTE

- There are 20 million practicing Yogis in the United States
- Author has his own Yoga studio, is well-connected in the Yoga community, and travels often to speak and demonstrate at national Yoga conferences
- Author teaches at the International Yoga Festival at the Parmarth Niketan Ashram in Rishikesh, India, every year
- National and local media campaign to Yoga, healthy living, senior living, vegetarian/organic eating, family & parenting, cancer recovery/survivor publications
- Creating book trailer to post on YouTube and promote through ads



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BRAD WILLIS AKA BHAVA RAM is a former NBC News war correspondent who reported from the Middle East, Asia, Africa, Latin America, and beyond. He is the recipient of the prestigious Alfred I. duPont Award, considered the broadcast equivalent of the Pulitzer Prize, for his work inside Afghanistan during the Soviet occupation. Self-healed from a broken back, failed surgery, and cancer, he is now

Adapted from *Warrior Pose*

Instead of being a prominent foreign correspondent dashing off to a new adventure, covering an important story that helps chronicle the history of the world, I am now the fat crippled man lying on the lounge in the back of the room dribbling his food all over himself. My identity is so shattered that I can't piece any of it back together. Worse, I'm in a ton of denial, running away from the emotional pain in every way I can find. As a result, I have continuing flashes of anxiety, rage, desperation, fear, and hopelessness.

To mask this darkness, Prozac has been added to my arsenal of prescription medications. It's an antidepressant that numbs my mind, helping me forget about what my life has become. It makes me feel like I'm pulling a thick wool mask over my head to hide from the world—like running away without going anywhere. When it works, I'm almost happy, and [my wife] Pamela and I share moments of laughter, romance, and intimacy. Then periods of darkness hit like sudden storms. I lash out, start arguments, brood, and withdraw even further.

"You have great compassion for others," Father Joe says after I confide some of this to him on one of his return visits. "But I see your inner turmoil as well." He is the only one I've told about the heartache and the darkness. As he continues to counsel me, he pulls his chair close to my recliner and speaks with a mixture of tenderness and strength. "You need some compassion for yourself. You have to accept what your life has become. And you need to find your Soul."

I'm uneasy about where Father Joe is heading. I'm all too familiar with the violence that has been committed throughout the ages in the name of someone's God. I've witnessed firsthand the role religious intolerance can play in war. I've reported on the scandals, hypocrisy, and self-righteousness of various creeds and cults. I don't think I can handle being preached to, and I can't imagine joining a church.

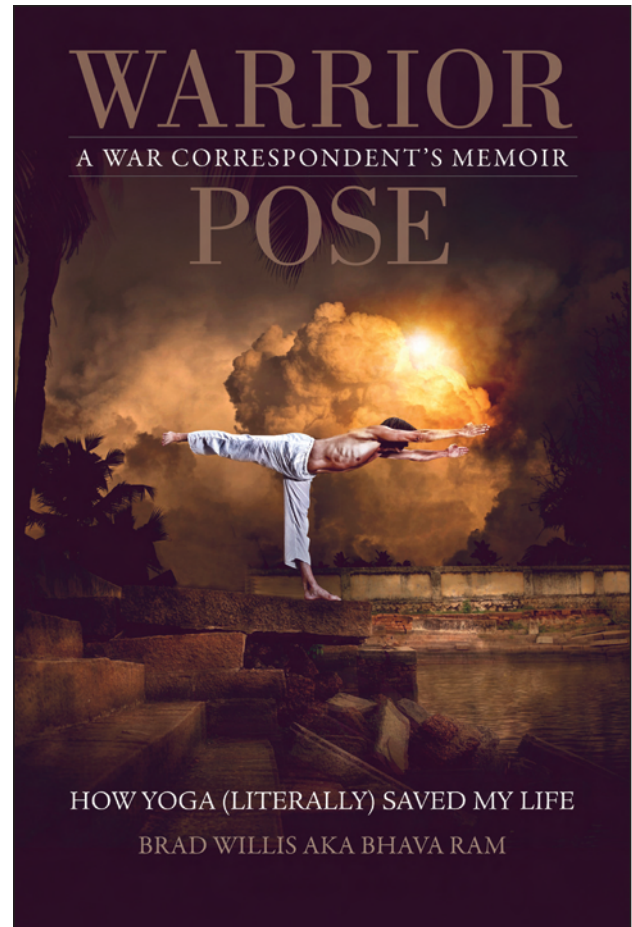
Father Joe surprises me. "I don't care if it's Christ or Krishna, Buddha or Mohammad," he says. "It's not about religion, it's about Spirit. ... Find the true voice of your Soul and listen to it as carefully as you can. Then do your best to follow the advice you receive."

With this, he reaches out and takes my hand into his as tears begin streaming down my face. I don't quite know what to do with Father Joe's advice, but this remarkable man has become one of the few people in the world I completely trust, and I'm desperate to find some meaning in the void my life has become.

There's something stirring inside of me, a nascent spiritual sense I've never known. Tonight, just before falling asleep, I said my very first prayer:

Whoever you are, help me out of this pain. I don't think I can take it much longer. Tell me what to do. Give me a sign. Please.

The next day, Wednesday, March 13, 1996, we learn that Pamela is pregnant.

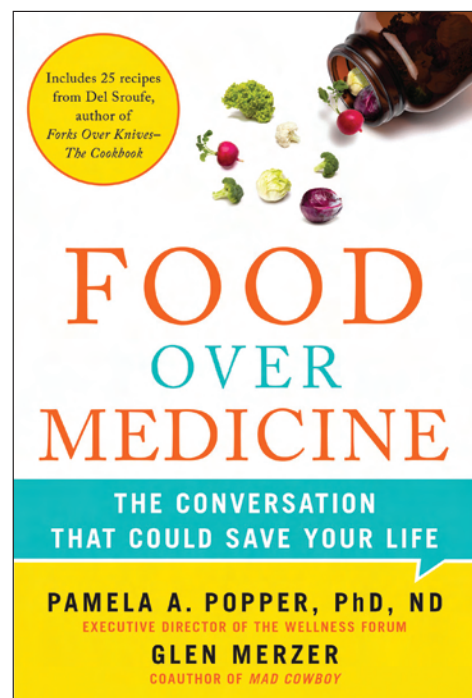


devoted to teaching the sister sciences of Yoga and Ayurveda. He is the founder of Deep Yoga, based in San Diego, the author of two previous books, a spiritual musician, and leader of Mastery of Life trainings, retreats, and workshops in the United States and India. Residence: Coronado, Calif.

Food Over Medicine

The Conversation That Could Save Your Life

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



OF NOTE

- Features recipes from *Forks Over Knives—The Cookbook* coauthor
- Author featured in weekly segment on PBS's *Jazzy Vegetarian* television show
- Promotion through The Wellness Forum, including weekly newsletter (circ. 45,000), conferences, and social media



Forks Over Knives expert and The Wellness Forum director and coauthor of *Mad Cowboy* outline how we can reduce disease through diet

Almost half of Americans take at least one prescription medicine, with almost a quarter taking three or more, but diseases such as diabetes, obesity, and dementia are growing more prevalent than ever. Overmedicated, overfed, and malnourished, Americans fail to realize the answer to lower disease rates doesn't lie in more pills, but in the foods we eat.

In *Food Over Medicine*, Pamela A. Popper, PhD, ND, and Glen Merzer openly discuss the dire state of American health, the result of poor nutrition choices stemming from cynical food politics and medical misinformation. But, more important, they share the key to getting and staying healthy for life. As executive director of The Wellness Forum, Popper works to change lives through diet and lifestyle, reduce medical costs for businesses through health education programs for employees, and educate health care professionals on the healing potential of an optimal diet.

Backed by numerous scientific studies, *Food Over Medicine* details how diet can dramatically improve health and turn around alarming diagnoses—such as high cholesterol, high blood pressure, Crohn's disease, multiple sclerosis, and other major health problems—and do so more effectively than drugs that often have lingering side effects. Including recipes from Del Sroufe, author of the bestselling *Forks Over Knives—The Cookbook*, *Food Over Medicine* reveals the power and practice of optimal nutrition in a highly accessible way.

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PAMELA A. POPPER, PhD, ND, is a naturopath, health expert, and the executive director of The Wellness Forum. Popper serves on the Physician's Steering Committee and the President's Board for the Physicians' Committee for Responsible Medicine. She appears in *Forks Over Knives* and is a coauthor of the *New York Times* bestselling companion book. Residence: Columbus, Ohio.

GLEN MERZER is a playwright and screenwriter. He is coauthor of *Mad Cowboy*, *No More Bull!*, and *Unprocessed*. Residence: Los Angeles.

What Went Wrong

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

GEORGE R. TYLER

A former World Bank counselor shows the reasons behind the 30-year stagnation of American wages and the answer to a prosperous future

Americans have long been proud of the strength and robustness of their economy. We've been told from the time we were children that we live in the best country in the world, with the most expanding and dynamic economy. But the truth is average real incomes in the United States have been flat for more than three decades. Economic inequality in the United States is now closer to a third-world country than to our first-world peers and is growing. The failure of our economy stems directly from a set of political and economic choices voters have made since the early 1980s.

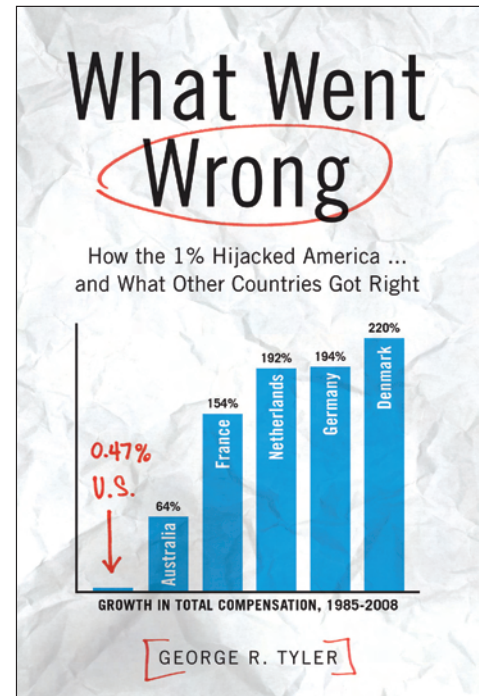
Proof of this is embodied in several countries—Australia, Austria, Belgium, Denmark, France, Germany, the Netherlands, and Sweden—that practice “family capitalism,” a variation of free-market capitalism that emphasizes corporate productivity and growth in family incomes. These countries, facing even harsher challenges than the United States, have achieved dramatically better results: growing wages, higher productivity, higher incomes, and lower inequality.

This isn't about the size of government or social welfare programs. And it isn't about left versus right. It's about crafting an economy that creates wealth for all, not just for a few. It's about returning to a set of policies that once made the United States the most dynamic and fair economy on the planet.

What Went Wrong is a fact-based analysis of how America got on the wrong track and how we can return our nation to greatness. It is the most optimistic book about economics you will ever read.

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ECONOMICS
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OF NOTE

- George R. Tyler is a well-respected economist, former deputy assistant treasury secretary for Bill Clinton, and World Bank counselor
- Timely, as most Americans have been negatively affected by the economy at some point since the 1980s
- National and local media campaign to economic, financial, political, current events, business, and news publications
- Aggressive political and economics media push planned

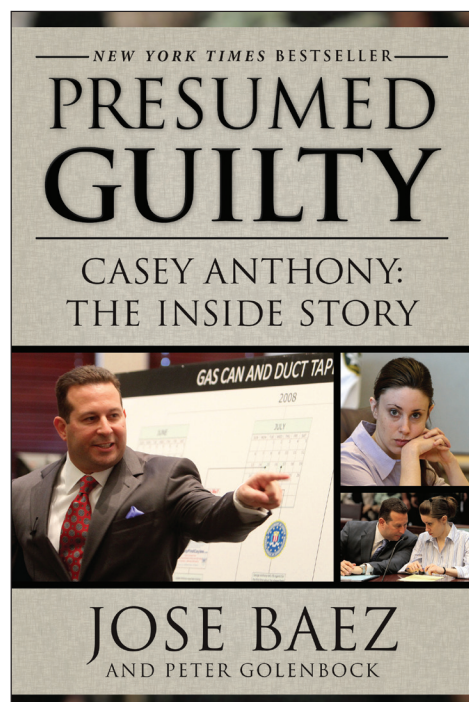
GEORGE R. TYLER has a diverse background, drawing on his broad experiences at the highest levels of government, at the World Bank, in the private sector, and in the international nonprofit sector for *What Went Wrong*. Trained as an economist, Tyler served on the staffs of senators Hubert H. Humphrey and Lloyd Bentsen early in his career and was appointed by President Bill Clinton in 1993 as a deputy assistant treasury secretary. He subsequently served as counselor at the World Bank, which marked the beginning of his international career. Residence: Arlington, Va.



Presumed Guilty

Casey Anthony: The Inside Story

JOSE BAEZ AND PETER GOLENBOCK



Cover photos by Orlando Sentinel and Getty Images

OF NOTE

- Hardcover was a *New York Times* bestseller and sold more than 32,000 copies
- Hardcover was featured in and on *People*, Associated Press, *TODAY*, *Good Morning America*, *Piers Morgan*, *On the Record with Greta Van Susteren*, *The View*, and MSNBC
- Two-year anniversary of verdict is on July 5, 2013
- Pending civil lawsuit against Anthony is expected in January 2013

Jose Baez, defense attorney in the media-spotlighted Casey Anthony trial, delivers never-before-heard, inside details in the case

Presumed Guilty exposes shocking, never-before-revealed, exclusive information from the trial of the century and the verdict that stunned the nation. The case that captured headlines for three years exploded when defense attorney Jose Baez made his opening statement that dropped bombshell after bombshell and would, on July 5, 2011, deliver one of the biggest legal upsets in American history.

In this all-access pass, Baez shares secrets the defense had but has not disclosed to anyone until now and frankly reveals his experiences throughout the entire case—discovering the evidence, meeting Casey Anthony for the first time, being with George and Cindy Anthony day after day, leading defense strategy meetings, and spending weeks in the judge's chambers.

This is NOT a “Casey Anthony is innocent” book. It is a book about the facts, beyond the headlines and off the record. Learn what the defense did right, what the prosecution did wrong, and why the jury voted as they did. Get to know the real Casey Anthony from the one person who knew her best.

Presumed Guilty shows how Baez, a struggling, high-school dropout, became one of the nation's most high-profile defense attorneys through his tireless efforts to seek justice for one of America's most vilified murder suspects.

9781937856779
EBOOK: 9781937856397
TRADE PAPERBACK REPRINT
6 X 9
480 PAGES
\$16.95 US/\$19.99 CAN

TRUE CRIME
JULY 2013
SELLING TERRITORY: WORLD
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JOSE BAEZ is one of the most sought-after attorneys in the country. After successfully defending Casey Anthony in one of the nation's most high-profile trials, he took on the international case of Gary Giordano. Baez practices criminal defense law throughout the country and is fluent in Spanish and Portuguese. He currently has offices in Orlando and Miami, Florida. Residence: Coral Gables, Fla.

PETER GOLENBOCK has written seven *New York Times* bestsellers, including *The Bronx Zoo* (with Sparky Lyle) and *American Prince* (with Tony Curtis). Residence: St. Petersburg, Fla.

Inside the Hotel Rwanda

The Surprising True Story ... and Why It Matters Today

EDOUARD KAYIHURA AND KERRY ZUKUS

Survivors of the Rwandan genocide and refugees of Hotel Rwanda expose what really happened inside the hotel and its portrayed hero

In 2004, the Academy Award–nominated movie *Hotel Rwanda* lionized hotel manager Paul Rusesabagina for single-handedly saving the lives of all who sought refuge in the Hôtel des Milles Collines during Rwanda’s genocide against the Tutsi in 1994. The real-life Rusesabagina has been compared to Oskar Schindler, but unbeknownst to the public, the hotel’s refugees don’t endorse Rusesabagina’s version of the events.

In the wake of *Hotel Rwanda*’s international success, Rusesabagina is one of the most well-known Rwandans and now the smiling face of the very Hutu Power groups who drove the genocide. He is accused by the Rwandan prosecutor general of being a genocide negationist and funding the terrorist group Democratic Forces for the Liberation of Rwanda (FDLR).

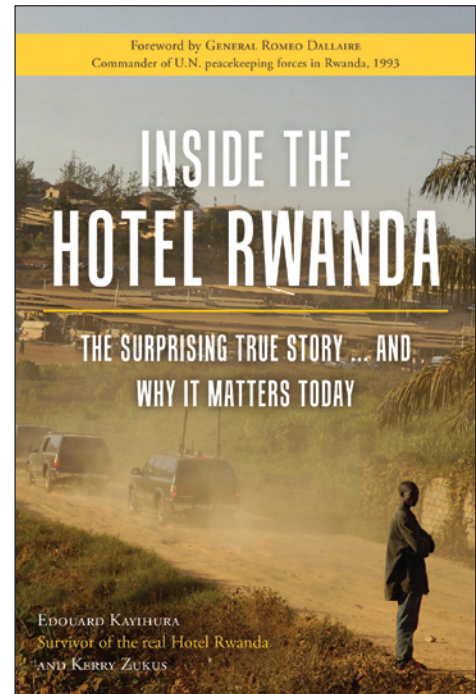
In *Inside the Hotel Rwanda*, survivor Edouard Kayihura tells his own personal story of what life was like during those 100 days in the hotel and offers testimonies of other survivors, from Hutu and Tutsi to UN peacekeepers.

Inside the Hotel Rwanda exposes Paul Rusesabagina as a politically ambitious Hutu Power sympathizer who extorted money from refugees, threatening to send those who did not pay to the génocidaires.

Inside the Hotel Rwanda is a memoir, a deconstruction of a heralded movie alleged to be factual, and an analysis aimed at exposing a falsely created hero, spouting the same ethnic apartheid that caused the genocide two decades ago.

9781937856748
EBOOK: 9781937856731
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HISTORY
AUGUST 2013
SELLING TERRITORY: WORLD
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Cover photo by Getty Images

OF NOTE

- The commemoration of the genocide happens mid-March through April
- National and local campaign to media, human rights groups, academics, student organizations, expatriate Rwandans, etc.
- Promotion around Kayihura’s public speaking schedule at colleges, high schools, and public forums
- Creation and promotion of a book website and video
- Advertising through Google, Facebook, and YouTube

EDOUARD KAYIHURA is a human rights activist and survivor of the genocide against the Tutsi in Rwanda, during which he spent 100 days as a refugee in the Hôtel des Mille Collines. Before he moved to the United States, he was the prosecutor in charge of the department of the prosecutions of the genocide crime and crimes against humanity before the Tribunal of the First Instance of Kigali. Residence: Westerville, Ohio.

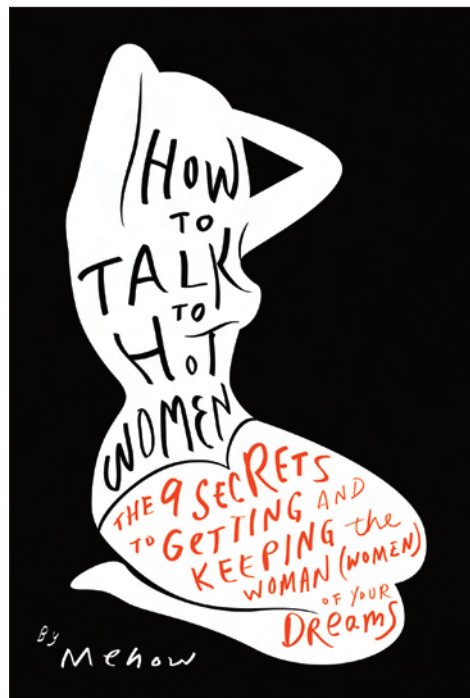
KERRY ZUKUS’s debut novel, *The Fourth House*, was a finalist for the James Jones Award. He has ghostwritten numerous books and has short stories, essays, and articles in many publications. Residence: Little Silver, N.J.



Previously Featured: How to Talk to Hot Women

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

MEHOW



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

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

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

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

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

OF NOTE

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

9781936661930

EBOOK: 9781936661947

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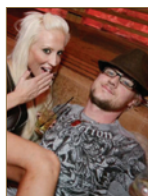
SELF-HELP

JUNE 2013

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

general nonfiction

RECENT HIGHLIGHTS

What Really Happened

John Edwards, Our Daughter, and Me

RIELLE HUNTER

The Edwards–Hunter affair was reported, distorted, and spun over and over. In *What Really Happened*, Rielle Hunter offers a true and extremely personal account of her relationship with John Edwards—covering the affair, surprise pregnancy, presidential campaign, cover-up, and more. This book isn't spin; it's simply the facts of what really happened.

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Made With Love

The Meals On Wheels Family Cookbook

EDITED BY ENID BORDEN

Celebrating the importance of family, *Made With Love* includes recipes from the tables of well-known celebrities, such as Helen Mirren, Martha Stewart, and Mario Batali, along with stories about their favorite family meals. Meals On Wheels Association of America provides more than 1 million meals a day for seniors across America, and each sale of *Made With Love* helps to end senior hunger.

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Happy Herbivore Abroad

A Travelogue and Over 135 Fat-Free and Low-Fat Vegan Recipes from Around the World

LINDSAY S. NIXON

A little of everything—including basics, comfort food, international cuisines, and travelogue—*Happy Herbivore Abroad* provides your palate with more than 135 of Nixon's crowd-pleasing vegan recipes low in fat and high on health.

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CHRISTOPHER KENNEDY LAWFORD

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

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But Now I See

My Journey from Blindness to Olympic Gold

STEVEN HOLCOMB WITH STEVE EUBANKS

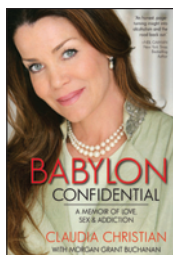
In the prime of his American Olympic bobsled career, Steven Holcomb was diagnosed with the degenerative eye disease keratoconus—a secret he kept from his coach, sled mates, and the public for months while continuing to drive the legendary sled *The Night Train*. *But Now I See* is the intimate portrait of a man conquering blindness and the 2010 Winter Olympics despite all odds.

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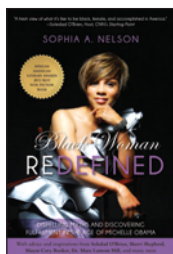
Babylon Confidential

A Memoir of Love, Sex, and Addiction

CLAUDIA CHRISTIAN WITH MORGAN GRANT BUCHANAN

From the set of *Dallas* to her starring role on the sci-fi series *Babylon 5*, Claudia Christian's Hollywood lifestyle lead to a descent into alcohol addiction. Desperately battling her addiction by conventional methods, she found The Sinclair Method and a pill that changed her life.

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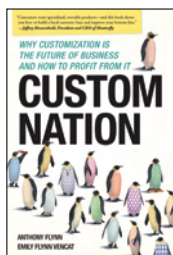
Black Woman Redefined

Dispelling Myths and Discovering Fulfillment in the Age of Michelle Obama

SOPHIA A. NELSON

Black Woman Redefined takes readers on a no-holds-barred journey into the hearts and minds of accomplished black women to reveal truths and challenge cultural perceptions through original research on college-educated, career-driven black women. *Black Woman Redefined* received the 2011 Best Non-Fiction Book of the Year Award from the African American Literary Awards.

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

ANTHONY FLYNN AND EMILY FLYNN VENCAT

Custom Nation is a practical how-to guide by someone who has built his business on the power of customization. YouBar founder Anthony Flynn and business journalist Emily Flynn Vencat explain through case studies and personal experience how customization can reinvigorate businesses and increase profits across all industries.

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ADRIE REINDERS AND MARION FREIJSEN

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GINO WICKMAN AND MIKE PATON

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Making Connections That Matter

MELISSA G WILSON AND LARRY MOHL

Networking Is Dead is an engaging story addressing fundamental networking misconceptions and providing a specific roadmap to take action immediately. Learn to make and deepen valuable connections that benefit both parties; network within your company to strengthen your business; and leverage your connections instead of being overwhelmed by them.

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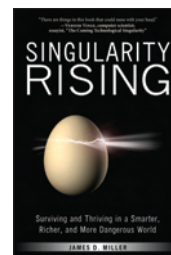
Singularity Rising

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

JAMES D. MILLER

The coming of the Singularity—triggered by the tremendous growth of human and computing intelligence—is eagerly anticipated by many of the leading thinkers in Silicon Valley. James D. Miller reveals how natural selection is increasing human intelligence and speculates how intelligence enhancements will shape civilization over the next 40 years.

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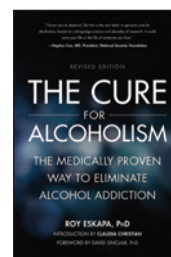
The Cure for Alcoholism, Revised Edition

The Medically Proven Way to Eliminate Alcohol Addiction

ROY ESKAPA, PhD

Featuring new and updated information and studies, this revised edition delivers exactly what millions of alcoholics and their families have been hoping for: a medically proven cure for their addiction. Drs. Eskapa and Sinclair prove that with The Sinclair Method, alcoholism can be cured in more than 78 percent of patients through gradual and safe detox while still drinking.

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The Zen of Social Media Marketing, New Edition

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

SHAMA KABANI

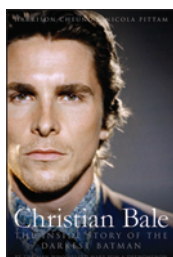
Let Shama Kabani, social media expert and president of The Marketing Zen Group, teach you the “zen” of social media marketing. With the physical book you also get access to the exclusive online edition, which includes regular updates and video extras. This new edition includes the latest on Facebook, Twitter, LinkedIn, Google+, and more.

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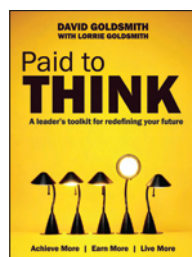


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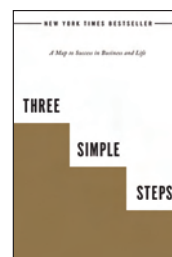
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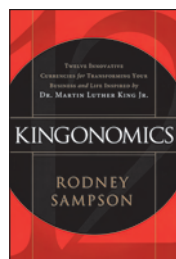
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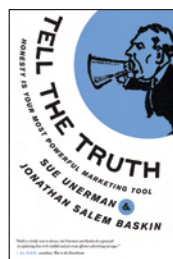
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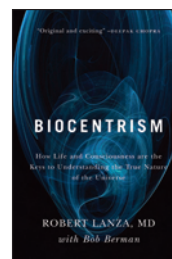
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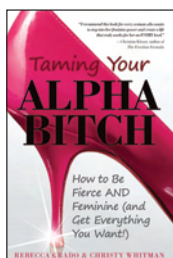
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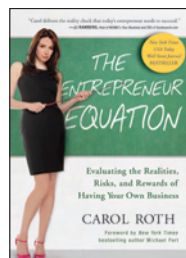
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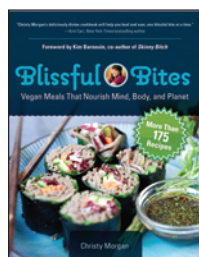
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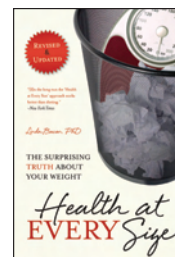
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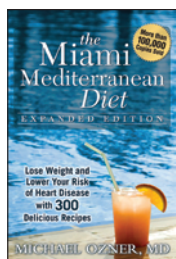
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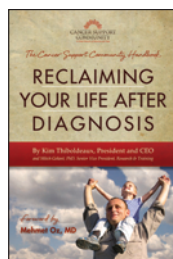
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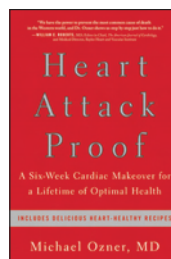
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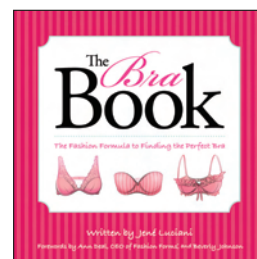
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Dragonwriter

A Tribute to Anne McCaffrey and Pern

EDITED BY TODD MCCAFFREY

Science fiction Grand Master Anne McCaffrey and her work, particularly her Dragonriders of Pern series, are beloved by generations of readers. She was one of the first science fiction writers to appear on the *New York Times* bestseller list, the first woman to win the Hugo and Nebula Awards, and an inductee to the Science Fiction Hall of Fame. Her death in November 2011 was met with an outpouring of grief and memories from those whose lives her stories had touched.

Edited by her son Todd and with a cover by Michael Whelan, *Dragonwriter* collects McCaffrey's friends, fans, and professional admirers to remember and pay tribute to the pioneering science fiction author, from the way her love of music and horses influenced her work to her redefinition of the SF genre.

CONTRIBUTORS

- Elizabeth Moon
- David Brin
- Mercedes Lackey
- Robert Silverberg
- Chelsea Quinn Yarbro
- Georgeanne Kennedy (McCaffrey's daughter)
- John Goodwin
- Sharon Lee and Steve Miller
- David Gerrold
- Elizabeth Ann Scarborough (McCaffrey coauthor)
- Jody Lynn Nye (McCaffrey coauthor)
- Richard Woods
- Charlotte Moore
- Angelina Adams
- And more

9781937856830

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288 PAGES

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FANTASY

AUGUST 2013

SELLING TERRITORY: WORLD

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A tribute to science fiction great Anne McCaffrey's life, legacy, and work from the writers who knew her best

OF NOTE

- Anne McCaffrey's *The White Dragon* was one of the first science fiction novels to appear on the *New York Times* bestseller list
- In 2005, the Science Fiction Writers of America named Anne McCaffrey the 22nd Grand Master, an annual award to living writers of fantasy and science fiction; she was also inducted into the Science Fiction Hall of Fame in 2006
- *Dragonquest*, *The White Dragon*, *Moreta: Dragonlady of Pern*, and *All the Weyrs of Pern* were finalists for the best novel Hugo Award
- *Dragonwriter* will be promoted at the 2013 San Diego Comic-Con (which has more than 150,000 attendees) and Dragon*Con (which has more than 40,000 attendees and a special Pern programming track)
- **BOOK PAGE:** SmartPopBooks.com/*Dragonwriter*



TODD MCCAFFREY wrote his first science fiction story when he was 12 and has been writing on and off ever since. Including the *New York Times* bestselling *Dragon's Fire*, he has written eight books in the Pern universe, both solo and in collaboration with his mother, Anne McCaffrey. He has appeared in

Excerpt from “Believer in Us” by David Brin

It happened one day when we were both being interviewed by a reporter, who referred to the famous McCaffrey Dragonriders of Pern books as fantasy novels.

Oh, how Anne bristled! With clenched restraint, she corrected the reporter:

“I don’t write fantasy. I am a science fiction author.”

Now, a great many people have tried to define the difference between fantasy and SF, two cousin genres that share the same section, in most bookstores and the same professional organizations—yet always appear to be in a state of tension. Some try to explain the distinction as a matter of past versus future, or settings that shift from medieval-mystical realms to far-far interstellar space, or the various gimmicks and tools (e.g., swords vs. spaceships) that empower characters to make epic journeys or take on impossible odds. One can argue that there is a vast moral distinction between magic and science, for example, in the way that mages almost invariably deal in secret knowledge that they share only grudgingly with normal folk. That happens in science too, but those scientists are called villainous or “mad.”

And sure, one can easily see how some folks make simple, lazy assumptions about the central epic tale created by Anne McCaffrey. Hey, if it’s got dragons, well then, it must belong in the same category as Tolkien, right?

Anne dealt with that part of it swiftly. “My dragons were genetically engineered. Scientists designed them to help colonists save themselves from a terrible environmental threat.”

Hmm, well, okay. Only you’ve got to sympathize, at first, with folks who make the fantasy assumption. It’s not just the dragons, you see. Most of Anne’s tales are filled with colorful characters who have skills, jobs, and crafts that are linked to a feudal-like setting. They farm and weave and make things like candles and ink and tapestries and epic oral poems. There are great stone castle-holds, with much talk of herbal lore and fathom-deep traditions. Her pages are rich with duels and nobles and bards and songs and brave knights of the sort that are standard fare in your typical fantasy novel. If you’re going to judge by superficialities, like the furniture, then it’s easy to see why some people make the assumptions.

But Anne was insistent. There is the deeper difference, and it goes to the heart of what makes her tales science fiction. The characters in her Pern epic start out dwelling in a feudal setting, all right. But unlike the endlessly repeated trope-protagonists in all those Tolkien-clone universes, most of them don’t want to!

Moreover, they don’t intend to. Not for any longer than they must.



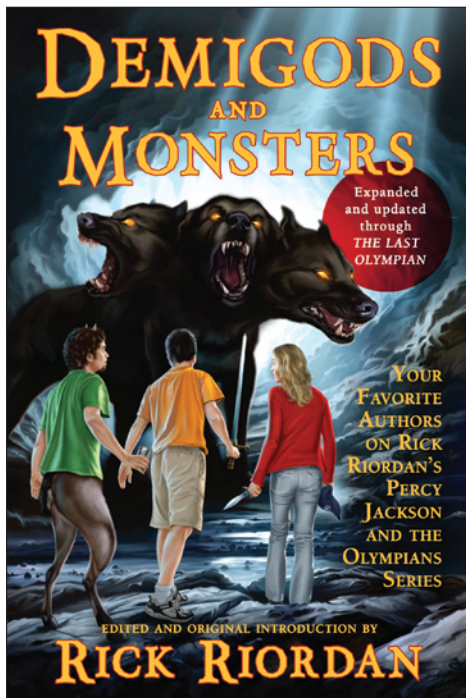
Cover sketch by Michael Whelan

many anthologies, most recently with his short story, “Coward,” in *When the Hero Comes Home* (2011) and with “Robin Redbreast” in *When the Villain Returns* (August 2012), and the mini-anthology *Six*. Visit his website at ToddMcCaffrey.org. Residence: Los Angeles.

Demigods and Monsters – Expanded Edition

Your Favorite Authors on Rick Riordan's Percy Jackson and the Olympians Series

EDITED BY RICK RIORDAN



Released just before the August 2013 film *Sea of Monsters*, this new edition is updated through *The Last Olympian*, with several brand-new essays

The #1 *New York Times* bestselling Percy Jackson series—*The Lightning Thief*, *The Sea of Monsters*, *The Titan's Curse*, *The Battle of the Labyrinth*, and *The Last Olympian*—features a dyslexic boy who discovers he is the son of a Greek god, the target of mythical Greek monsters, and the center of a prophecy that could change the balance of power in the world forever. In *Demigods and Monsters*, YA authors take on the series' Greek gods, demigods, monsters, and prophecy, to add insight and even more fun to Riordan's page-turner series.

The book also includes an introduction by Percy Jackson series author Rick Riordan that gives further insight into the series and its creation, and a glossary of ancient Greek myth, with plenty of information on the places, monsters, gods, and heroes that appear in the series.

OF NOTE

- Edited and with original introduction by Percy Jackson author Rick Riordan
- The second Percy Jackson film, *Percy Jackson: Sea of Monsters*, premieres August 16, 2013
- Previous editions of *Demigods and Monsters* have sold more than 55,000 copies in print editions, plus more than 20,000 copies in ebook editions
- **BOOK PAGE:** SmartPopBooks.com/*Demigods*

PARTIAL CONTRIBUTOR LIST

- Rosemary Clement-Moore
- Cameron Dokey
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RICK RIORDAN is the #1 *New York Times* bestselling author of the Percy Jackson and the Olympians series, and the author of the Kane Chronicles. For 15 years, Riordan taught English and history at public and private middle schools in the San Francisco Bay Area and in Texas. Residence: San Antonio, Texas.

Recent Phenomenon Fifty Writers on Fifty Shades of Grey

EDITED BY LORI PERKINS

A collection of 50 writers on the blockbuster bestseller *Fifty Shades of Grey* and its sequels

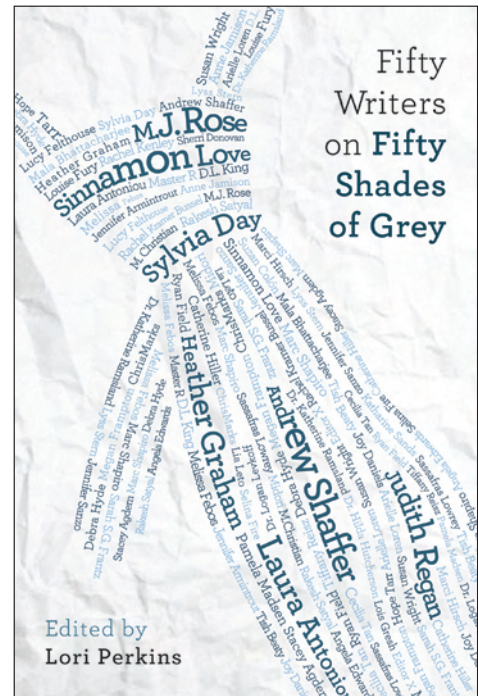
Transcending its roots as Twilight fanfiction to become a bestselling cultural phenomenon, E.L. James' *Fifty Shades* trilogy has fascinated and seduced the world. Whether they love it or hate it, people can't stop talking about it, and in *Fifty Writers on Fifty Shades of Grey*, Lori Perkins has gathered 50 writers—from romance and erotica authors, to BDSM dungeon masters, to adult entertainment industry professionals—to continue the conversation.

With sections on *Fifty Shades* as erotic fiction, romance, sex, BDSM, writing, fanfiction, and pop culture, *Fifty Writers on Fifty Shades of Grey* explores exactly what it is about the trilogy that's put readers in its thrall.

NOTABLE CONTRIBUTORS

- Sylvia Day, erotic fiction author
- Heather Graham, romance writer
- M.J. Rose, internationally bestselling author
- Andrew Shaffer, *Fifty Shades of Earl Grey* parody author
- Sinnamon Love, adult film actress
- Judith Regan, publisher and editor

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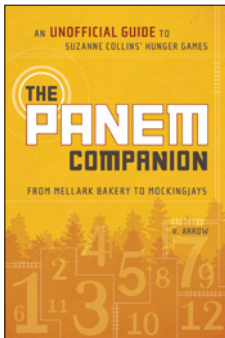
- During just April and May of 2012, *Fifty Shades of Grey* sold more than 10 million copies in all editions
- The trilogy has sold more than 2.5 million copies in print in the United States, and topped the Amazon.com, *New York Times*, and *USA Today* bestseller lists
- A film adaptation is in the works from Universal Pictures and Focus Features
- **BOOK PAGE:** SmartPopBooks.com/*FiftyShades*

LORI PERKINS is a founder and former editorial director of erotica e-publisher Ravenous Romance and has been a literary agent for 20 years. She is the author of *The Insider's Guide to Getting an Agent* (Writers Digest Books) and has edited 20 erotica anthologies and more than 100 erotic novels, as well as published erotica under a pseudonym. Residence: New York, N.Y.



RECENT HIGHLIGHTS

FEATURED READS FOR HUNGER GAMES FANS



The Panem Companion

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

From the creator of the most well-known fan map of Panem comes an unofficial guide to the Hunger Games. Author V. Arrow's companion is the perfect way for fans to go deeper into the Hunger Games while they wait for the release of the second film in November 2013.

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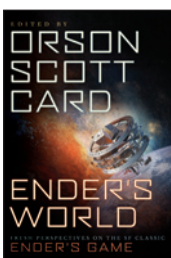


The Girl Who Was on Fire – Movie Edition

Your Favorite Authors on Suzanne Collins' Hunger Games Trilogy
EDITED BY LEAH WILSON

The Girl Who Was on Fire – Movie Edition offers even more to think about for readers already engrossed by the Hunger Games. Includes 16 essays from well-known YA authors to take readers deeper into this challenging YA phenomenon, along with access to the contributors' thoughts on the first film.

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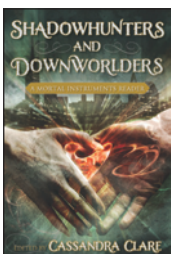


Ender's World

Fresh Perspectives on the SF Classic *Ender's Game*
EDITED BY ORSON SCOTT CARD

Ender's World conscripts almost two dozen science fiction, fantasy, and young adult writers to offer new perspectives on Orson Scott Card's *Ender's Game*, along with insights gleaned from other stories within the *Ender's Game* chronology. Edited by Orson Scott Card himself, *Ender's World* is aimed both at readers who have kept up with the many books that came after and at those who have not, but who loved and want to re-visit the original novel. A film version releases November 2013.

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Shadowhunters and Downworlders

A Mortal Instruments Reader
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Cassandra Clare's *Mortal Instruments* series has captured the imaginations and loyalty of hundreds of thousands of YA readers. *Shadowhunters and Downworlders*, edited by Clare (who provides an introduction to the book and to each piece), is a collection of essays by YA authors, including Holly Black, Kami Garcia, Rachel Caine, and more, on the series and its world.

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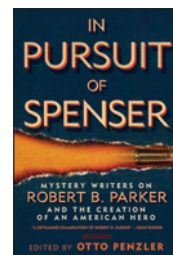
In Pursuit of Spenser

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

EDITED BY OTTO PENZLER

When Robert B. Parker passed in early 2010, the world lost two great men: Parker himself, an iconic American crime writer whose books have sold more than 6 million copies worldwide, and his best-known creation, Spenser. Editor Otto Penzler—proprietor of New York's The Mysterious Bookshop and renowned mystery fiction editor—collects some of today's bestselling mystery authors to discuss Parker, his characters, and the series with affection, humor, and a deep appreciation.

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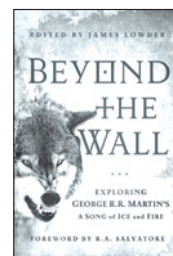
Beyond the Wall

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

EDITED BY JAMES LOWDER

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

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The Unofficial Mad Men Cookbook

Inside the Kitchens, Bars, and Restaurants of Mad Men

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The appeal of AMC's *Mad Men* lies as much in its painstaking portrait of 1960s America as in the emotional lives of its characters. Judy Gelman and Peter Zheutlin explore the show's culinary backdrop, from the food we see on the table at Sterling Cooper power lunches to the dishes Betty serves at Draper dinner parties, with more than 70 recipes, photos, and other images all drawn from the period in which *Mad Men* is set. Perfect for throwing your own *Mad Men*-inspired cocktail party.

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Nyx in the House of Night

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

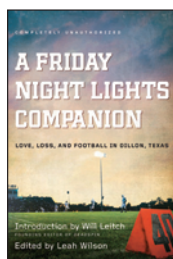
House of Night author P.C. Cast leads this collection of pieces on the real-world influences behind the House of Night's unique mythology. Fellow YA authors (including House of Night coauthor Kristin Cast) and experts (including Wicca lecturer Bryan Lankford, the real-life basis for House of Night instructor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

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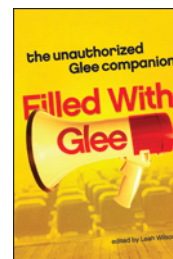
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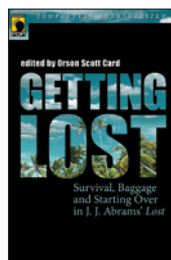
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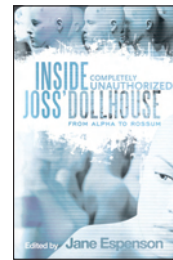
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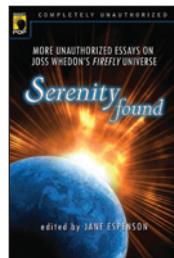


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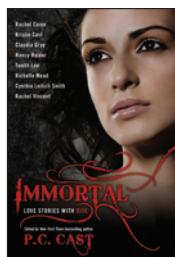
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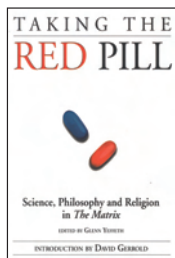
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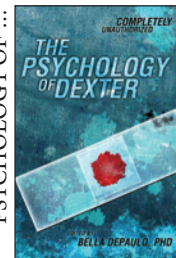
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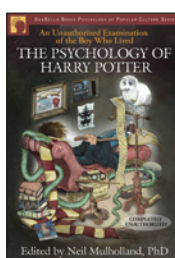
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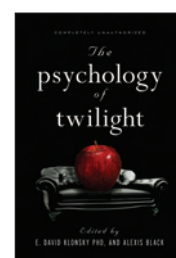
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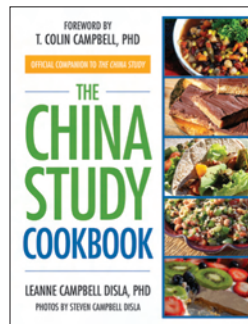
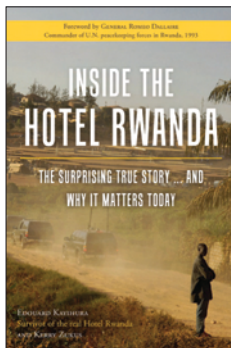
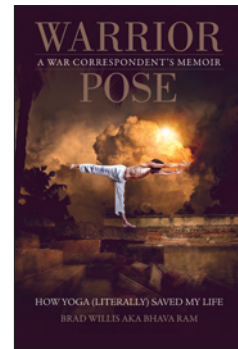
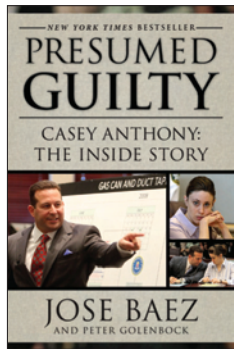
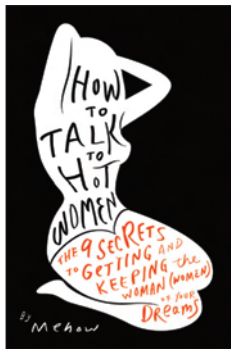
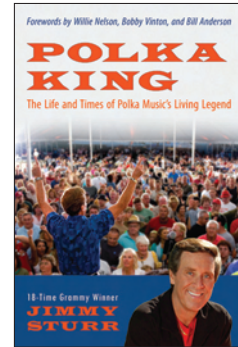
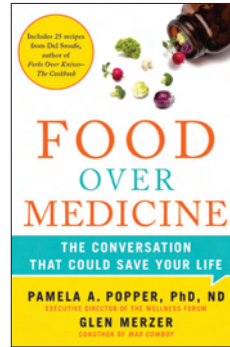
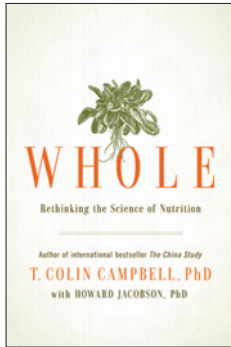
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