

# *BenBella Books*

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17 YEARS OF INNOVATIVE PUBLISHING



SPRING 2020 CATALOG



# HELLO THERE!

## DEAR READER,

We've all heard the same advice when it comes to dieting: no late-night food. It's one of the few pieces of conventional wisdom that most diets have in common. But as it turns out, science doesn't actually support that claim. In *Always Eat After 7 PM*, nutritionist and bestselling author Joel Marion comes bearing good news for nighttime indulgers: eating big in the evening when we're naturally hungriest can actually help us lose weight and keep it off for good.

He's one of the most divisive figures in journalism today, hailed as "the Walter Cronkite of his era" by some and deemed "the country's reigning mischief-maker" by others, credited with everything from Bill Clinton's impeachment to the election of Donald Trump. But beyond the splashy headlines, little is known about Matt Drudge, the notoriously reclusive journalist behind The Drudge Report, nor has anyone really stopped to analyze the outlet's far-reaching influence on society and mainstream journalism—until now. In *The Drudge Revolution*, investigative journalist Matthew Lysiak offers never-reported insights in this definitive portrait of one of the most powerful men in media.

We know that worldwide, we are sick. And we're largely sick with ailments once considered rare, including cancer, diabetes, and Alzheimer's disease. What we're just beginning to understand is that one common root cause links all of these issues: insulin resistance. Over half of all adults in the United States are insulin resistant, with other countries either worse or not far behind. Now, in *Why We Get Sick*, renowned scientist and pathophysiology professor Benjamin Bikman explores why insulin resistance has become so prevalent and what we can do to fix it.

It may seem like we're closer to nuclear war than ever before, with a growing arsenal worldwide and unpredictable leaders trading apocalyptic threats and petty insults. But the truth is, America has been one "push of a button" away from nuclear war since the Truman administration. Now, in *The Button*, former secretary of defense William J. Perry and nuclear policy think-tank director Tom Collina unpack the nuclear arms race and presidential power—including shocking accounts of close calls and interviews with former presidents and more—in a powerful condemnation against leaving such a devastating button under any one person's thumb.

Want to know what "foodie" culture says about our rising rates of stress, loneliness, anxiety, and depression (*Hungry*) or how eating high-quality, ethically sourced meat might actually be best for our bodies and the planet (*Sacred Cow*)? Or curious about the psychology behind our behavior as consumers (*Blindsight*) and our productivity at work (*Whatever Works*)?

Whether you want to understand white women's role in the election of Donald Trump—and what they can do to fix it (*Raising Our Hands*) or want a renowned hypnotherapist's guide to losing weight and getting better sleep (Grace Smith's Close Your Eyes series), BenBella's Spring 2020 list can deliver!

Enjoy!

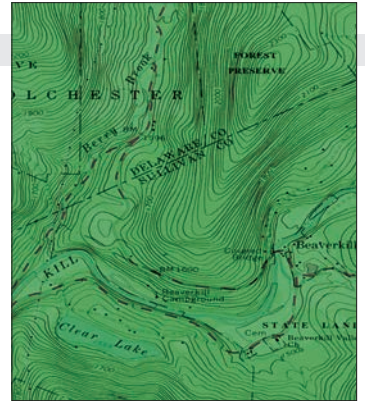
**GLENN YEFFETH**

PUBLISHER, BENBELLA BOOKS

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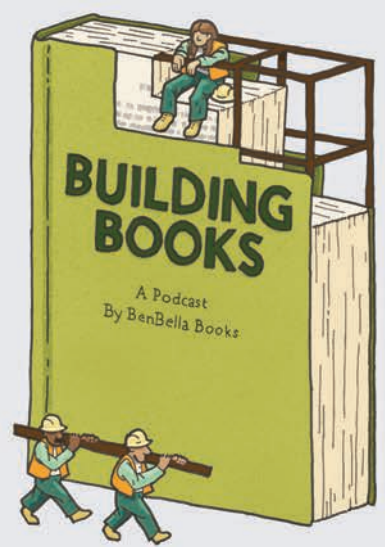
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*Building Books*  
A PUBLISHING PODCAST FROM BENBELLA

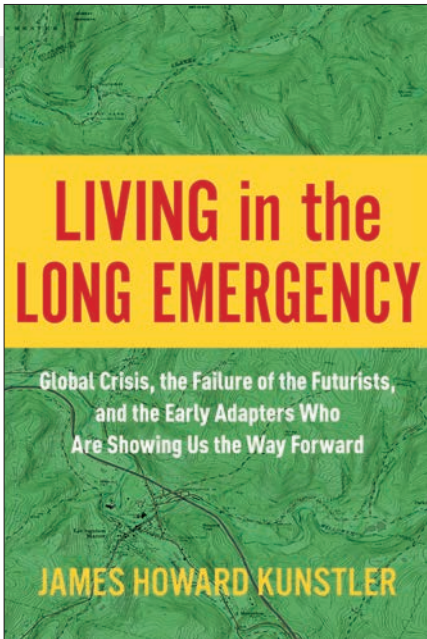




# LIVING IN THE LONG EMERGENCY

Global Crisis, the Failure of the Futurists, and the Early Adapters  
Who Are Showing Us the Way Forward

JAMES HOWARD KUNSTLER



**The author of *The Long Emergency* examines our environmental state and the looming collapse of the techno-industrial economy, showing how real Americans are coping with the rapidly changing realities both in and outside of the US borders.**

**FORGET THE SPECULATION OF** pundits and media personalities. For anyone asking “Now what?” the answer is out there. You just have to know where to look.

In his 2005 book, *The Long Emergency*, James Howard Kunstler described the global predicaments that would pitch the United States into political and economic turmoil in the 21st century—the end of affordable oil, climate irregularities, and flagging economic growth, to name a few. In this book, he returns with an up-close-and-personal look at how real people are living *now*—surviving the Long Emergency as it happens.

Through his popular blog, *Clusterf\*ck Nation*, Kunstler has had the opportunity to connect with people from across the country. They’ve shared their stories with him—sometimes over years of correspondence—and in *Living in the Long Emergency: Global Crisis, the Failure of the Futurists, and the Early Adapters Who Are Showing Us the Way Forward*, he shares them with us, offering an eye-opening and unprecedented look at what’s really going on “out there” in the United States—and beyond.

Coming from all walks of life, the individuals you’ll meet in these pages have one thing in common: their stories acutely illustrate the changing realities that real people are facing—and coping with—every day. In fascinating profiles, Kunstler paints vivid, human portraits that offer a “slice of life” from people whose struggles and triumphs all too often go ignored.

With personal accounts from a Vermont baker, homesteaders, a building contractor in the Baltimore ghetto, a white nationalist, and many more, *Living in the Long Emergency* is a unique and timely exploration of how the lives of everyday Americans are being transformed, for better and for worse, and what these stories tell us about both the future and human perseverance.

- **Kunstler’s previous book *The Long Emergency* sold 125K copies**
- **Author is a seasoned journalist and has written for *Atlantic*, *Slate*, *Rolling Stone*, *New York Times Magazine*, and more**
- **Author is an established speaker, having presented for outlets from TED to the National Association of Science and Technology to top universities, including Harvard, Yale, and MIT**
- **Author’s twice-weekly blog, *Clusterf\*ck Nation*, receives 50K readers per entry**
- **Kunstler.com**
- **Twitter: @JHKunstler (2K)**



**JAMES HOWARD KUNSTLER** is the author of more than 20 books, both nonfiction and fiction, including *The Geography of Nowhere*, *The Long Emergency*, *Too Much Magic*, and the *World Made by Hand* series, set in a post-economic-collapse American future. Kunstler started his journalism career at the *Boston Phoenix* and was an editor and a staff writer for *Rolling Stone*, before “dropping out” to write books. He’s published op-eds and articles in the *New York Times*, *Wall Street Journal*, *Washington Post*, *Atlantic*, and the *American Conservative*. He was born and raised in New York City but has lived in upstate New York for many years. Residence: Washington County, N.Y.

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# AMERICAN NERO

The History of the Destruction of the Rule of Law, and Why Trump Is the Worst Offender

RICHARD W. PAINTER AND PETER GOLENBOCK

***American Nero* investigates how many leaders in history—with Trump as a prime example—have subverted the Constitution and American checks and balances.**

**“DONALD TRUMP IS ERODING** the rule of law!” We’ve heard it said many times, and we can feel it in our guts. But what does “rule of law” really mean? And what happens when it breaks down?

From Richard Painter, a senate candidate and law professor who served as White House chief ethics counsel under President George W. Bush, and *New York Times* bestselling author Peter Golenbock, *American Nero* is an in-depth exploration of the rule of law—the legal bedrock on which this country was founded.

Painter and Golenbock present a clear description of rule of law—arguably the single most important principle underlying our civilization. They also describe the abuses of power that have occurred throughout our nation’s history. Beginning in Puritan New England with the infamous Salem witch trials, *American Nero* makes vivid stops at the Red Scare of the 1920s, Japanese American internment, the McCarthy Era, and, much more recently, President Trump’s attempt to violate the First Amendment by banning Muslims from entering the United States.

While Trump is not the first offender, he is arguably the most blatant, and this unflinchingly honest and insightful work presents in devastating detail the ways in which our current president has trampled the rule of law with his attacks on the freedom of the press, the independence of the judiciary, and the autonomy of the justice department.

This is not a book about right versus left—instead, it is about the rule of law, a principle that transcends partisan politics, and how vital it is to the survival of our country. This book serves as a call-to-action, looking ahead to a brighter future for our country, one where citizens and officials alike protect our rights and honor their responsibilities.

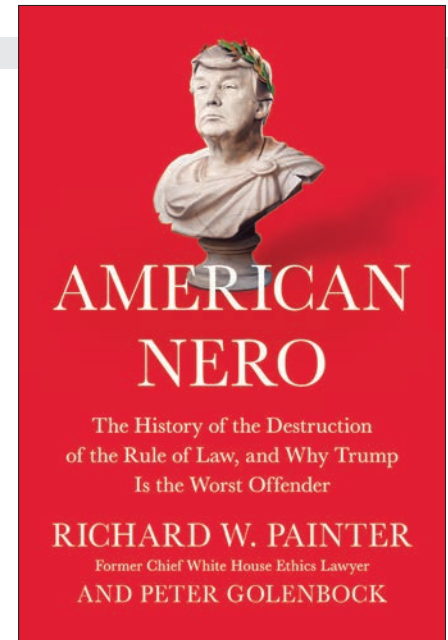
Timely and revealing, *American Nero* shares the lessons of history and lays the framework for returning to a society that respects the rule of law—an America that is consistent with our Founding Fathers’ vision of a genuinely free nation.



**RICHARD PAINTER**, a Republican, worked in the George W. Bush administration as associate counsel to the president in the White House Counsel’s office. His specialties are government ethics, business ethics, and lawyers’ ethics. Painter has been an outspoken critic of candidate Trump and President Trump, appearing frequently on popular cable news stations such as CNN and MSNBC. Residence: Minneapolis, Minn.



**PETER GOLENBOCK**, a graduate of NYU Law School, has written 65 books, ten of which are *New York Times* bestsellers. In addition to his bestsellers about sports, he has also written *Presumed Guilty* with Jose Baez, *The Chairman* with Jim Greer, and *In the Country of Brooklyn*. Residence: St. Petersburg, Fla.



- **National publicity firm hired**
- **Richard W. Painter served as associate counsel to the president in the White House Counsel’s office from 2005–2007**
- **Painter has written op-eds on government ethics for the *New York Times*, *USA Today*, *Washington Post*, and *Los Angeles Times*, and has been interviewed by *Anderson Cooper 360*, CNN News, Fox News, *Newsweek*, and NPR’s *All Things Considered***
- **Coauthor Peter Golenbock has written 10 *New York Times* bestsellers including *Presumed Guilty* (BenBella Books) and *American Prince***
- **Twitter: @RWPUSA (627K)**

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# ALWAYS EAT AFTER 7 PM

The Revolutionary Rule-Breaking Diet That Lets You Enjoy Huge Dinners, Desserts, and Indulgent Snacks—While Burning Fat Overnight

JOEL MARION WITH RECIPES BY DIANA KEUILIAN



**A simple, highly effective three-phase program that teaches dieters how they can lose big by strategically eating big when they are naturally hungriest—in the evening.**

**BASED ON SURPRISING SCIENCE,** *Always Eat After 7 PM* debunks popular diet myths and offers an easy-to-follow program that accelerates fat burning and allows you to indulge in your most intense food cravings: eating the majority of your calories at night.

Conventional diet wisdom tells us we should avoid carbs, have an early dinner, and never eat before bed. But the fact is, the latest scientific research just doesn't support this.

In *Always Eat After 7 PM: The Revolutionary Rule-Breaking Diet That Lets You Enjoy Huge Dinners, Desserts, and Indulgent Snacks—While Burning Fat Overnight*, fitness expert, nutritionist, and best-selling author Joel Marion offers a simple, highly effective weight-loss program.

This three-phase plan shows dieters how to lose weight by strategically eating the most in the evening when we're naturally hungriest. The secret to sustained fat loss lies in a combination of intermittent fasting (IF), filling daytime meals with Volumizing Superfoods, and strategic hormone-regulating food combinations—before bed (including “Super Carbs” like potatoes and white rice).

The *Always Eat After 7 PM* plan consists of:

- The 14-day Acceleration Phase to kick-start the program and see rapid results
- The Main Phase, where you'll learn exactly which foods to eat and when in order to achieve your weight-loss goals
- The Lifestyle Phase to keep the weight off for good

You'll even be able to enjoy dining out without restriction and satisfy nighttime hunger with fat-burning sweet and salty pre-bedtime snacks. What's more, you can further indulge your cravings—and *improve your results*—with strategically timed cheat meals/days. With straightforward food lists, easy-to-follow meal plans, and delicious recipes for every phase, this is a simpler, more enjoyable way to lose weight without feeling restricted. In the end, it's every dieter's dream—now you *should* do what you've been told not to: always eat after 7 PM!

- **National publicity firm hired; plans focus on hundreds of media placements, interviews, and social media ads**
- **Marion has appeared on NBC, ABC, and CBS; is a frequent guest on SiriusXM; and has been featured in *Men's Fitness*, *Woman's Day*, *Maximum Fitness*, *Oxygen*, *Clean Eating*, *MuscleMag International*, and *Muscle & Fitness Hers***
- **Author is the host of *Born to Impact*, a top-50 iTunes podcast**
- **Promotion through author's newsletter (3M)**
- **BioTRUST.com; BornToImpact.libsyn.com**
- **Instagram: @JoelMarion (1.5M)**
- **Facebook: @JoelMarionReal (197K)**

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**JOEL MARION** is a six-time bestselling author, host of the top-ranked inspirational podcast *Born to Impact*, and the cofounder of BioTrust Nutrition (the largest eCommerce supplement company in the United States). Additionally, his work has been featured in *Men's Fitness*, *Woman's Day*, *Men's Health*, *Oxygen*, *Men's Journal*, and *Clean Eating*. Residence: Tampa Bay, Fla.



**DIANA KEUILIAN** is passionate about creating wholesome versions of your favorite foods. She removes the gluten, soy, grains, and refined sugar from traditional recipes on her popular blog, *Real Healthy Recipes*, and in her cookbooks, *The Recipe Hacker* and *The Recipe Hacker Confidential*. Residence: Dana Point, Calif.



## Frozen Dessert Bark

PREP: 15 MINUTES | FREEZE: 3 HOURS | MAKES: 3 SERVINGS

### *Ingredients*

- 2 cups full-fat plain Greek yogurt
- 1 teaspoon honey
- 10 drops liquid stevia
- 1/8 teaspoon almond extract
- 3 tablespoons stevia-sweetened mini dark chocolate chips (such as Lily's brand), divided
- 5 fresh strawberries, halved and sliced
- 2 tablespoons unsweetened flaked coconut

Find a tray that fits in your freezer and line it with parchment paper.

In a medium bowl, mix the yogurt, honey, stevia, almond extract, and 1 tablespoon of the chocolate chips.

Spread the mixture 1/2-inch thick over the prepared tray. Sprinkle with the strawberries, coconut, and remaining 2 tablespoons chocolate chips. Place in the freezer for 3 hours, until completely frozen.

Remove from the freezer and use a knife to break the dessert bark into pieces. Store in a ziplock bag in the freezer.

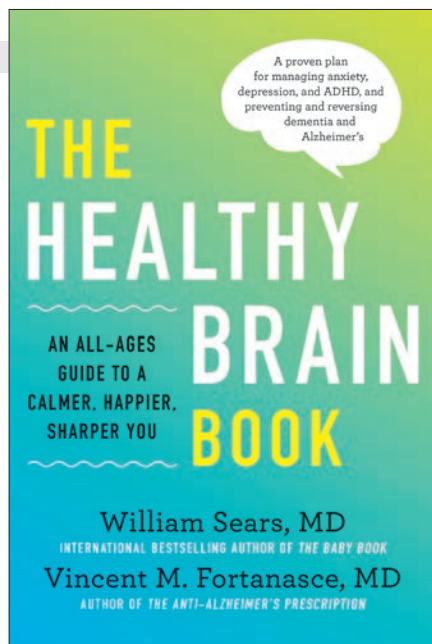
**NUTRITION:** Calories: 174 | Fat: 6g | Carbohydrates: 14g | Sodium: 50mg | Fiber: 2g | Protein: 16g | Sugar: 4g



# THE HEALTHY BRAIN BOOK

An All-Ages Guide to a Calmer, Happier, Sharper You

WILLIAM SEARS, MD, AND VINCENT M. FORTANASCE, MD



**A brain health guide for readers of all ages manage anxiety, depression, and ADHD, and even prevent conditions like Alzheimer's.**

**THE BRAIN IS** a complex organ, responsible for our thoughts, feelings, hopes, and dreams. It's also vulnerable to a host of ailments that negatively impact quality of life, from disorders such as depression, anxiety, and ADHD that can strike at any time to illnesses of aging like Alzheimer's and dementia.

The good news is, this diverse set of mental and emotional challenges all stem from the same cause: imbalance in the brain. And getting your brain back in balance—without medication or in partnership with it—is easier than you think.

Whether you're experiencing “normal” mental and emotional burnout or wrestling with a diagnosed illness, *The Healthy Brain Book* can help you thrive. It explains:

- How *what* we think can change *how well* we think
- The role of inflammation in the brain, and how food and activity can *reverse* it
- Which drugs enhance and suppress the brain's ability to *heal* itself
- Actionable advice to improve your memory, promote learning, and *prevent* common brain ailments
- How to personalize the book's tools for *your* unique brain

For more than 20 years, *The Baby Book* author William Sears's advice has been trusted by millions across the country and around the world. Now, he and *The Anti-Alzheimer's Prescription* author Vincent M. Fortanasce have put together the essential guide to a clearer, calmer, and happier brain. Laced with relatable personal stories from family members and patients, as well as helpful illustrations, *The Healthy Brain Book* weds Fortanasce's deep neurological and psychiatric expertise with Sears's sympathetic bedside manner and reader-friendly writing.

Let *The Healthy Brain Book* help you, safely and effectively, “think-change” your brain for a happier and healthier life.

- **Previous books include:** Sears, 1.5M books sold including *The Baby Book* (440K copies sold) and *The Dr. Sears T5 Wellness Plan*; Fortanasce, *The Anti-Alzheimer's Prescription* (17K)
- **National publicity firm hired**
- **Both authors are frequent speakers**
- *The Dr. Sears T5 Wellness Plan* was featured in/on Fox News, Home & Family, NBC News Radio, Reader's Digest, and mindbodygreen.com
- **AskDrSears.com** (100K visitors per day)
- **Facebook:** /AskDrSears (167K)
- **Twitter:** @AskDrSears (9.7K)

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**WILLIAM SEARS, MD**, has been advising busy parents on how to raise healthier families for more than 40 years. Together with his wife, Martha, he has written more than 40 books and his website AskDrSears.com is one of the most popular health and parenting sites. Dr. Sears is noted for his science-made-simple-and-fun approach to family health. Residence: San Juan Capistrano, Calif.

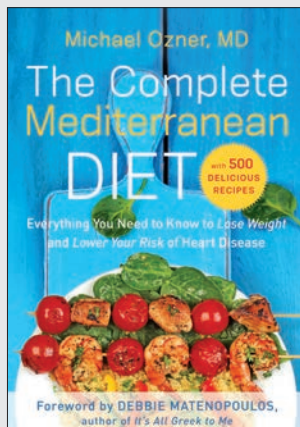


**VINCENT M. FORTANASCE, MD**, is a world-renowned neurologist and rehabilitation specialist. He has appeared as a medical expert on *60 Minutes*, *Today*, *Dr. Phil*, *Dateline*, and more. Dr. Fortanasce is a regular spokesperson for the California Medical Association at the senate and legislature assemblies, and also hosts his own syndicated radio program, *St. Joseph's Radio Presents*. Residence: San Juan Capistrano, Calif.



# WANT MORE?

Your path to wellness begins here—with titles that help you make the best possible choices for your body and mind.

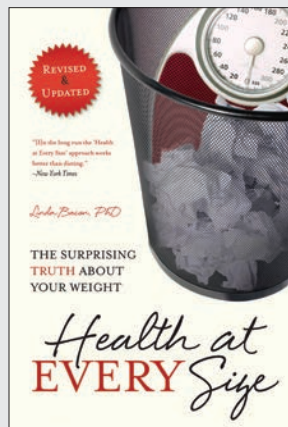


## THE COMPLETE MEDITERRANEAN DIET

MICHAEL OZNER, MD

Obesity, diabetes, heart disease, and cancer—all diseases that have been scientifically linked to diet—are at an all-time high. But there's a solution that's been successful for millions of people for thousands of years: the Mediterranean diet. Top cardiologist Michael Ozner examines the traditional Mediterranean diet clinically proven to reduce your risk of heart disease, cancer, and numerous other diseases. Including 500 delicious recipes and a foreword by Debbie Matenopoulos, *The Complete Mediterranean Diet* shows you how and why to change your diet for a longer, healthier, happier life.

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## HEALTH AT EVERY SIZE

*Revised Edition*

LINDO BACON, PHD

Eat what you want, when you want, choosing pleasurable foods that help you to feel good. You, too, can feel great in your body right now—and *Health at Every Size* will show you how. *Health at Every Size* has been scientifically proven to boost health and self-esteem. The program was evaluated in a government-funded academic study, its data published in well-respected scientific journals. Updated with the latest scientific research and even more powerful messages, *Health at Every Size* will convince you the best way to win the war against fat is to give up the fight.

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## TARGET 100

LIZ JOSEFSBERG

FOREWORD BY JENNIFER HUDSON

*Target 100* streamlines the weight-loss process into six easy-to-follow guidelines and shows you how to adjust them to fit your lifestyle, personalizing the program so that it works for you. Celebrity weight-loss coach Liz Josefsberg offers a holistic and revolutionary wellness book with a simple message: You don't need to be perfect to lose weight, or transform yourself into someone you're not. You don't have to count every gram of every nutrient and every calorie you eat at every meal. Believe it or not, weight loss can be simple. You can lose weight for good, with the world's simplest weight loss program.

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## BARE

SUSAN HYATT

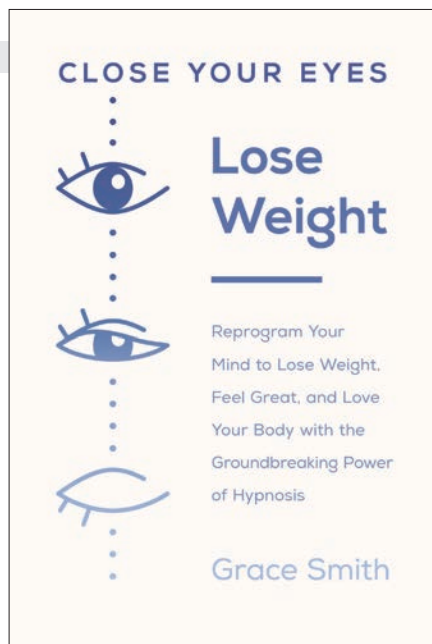
Get ready to shed everything that's weighing you down, treat your body like a beloved friend, and seize each day like you mean it! You are more than your body; you are a badass woman with big dreams, big feelings, and big potential. In her second book, Susan Hyatt presents an empowering approach to transforming your body and your life. *Bare* is a must-read book if you want to take excellent care of yourself, upgrade your mental and physical health, build confidence, conquer your goals, crush the patriarchy, and look and feel damn good doing it. *Bare* is not a weight-loss plan. It's a life-gain plan.

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# CLOSE YOUR EYES, LOSE WEIGHT

Reprogram Your Mind to Eat Healthy, Feel Great, and  
Love Your Body with the Groundbreaking Power of Hypnosis

GRACE SMITH



COVER NOT FINAL

**Hypnotherapist Grace Smith helps readers confront their subconscious issues with healthy habits and shows them how to relearn their relationships with food and their bodies.**

**IF DIETING ALWAYS SEEMS** to fail ... If you can't stick to a workout routine ... If you lose weight just to gain it back immediately ... Your subconscious might be the problem.

Forget everything you think you know about hypnosis based on party tricks and television silliness. Genuine hypnotherapy is a serious, scientifically proven method of influencing our hard-to-reach subconscious. Many people are skeptical at first, but if nothing you've tried has worked, you owe it to yourself to try an approach that has helped thousands around the world.

*Close Your Eyes, Lose Weight* uses the scientifically proven process of hypnotherapy to empower you to lose weight for healthful reasons. Guided exercises recondition your mind to let you effortlessly:

- Eat mindfully
- Overcome addictions to sugar and carbs
- Stop binge eating
- Heal body dysmorphia
- Release emotional weight

Rather than simply aiming for a number on the scale, *Close Your Eyes, Lose Weight* helps you achieve the self-confidence to love yourself enough to appreciate your incredible body and the conviction to live your life with pride. World-renowned hypnotherapist Grace Smith will give you the tools you need to train your subconscious mind to eat only the foods that nourish your body, mind, and life.



**GRACE SMITH** is on a mission to make hypnosis mainstream. A pioneer in the hypnotherapy field, her private clients including Fortune 500 CEOs, A-list celebrities, Olympic athletes, and government officials. She is the founder of the world's #1 provider of hypnosis education, products, and services, Grace Space Hypnosis and Grace Space Hypnotherapy School, a world-class hypnotherapy certification program. Smith is the author of *Close Your Eyes, Get Free*, and her work has been featured in the *Atlantic*, *Forbes*, *Entrepreneur*, *InStyle*, *Marie Claire*, *BuzzFeed*, *mindbodygreen*, *She Knows*, and dozens of podcasts. She is a regular guest on CBS's hit show *The Doctors* and her "Relax, Brazil!" segment on popular Brazilian late night talk show, *The Noite com Danilo Gentili*, went viral, bringing her powerful self-hypnosis techniques to millions of viewers. Her keynote speeches include OZY Fest with Hillary Clinton, Procter & Gamble, SummitLive, Women Empowerment Expo, Soul Camp, and more. Residence: Vero Beach, Fla.

- **Grace Smith is a world-renowned hypnotherapist and founder of Grace Space and Grace Space Hypnotherapy School**
- **Author's private clients include celebrities, Fortune 500 CEOs, professional athletes, and government officials**
- **Author has been featured in CBS's *The Doctors* (recurring guest), *Atlantic*, *Bustle*, *InStyle*, *Glamour*, *BuzzFeed*, and *Forbes***
- **Promotion through author's email list (80K subscribers)**
- **GSHypnosis.com**
- **Instagram: @GraceSmithTV (62.9K)**
- **Facebook: /GraceSmithTV (41K)**

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# NEUROSCIENCE FICTION

From *2001: A Space Odyssey* to *Inception*, How Neuroscience Is Transforming Sci-Fi into Reality—While Challenging Our Beliefs About the Mind, Machines, and What Makes Us Human

RODRIGO QUIAN QUIROGA

**Explore how modern neuroscience is turning iconic science-fiction scenarios into reality—and why these developments should prompt us to revisit centuries-old philosophical questions.**

**WHAT IF SCIENCE FICTION** stopped being *fiction*?

Developments in neuroscience are turning sci-fi scenarios into reality and causing us to revisit some of the philosophical questions we have been asking ourselves for centuries.

Science fiction often takes its inspiration from the latest science . . . and our oldest questions. After all, the two are inextricably linked. At a time when advances in artificial intelligence are genuinely leading us closer to a computer that thinks like a human, we can't help but wonder: *What makes a person a person?*

Countless writers and filmmakers have created futuristic scenarios to explore this issue and others like it. But these scenarios may not be so futuristic after all.

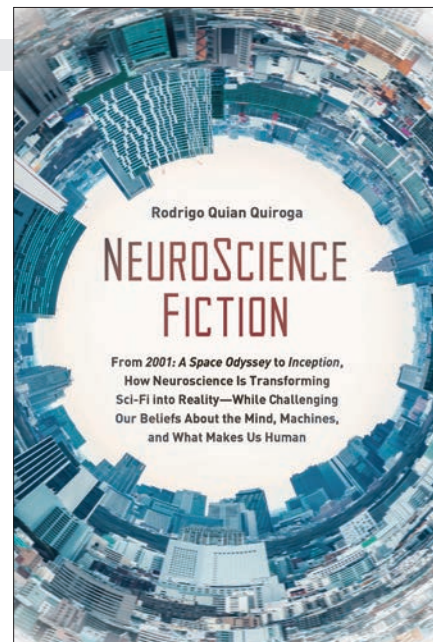
In the movie *Inception*, a group of conspirators implants false memories; in *Until the End of the World*, a mad scientist is able to read dreams; in *2001: A Space Odyssey*, a supercomputer feels and thinks like a person. And in recent years, the achievements described in leading scientific journals have included some that might sound familiar: implanting memories using optogenetics, reading the mind during sleep thanks to advanced decoding algorithms, and creating a computer that uses deep neural networks to surpass the abilities of human thought.

In *NeuroScience Fiction*, neuroscientist and author Rodrigo Quiroga reveals the futuristic present we are living in, showing how the far-out premises of ten seminal science-fiction movies are being made possible by discoveries happening right now on the cutting edge of neuroscience. He also explores the thorny philosophical problems raised as a result, diving into *Minority Report* and free will, *The Matrix* and the illusion of reality, *Blade Runner* and android emotion, and more.

A heady mix of science fiction, neuroscience, and philosophy, *NeuroScience Fiction* takes us from *Vanilla Sky* to neural research labs and from *Planet of the Apes* to what makes us human. This is a book you'll be thinking about long after the last page—and once you've read it, you'll never watch a sci-fi blockbuster the same way again.



**RODRIGO QUIAN QUIROGA** is the director of the Centre for Systems Neuroscience and the head of bioengineering at the University of Leicester. His main research interest is on the study of the principles of visual perception and memory. He discovered what has been named “concept cells” or “Jennifer Aniston neurons”: neurons in the human brain that play a key role in memory formation, a finding that was selected as one of the top 100 scientific stories of 2005 by *Discover* magazine. His work has been published in about 100 research articles and has received worldwide media attention, including articles in the *New York Times*, *Washington Post*, *Scientific American*, *New Scientist*, *Independent*, and others. He is also the author of *Borges and Memory*, linking the thoughts of Argentinean writer Jorge Luis Borges with memory research in neuroscience. Residence: Leicester, U.K.



- **Rodrigo Quian Quiroga's previous books include *Borges and Memory* and *The Forgetting Machine* (BenBella), which was reviewed by the *British Society for Literature & Science* and *Manhattan Book Review***
- **Author was selected as one of the 10 UK RISE Leaders in science and engineering**
- **Author's work has been published in media outlets, including the *New York Times*, *Washington Post*, *Scientific American*, *Daily Mail*, *New Scientist*, and *Independent***
- **Author is Argentinian and fluent in Spanish**

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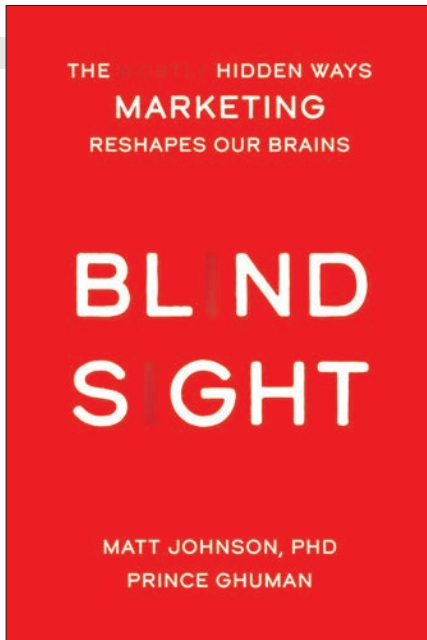
# BLINDSIGHT

The (Mostly) Hidden Ways Marketing Reshapes Our Brain

MATT JOHNSON, PhD, AND PRINCE GHUMAN

12

COVER NOT FINAL



**A Princeton neuroscientist and marketing expert combine their unique expertise to explore the psychology of consumption, revealing how brands turn individuals into consumers through specific neuroscientific principles.**

**TODAY'S BRANDS KNOW MORE** about how your brain works than you do. Isn't it time to level the playing field?

We think of ourselves as independent actors making objective decisions. But many external factors—from the colors we see to the music we hear to the stories we're told—impact our “objective” perception and buying behavior down to the most fundamental, biological levels. That's why brands exist—and they derive their power from neuroscience.

With eye-opening science and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman reveal what companies don't: how brands hack your psychology to drive your behavior. Their goal: to close the knowledge gap between consumer and brand, to let you consume on your own terms.

Inside, discover:

- Why watch ads always show the time 10:10
- How a simple equation (pleasure - pain = purchase) explains our buying behavior
- How the colors blue and orange influence our diet and exercise habits
- What Apple's iPhone marketing strategy has in common with dubstep
- Why subliminal marketing is not nearly as effective as *midliminal* marketing

*Blindsight* exposes the ways brands architect our behavior as consumers, from which president we choose to how our wine tastes, by affecting our perceptions. It'll change the way you view not just branding, but yourself, too.

- **Johnson and Ghuman are professors at Hult International Business School with strong contacts in the San Francisco Bay area**
- **Both authors are frequent public speakers; Johnson is sponsored by Hult to speak at international conferences**
- **Ghuman was named as one of the “Movers and Shakers” by the *San Francisco Chronicle* in 2015**
- **Promotion planned through Ghuman's Medium platform**
- **15Center.com; PopNeuro.com**
- **Twitter: @MattJohnsonIsMe; @PrinceG**



**MATT JOHNSON, PhD**, received his BA in cognitive psychology from the University of California at San Diego in 2008, and his PhD in cognitive psychology/neuroscience from Princeton University in 2013. He currently serves as associate dean of undergraduate programs at the Hult International Business School in San Francisco. Johnson was selected as one of ten Hult Research Fellows globally. Residence: San Francisco, Calif.



**PRINCE GHUMAN's** journey into marketing started during his undergraduate studies at the University of California at San Diego. His first start-up, Potenza, was the first of its kind: a brand of caffeinated water. Most recently, he held dual roles as the US director of consumer marketing and the global director of B2B marketing for OFX. He was named one of the “Movers and Shakers” by the *San Francisco Chronicle* in December 2015. He currently teaches marketing, entrepreneurship, and communications at Hult International Business School. Residence: San Francisco, Calif.

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**ONE OF THE PRIMARY REASONS** memory is so inaccurate and prone to error is because, frankly, the brain doesn't really care about accuracy. The human brain is a fundamentally forward-thinking organ and pragmatic in nature. Memory isn't simply the brain's attempt at connecting to the past; it's the brain's attempt at connecting to the past *in order to optimize the future*. How accurate our memories are is secondary to memory's main purpose: giving us a "good enough" understanding of the past in order to move forward.

As such, memory and behavior are intimately linked. Memory is the jumping-off point for all behavior; without a memory of ourselves, our world, and where we come from, there's no firm ground for future behavior. And so just as memory is sensitive to the context in which it was created, so too is behavior.

**"Memory is the jumping-off point for all behavior; without a memory of ourselves, our world, and where we come from, there's no firm ground for future behavior."**

This can be seen most readily in simple learned associations. In a fascinating study done at Northwestern University, researchers randomly divided participants from the general population into two groups. One group was given white doctor's coats, and the other, plain street clothes. They found that the group in the doctor's coats performed much better on tests of accuracy and attentional focus. Why? Over time, our brain has unconsciously built an association between doctors and a sense of intelligence and accuracy. We have a mental model of "doctors," constructed over time, that features these characteristics. Wearing a doctor's uniform activates the model and, in turn, alters our behavior: we unconsciously behave in a way that is in line with the characteristics of that learned model (e.g., intelligent and accurate).

This is perhaps why we play better, or at least have the confidence to play better, when we wear the jerseys or branded shoes of our favorite athletes. Even with something as simple as clothing, a familiar context with learned associations can significantly impact our memory, attitudes, and ultimately our behavior.

Think about this for music. Next time Lil' Jon's "Shots" comes on at the bar, mind the context. You can hate the song and still appreciate the genius behind playing it at a bar. Every time it comes on, customers are more likely to think of, and thus more likely to order, shots. In other words, playing the song triggers a behavior that makes bars money: buying shots.

You can find context-driven behavior all around you: examples of contexts that drive particular behaviors, and especially purchasing behaviors. State fairs and funnel cakes. Baseball and hot dogs. Movies and popcorn. Peanut butter and jelly. Pizza and beer. Work break and cigarettes. Yacht Week and trust funds.

**"Memory isn't simply the brain's attempt at connecting to the past; it's the brain's attempt at connecting to the past in order to optimize the future."**

**"Even with something as simple as clothing, a familiar context with learned associations can significantly impact our memory, attitudes, and ultimately our behavior."**

For brands, the brain's natural pairing of context and behavior is an opportunity to exercise behavior design. An oldie-but-goodie example is Kit Kat's classic jingle: *Give me a break, give me a break, break me off a piece of that Kit Kat bar!* What Nestlé (parent company of Kit Kat) sneakily did here was link the *context* of taking a break with the *behavior* having a Kit Kat. At your lunch break at work? Have a Kit Kat. Need a break from studying? Have a Kit Kat. The earworm quality of the jingle made this context/behavior pairing doubly effective. Once you hear it, you can't get it out of your head. And whenever someone says, "Hey, time for a break," guess what tune comes to mind?

Kit Kat's contextual success didn't withstand the test of time, but this next brand's did. Do your best to imagine the following scenario in your mind: *You're on vacation, someplace warm. The temperature is perfect. The setting is serene: no cars, no crowds, just the sound of the ocean waves crashing near you. You can smell the crisp beach air and feel the sand on your toes.*

Take a minute to really imagine being there. Done? OK, now imagine a waiter asking if you would like a beer. Which beer comes to mind? Chances are, Corona. Over decades, Corona has incepted you, firmly associating itself with the beach in your mind. This association is no accident. In an ocean of beer options, how can a brand not only stand out, but make the consumer think of it unprompted? By owning a context.



# RAISING OUR HANDS

A Guide for White Women on Taking Responsibility and Taking Action

JENNA ARNOLD

A Guide for White Women  
on Taking Responsibility  
and Taking Action

## RAISING OUR HANDS

Jenna Arnold

**White women are one of the most influential demographics in America—when we take action, speak up, and call for change, we can achieve profound results.**

**RAISE YOUR HAND IF** this sounds familiar: You want to help others. You want to be heard on important issues. You want to be part of the movement for a better future for this country. You know you could be doing far more than you are . . . but you feel stuck. You're so afraid of getting in the way, or doing the wrong thing, that you consistently opt out of taking action.

If your hand is up, you're not alone. Far too many of us want to step in and speak up, but we don't know how.

In *Raising Our Hands*, Women's March national organizer Jenna Arnold asks white women to commit to having honest conversations with ourselves—to admit what we don't know about race, about class, about privilege, and to dive into that lack of knowledge instead of burying it. Because before we can begin working toward solutions, we have to understand that it is possible to have been part of the problem, whether we intended to or not.

Arnold has traveled to all corners of the country having closed-door conversations with white women. In these "Listening Circles," she dove into the complicated subjects of identity, power, and our role in the state of the world today. She discovered that white women, because of their fear of "getting it wrong" and their desire to avoid tension and maintain the status quo, regularly table their power and influence (or unknowingly use it to the detriment of others), staying on the sidelines when they could be changing—or saving—lives.

*Raising Our Hands* also provides an introduction to parts of the American story most of us aren't taught—the parts of our history that get glossed over, and how they impact the current state of the world. But most important, this book will help white women understand how we can take active roles in creating a better future for everyone.



**JENNA ARNOLD** is listed as one of Oprah's "100 Super Soul Influencers" because she doesn't have much patience for the status quo. She has been called a "disruptor" in every industry in which she has dabbled, from elementary school classrooms to halls of the United Nations, MTV, and the White House. For her recent work as one of the organizers of the Women's March, Arnold was recognized with a *Glamour* Women of the Year award. She cofounded the nonprofit ORGANIZE, focusing on ending the waitlist for organ transplants in America, and was named one of *Inc.* magazine's "35 Under 35" list. Residence: Seattle, Wash.

- **Jenna Arnold was the director of strategic engagement for the historic 2017 Women's March**
- **Author has been named one of Oprah's SuperSoul 100 leaders and one of *Glamour's* Women of the Year in 2017**
- **Author is a regular contributor to and her work has been featured in the *New York Times*, *Glamour*, *Inc.*, *Wall Street Journal*, *Washington Post*, *Bloomberg*, *USA Today*, *Associated Press*, *Fortune*, and *Marie Claire***
- **Author is a frequent speaker at high-profile events**
- **Twitter: @JennaArnold (2.6K)**
- **Instagram: @ItsJenna (4K)**

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**T**HE VERY VISIBLE DIVISIONS that are the American story are hard to sit with, let alone pick apart in detail. But if the past four years have taught me anything, it is that the comfortable silence that I have been able to sink into and out of at my discretion most of my life is no longer comfortable. I can't pretend everything is rosy while I know there are people who love their children as much as I do—whose names and burdens and joys I'll never know—who are trapped inside a system of poverty and injustice, both in the same zip code and ones I don't even know exist. My turning around not to look, my keeping silent because it is easier than searching for what feels like an impossible solution, is the American white woman's crutch, and it is also the country's Achilles' heel.

White women are intimately familiar with competing priorities; the need to protect our own interests versus the desire to leave a meaningful legacy is just one example. We want to be everything to all people, but since our overrun to-do lists and lack of a clear solution get in the way, we just stay in the easy lane, which, at times, can lead to ignorance and apathy.

Some of us choose to sit out the seemingly unnavigable work of staying in tense conversations with people on the other side of the political spectrum, sifting through contradicting information about an issue we wish would just be solved already, or voicing a lone, unpopular opinion in a crowded room. We become disinterested because challenging the status quo means questioning the comfy SUV in the driveway and the half-drunk bottle of water rolling around on its floor. We worry about what we could lose, or about admitting how we've been wrong, or that we (as individuals or as a country) might be causing harm to the defenseless. We're not sure we're willing to sacrifice gasoline prices, zip-top bags, or prep-school admission. We actively maintain distractions and choose to avoid headlines to dodge the firehose of confusing news with no clear way forward. I get it, 🤔.

When it comes time to assess our behavior or discuss an uncomfortable subject, either at the country club or in the gym locker room or grocery store checkout line, we sometimes lean into our insecurity: *Who am I to say? I'm no expert. I care, but do I really know what I'm doing?*

But we can't afford to wait. We can't sit back and pretend to assume someone else has got "it" under control. They don't. If we delegate to a mythical "them," some government agency or smarty-pants academic, then we're being complacent, and complacency is the cancer of humanity.

The American white woman is a powerful force—an essential participant—to mobilize on behalf of humanity and our planet, but based on what I heard and saw in the Listening Circles, I'm not sure we know it. It's like we're holding the key to one of the most expensive, sportiest, high-performance cars on the planet, and we're too busy second-guessing whether we even know how to drive. We do.

Here's the proof, which was surprising to most of the women in the Listening Circles: our purchasing power was estimated at \$12.1 trillion in 2018. That's a "t," not a "b." Men can't throw that "t" around like we can. We control 85 percent of the share of purchasing power in the United States, and, consequently, we're the target audience for most advertisers. Advertisers spend more time getting our attention than that of any other group of consumers, and we even get VIP treatment among demographic data-trolls, who purchase our online info at a higher rate than any other group.

More than 53 million white women reported voting in the 2016 election—more than white men or any other voting bloc combined. In other words, *we* decide who becomes president of the United States. And I'm not sure we know we carry that responsibility when we walk into the voting booth.

The next time you dodge difficult subjects or avoid moments of confrontation, the same way other privileged women from the past have avoided confrontation and let other people suffer because of it, know that women in the future might wish, as hard as you do today, that the women before them had done more, that they (you) were stronger—and start doing better right here, right now. That's you (and me 🤔) and that's today.

**"White women are intimately familiar with competing priorities; the need to protect our own interests versus the desire to leave a meaningful legacy is just one example."**

**"More than 53 million white women reported voting in the 2016 election—more than white men or any other voting bloc combined. In other words, *we* decide who becomes president of the United States."**

# 12 MONTHS TO \$1 MILLION

How to Pick a Winning Product, Build a Real Business,  
and Become a Seven-Figure Entrepreneur

RYAN DANIEL MORAN



**Capitalism.com founder details the exact steps entrepreneurs need to identify and launch a winning product idea—and how to bring it to \$1 million or more in the first year.**

**THIS IS THE ROADMAP** to a seven-figure business . . . in one year or less.

The word “entrepreneur” is today’s favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called easy paths to success.

The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It’s no wonder that more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually. *12 Months to \$1 Million* condenses the start-up phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula.

By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their first product up for sale, and launch it to a crowd that is ready and waiting to buy.

This one-year plan will guide you through the three stages to your first \$1 million:

- **The Grind (Months 0–4):** This step-by-step plan will help you identify a winning product idea, target customers who are guaranteed to buy, secure funding, and make your first sale within your first four months.
- **The Growth (Months 5–8):** Once you’re in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business.
- **The Gold (Months 9–12):** It’s time to establish a series of products available for sale until you are averaging at least 100 sales daily, getting you closer to the million-dollar mark every single day.

Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He’s seen hundreds of entrepreneurs cross the seven-figure barrier, many of whom went on to sell their businesses for millions.

If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots *for life*.



**RYAN DANIEL MORAN** is the founder of Capitalism.com, where he teaches entrepreneurs to build businesses and invest the profits. Moran is best known for helping more than 300 new entrepreneurs build seven-figure companies, without big teams or 100-hour workweeks. He helps business owners scale and sell companies and invest the profits for passive income, which is his own strategy to someday buy the Cleveland Indians. Residence: Austin, Texas.

- **Preorder campaign**
- **Moran is the founder of Capitalism.com, where he is responsible for creating 300+ millionaires, and The Capitalism Conference, which has featured guests such as John Mackey and Gary Vaynerchuk**
- **Podcast tour planned, including Tai Lopez (1M) and Pat Flynn (1M), and YouTube promotion including Prince Ea (4.3M) and Tai Lopez (1.3M)**
- **Promotion through author’s podcast and email list (75K)**
- **Capitalism.com**
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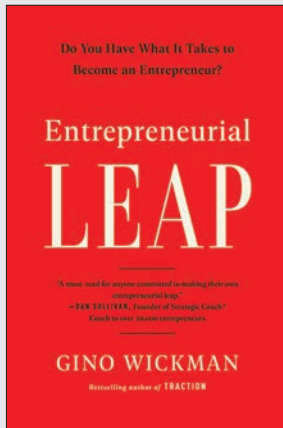
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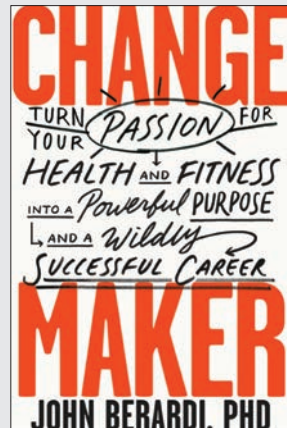


## ENTREPRENEURIAL LEAP

GINO WICKMAN

You've thought about starting your own business . . . but how can you decide if you should really take the leap? *Entrepreneurial Leap: Do You Have What It Takes to Become an Entrepreneur?* is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck. In this three-part book, Gino Wickman, bestselling author of *Traction*, reveals the six essential traits that every entrepreneur needs in order to succeed, based on real-world start-ups that have reached incredible heights.

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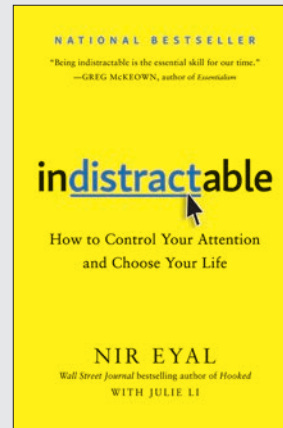


## CHANGE MAKER

JOHN BERARDI, PHD

With thousands of certifications, seminars, websites, and gurus promising advice, it's difficult for even the best pros to turn their passion for health and fitness into meaningful (and measurable) success. Enter *Change Maker*. In this definitive career guide, John Berardi—cofounder of Precision Nutrition, founder of Change Maker Academy, and one of the most successful people in the history of the health and fitness industry—shares his blueprint for becoming the ultimate change maker, one with a powerful purpose, an enthusiastic client base, and the ability to fund your own ideal lifestyle. Whether you're new to the industry or you're already an expert, consider this your go-to career guide.

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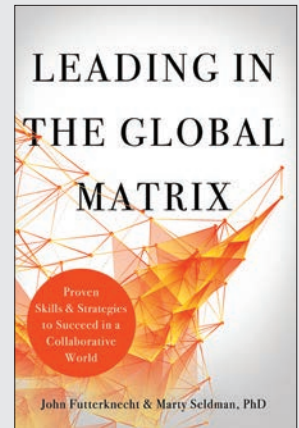


## INDISTRACTABLE

NIR EYAL

International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing *Hooked*, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In *Indistractable*, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us.

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## LEADING IN THE GLOBAL MATRIX

JOHN FUTTERKNECHT AND MARTY SELDMAN, PHD

In today's global business world, many organizations are shifting away from decentralized, vertical structures to a "matrix" model of cross-functional teams that work across a number of business units. John Futterknecht and Marty Seldman, PhD, have worked with some of the world's largest companies to investigate and conquer the challenges that arise with these highly integrated organizational structures. *Leading in the Global Matrix* encapsulates field-tested advice to help individual professionals and their teams unlock their full potential, allowing the matrix to finally deliver on its promise.

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# THE DRUDGE REVOLUTION

The Untold Story of How Talk Radio, Fox News, and a Gift Shop Clerk with an Internet Connection Took Down the Mainstream Media

MATTHEW LYSIAK



**The Untold Story of  
How Talk Radio,  
Fox News, and a Gift  
Shop Clerk with an  
Internet Connection  
Took Down the  
Mainstream Media**

**MATTHEW LYSIAK**

- **Lysiak was a nationally recognized investigative journalist for the *New York Daily News* for 10 years and has connections at *Good Morning America*, *Today*, *MSNBC*, *Fox News*, *CNN*, *New York Post*, *Newsweek*, *Newsday*, *Vanity Fair*, and *HuffPost***
- **Early interest from *Tucker Carlson Tonight* and *Vanity Fair***
- **Author has an established platform from previous book *Newtown: An American Tragedy* (30K copies sold) and *Breakthrough* (coauthor, voted Best STEM Book of 2017 by the National Science Teachers Association, 45K copies sold)**
- **MatthewLysiak.com**

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**An intimate look at one of the world's most powerful journalists not only facilitated Trump's rise to power, but also moved news cycles, shaped front pages, and sent television producers into a desperate scramble.**

**MATT DRUDGE HAS BEEN** labeled everything from the “Walter Cronkite of his era” to a “dangerous menace” and the “country’s reigning mischief-maker.” Political tastes aside, no one disputes Drudge’s influence.

This blogger equipped with no more than a high school education has been credited for everything from the impeachment of President Bill Clinton to the death of print news and the election of President Donald Trump. Carl Bernstein went so far as to call Drudge an “influence unequalled” in American politics.

But nearly 20 years after first bursting into the mainstream of American consciousness, remarkably little remains known about the man behind the keyboard or the improbable rise that ushered in a new era of media.

In *The Drudge Revolution*, investigative journalist and author of *Newtown: An American Tragedy* Matthew Lysiak pulls back the curtain on the world’s most powerful journalist, for the first time telling the inside story of how one man’s visionary belief in the potential of the internet, coupled with the post–Fairness Doctrine growth of conservative talk radio and the rise of cable news and social media, created the perfect storm that seized the narrative from the mainstream media and ushered in the presidency of Donald Trump.

Never-before-seen details include:

- Newly uncovered information about Drudge’s early life
- Exclusive interviews with Joseph Curl, longtime friend and editor of the Drudge Report, who breaks his silence for the first time
- Revealing details about Drudge’s relationship with Andrew Breitbart, the creation of Breitbart.com, and a “pay to play” scheme employed by both the Drudge Report and Breitbart
- Emails from Matt to the Trump campaign, his role as advisor to the president, his relationship with Jared Kushner, and his role ousting Steve Bannon
- Personal information about how much longer Matt will continue at the helm of the world’s most powerful web aggregator

Based on extensive research and nearly 200 personal interviews, *The Drudge Revolution* is the definitive portrait of the most powerful man in media and his outsized impact on our world today.



**MATTHEW LYSIAK** was a staff investigative reporter for the *New York Daily News*. His exclusive coverage of Occupy Wall Street and the 2012 shooting in Sandy Hook, Connecticut, brought him national attention. He has appeared on *TODAY*, *Hardball with Chris Matthews*, the *Kelly File*, *New Day* on CNN, and dozens of other television and radio outlets to promote his work. Residences: Pattagonia, Ariz.; Selinsgrove, Pa.



# STILL STANDING

Surviving Cancer, Riots, and the Toxic Politics That Divide America

GOVERNOR LARRY HOGAN AND ELLIS HENICAN

**Governor Larry Hogan sheds light on overcoming obstacles—both political and personal—and offers a refreshing perspective on current events from an anti-Trump Republican.**

**AS THE ROOKIE REPUBLICAN** governor of deep-blue Maryland, Larry Hogan had already beaten some daunting odds. A common-sense businessman with a down-to-earth style, he had won a long-shot election the *Washington Post* called “a stunning upset.” He’d worked with cops and neighborhood leaders to quell Baltimore’s worst rioting in 47 years. He’d stared down entrenched political bosses to save his state from fiscal catastrophe, winning praise from Democrats, Republicans, and independents.

But none of that prepared him for the life-threatening challenge he would have to face next: a highly aggressive form of late-stage cancer. Could America’s most popular governor beat the odds again?

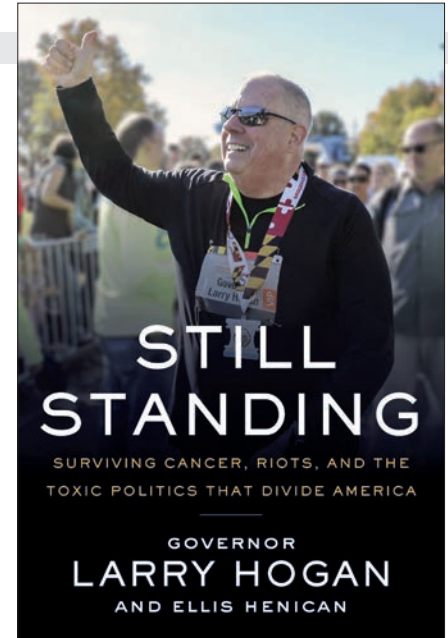
The people of Maryland, with their “Hogan Strong” wristbands, were certainly pulling for him, sending him back to the governor’s office in a landslide. As Governor Hogan began his second term cancer-free, his next challenge went far beyond Maryland: bringing our divided country together for a better future.

In his own words and unique, plain-spoken style, Larry Hogan tells the feel-good story of a fresh American leader being touted as the “anti-Trump Republican.” A lifelong uniter at a time of sharp divisions. A politician with practical solutions that take the best from all sides. An open-hearted man who has learned important lessons from his own struggles in life.

With his sunny disposition, his multiracial family, and his open-minded approach to problem-solving, Hogan has some bold and surprising answers for today’s bleak politics. *Still Standing* is a timely reminder that perseverance in the face of unexpected obstacles is at the heart of the American spirit.



**LARRY HOGAN** is the 62nd governor of Maryland and chairman of the National Governors Association. Recently reelected in a landslide, he is only the second Republican governor in Maryland history to win a second term. Known for his practical solutions, his stark transparency, and his ability to work across party lines, he is also a proud survivor of late-stage non-Hodgkin’s lymphoma. His wife, Yumi Hogan, is the first Korean American first lady in America. Residence: Annapolis, Md.



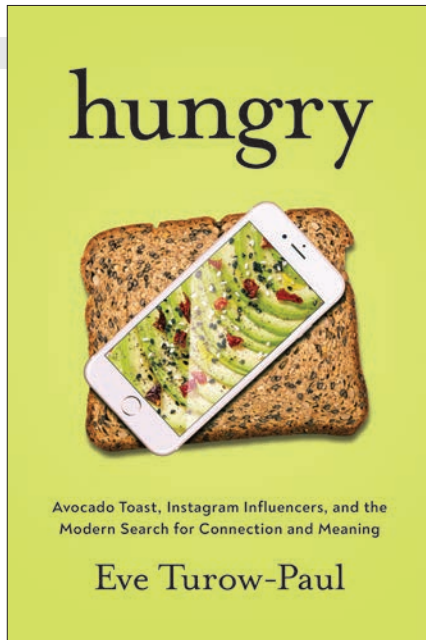
- **Hogan is the 62nd governor of Maryland and chairman of the National Governors Association**
- **Hogan is often a guest on national TV shows and is a public speaker**
- **Hogan has been featured on/ interviewed by the *Washington Post*, CBS News, CNBC, CNN, *USA Today*, *New York Times*, *Weekly Standard*, *BuzzFeed*, *Economist*, *Washingtonian*, and *Washington Post Magazine***
- **Plan to use the election momentum to connect with political media across formats**
- **LarryHogan.com**
- **Facebook: /LarryHogan (264K)**
- **Twitter: @LarryHogan (16.2K)**

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# HUNGRY

Avocado Toast, Instagram Influencers, and the Modern Search  
for Connection and Meaning

EVE TUROW-PAUL



**A culture and food-trend expert expert offers a guided tour through the stranger corners of today's global lifestyle habits and explores how "foodie" culture is a symptom of wider sociological changes.**

**WE WAIT IN LINES** around the block for scoops of cookie dough. We photograph every meal. We visit selfie performance spaces and leave lucrative jobs to become farmers and craft brewers.

Why? What are we really *hungry* for?

In *Hungry*, Eve Turow-Paul provides a guided tour through the stranger corners of today's global food and lifestyle culture. How are 21st-century innovations and pressures redefining people's needs and desires? How does "foodie" culture, along with other lifestyle trends, provide an answer to our rising rates of stress, loneliness, anxiety, and depression?

Weaving together evolutionary psychology and sociology with captivating investigative reporting from around the world, Turow-Paul reveals the modern hungers—physical, spiritual, and emotional—that are driving today's top trends:

- The connection between the "death" of the cereal industry and access to work email on our smartphones
- How posting images of our dinners on social media both fulfills and feeds our hunger for human connection in an increasingly isolated world
- The ways "diet tribes" and boutique fitness gyms substitute for organized religion
- How access to round-the-clock news relates to the blowback against GMO foods
- Wellness retreats, astrology, plant parenthood, and other methods of easing modern anxiety
- Why "eating local" might be the key to solving not just climate change but our current global sense of disconnection

From gluten-free and Paleo diets to meal kit subscriptions, and from *mukbang* broadcast jockeys to craft beer, *Hungry* deepens our understanding of why we do what we do and helps us find greater purpose and joy in today's technology-altered world.

- **Turow-Paul is an advisor to Fortune 500 companies, start-ups, and independent entrepreneurs, including Tom Colicchio's Crafted Hospitality, Nestlé Waters, Food Network, Whole Foods, Marriott, AMResorts, Mars, and Unilever**
- **Author has spoken as a keynote or panelist at SXSW, SNAC Conference, and private events for Mondelēz, Marriott, and Campbell's**
- **Author was featured as an expert in *WASTED! The Story of Food Waste* (2017), a documentary supported by the Rockefeller Foundation and produced by Anthony Bourdain**
- **Author is a regular contributor to *Forbes***
- **EveTurowPaul.com**
- **Twitter: @EveTurowPaul**

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**EVE TUROW-PAUL** is a nationally recognized thought leader on youth culture and the food system. As a writer and adviser, Turow-Paul studies food trends and human behavior. With her unique blend of investigative reporting and analysis of academic research and lifestyle markets, she identifies the wants and needs that explain today's hottest trends. Born in Evanston, Illinois, Turow-Paul graduated from Amherst College in 2009 with a degree in psychology. She is a frequent keynote speaker, a *Forbes* contributor, and the author of *A Taste of Generation Yum: How the Millennial Generation's Love for Organic Fare, Celebrity Chefs, and Microbrews Will Make or Break the Future of Food*. You can see her in the documentary film *WASTED! The Story of Food Waste*. Today, Turow-Paul utilizes her extensive empirical research to advise Fortune 500 companies, start-ups, and independent entrepreneurs on how to connect with and better serve people in this digital age. Residences: Brooklyn, N.Y.; Chicago, Ill.

**M**Y FRIEND HYUNJEE AND I walked up the steps of the Seoul-bound bus, paid our fare, shuffled into side-by-side seats, and opened up the livestream on our phones. Ddungnyeo (roughly translated as “Fat Girl,” a moniker she gave herself) and her husband sat in the studio Hyunjee and I had departed just minutes earlier, and we watched as they cooked, rolled, and devoured a quantity of food one might serve a dinner party of eight. Ddungnyeo’s hair was pulled back into a bun and she wore a bedazzled headband that framed her round face, which she had amply patted over with white powder. Her gangly husband wore circular, thin-framed glasses, and the pair donned look-alike black T-shirts. The food was propped so high—with jerry-rigged pedestals made of shoeboxes and rolls of toilet paper—that it took up the entire bottom half of the screen. Comments flowed onto the right-hand side of the livestream as viewers expressed their pleasure, asked questions about the food, and said hello. Some asked Ddungnyeo to eat specific things, and seeing the requests on her own monitor, the host nearly always obliged.

Min Boram created the avatar of Ddungnyeo in the summer of 2015. Every single evening, the Incheon native livestreams herself eating dinner. This is her full-time job. And every night, 200 to 900 people tune in to see her live, in action (though within a few days her videos receive on average about 30,000 views, and some of her greatest hits have lured in as many as 1.4 million eyeballs).

*Mukbang* is a combination of the Korean word for eating (*muk-ja*) and broadcasting (*bang-song*). Mukbang videos bring in millions of viewers, sometimes hundreds of thousands at a time, who watch individuals eat. Each broadcast jockey, known as a BJ, has their own style. Most mukbang streams showcase one individual consuming large amounts of food, but the quantity is not the only draw. (“I am not really a heavy eater among mukbang BJs,” Min tells me. “Some people can finish ten packages of instant noodles, but I can only eat five.”) Viewers hone in on the BJ’s enthusiasm for eating, their consumption tactics, and their personalities. Many BJs use microphones that sit just below their mouths, which allows their mastication to be picked up with such clarity that viewers can virtually feel their own molars cracking through the shell of an orange crab leg or sinking into fleshy squares of meat.

The trend of Korean mukbang became widely popular around 2012. Most of the programming is hosted on the South Korean social media site AfreecaTV, and as interest in mukbang grew, the site began to attract as many as 20 million viewers a day. But since 2016, the trend has become a global phenomenon. Stateside, one of the most successful mukbang BJs is African American Gen Xer Bethany Gaskin, who goes by the nickname Bloveslife. A mother of two children living in the American Midwest, Bloveslife’s 1.3 million YouTube subscribers support her branded apparel and product lines. Meanwhile, American YouTuber Nikocado Avocado has cornered the gay white man mukbang market. The Pennsylvania native routinely consumes a gobsmacking volume of junk food while periodically breaking down into tears. Up in Canada, Veronica Wang shovels bathtub quantities of ramen into her tiny frame. She has over 1 million subscribers.

Some attribute mukbang’s wild popularity to a growing diet culture and call it “surrogate satisfaction.” This theory has merit, says Min, who believes that, at first, her audience clicked on her stream to gawk at her ability to eat ten pounds of sushi and fried chicken in one sitting. But over time, she says, as people got to know her, her viewership changed. Now, a regular cohort of 200 people participate in nightly chats that take place after the mukbang performance.

What, I asked, do people talk about for those two hours?

Lots of things, she told me. They share their life hardships and talk about experiencing depression. Some ask Min about marriage. A bit like a radio show, this segment allows people to call in on the phone and conversation progresses via online chats as well.

When I first heard about mukbang, I remember feeling deeply confused and, in a way, judgmental. The idea of tuning in to watch someone eat struck me as downright bizarre. But, putting my own judgments in check, I asked myself: Is the trend so different from watching a blogger’s recipe videos or Instagram Story updates?

Today’s social world is in transition, gradually shifting from real life communities to online interactions. And when you take a wide-lens view of these personal diary forms of sharing—be it on AfreecaTV livestreams or Snapchat stories—a common thread emerges, on both ends of the camera: a desire to connect.

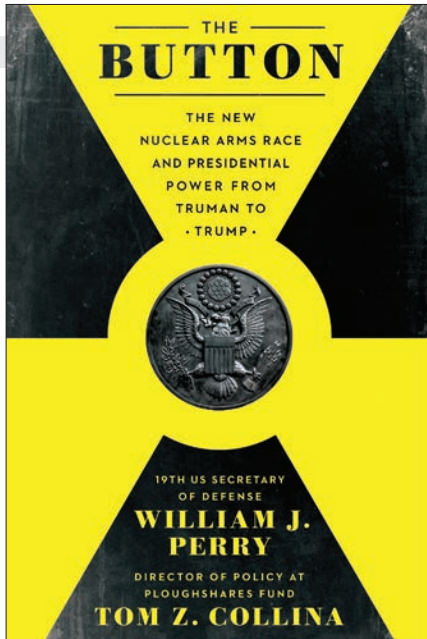
**“Every single evening, the Incheon native livestreams herself eating dinner.”**

**“Viewers can virtually feel their own molars cracking through the shell of an orange crab leg or sinking into fleshy squares of meat.”**

# THE BUTTON

The New Nuclear Arms Race and Presidential Power from Truman to Trump

WILLIAM J. PERRY AND TOM Z. COLLINA



22

**William J. Perry, secretary of defense in the Clinton administration, and Tom Z. Collina, a nuclear policy think-tank director, reveal the shocking tales and sobering facts of nuclear executive authority throughout the atomic age.**

**THE PRESIDENT HAS THE** power to end the world in minutes. Right now, no one can stop him.

Since the Truman administration, America has been one “push of a button” away from nuclear war—a decision that rests solely in the hands of the president. Without waiting for approval from Congress or even the secretary of defense, the president can unleash America’s entire nuclear arsenal.

Almost every governmental process is subject to institutional checks and balances. Why is potential nuclear annihilation the exception to the rule? For decades, glitches and slip-ups have threatened to trigger nuclear winter: misinformation, false alarms, hacked warning systems, even an unstable president. And a new nuclear arms race has begun, threatening us all.

From authors William J. Perry and Tom Z. Collina, *The Button* recounts the terrifying history of nuclear launch authority, from the faulty 46-cent microchip that nearly caused World War III to President Trump’s tweet about his “much bigger & more powerful” button. Perry and Collina share their firsthand experience on the front lines of the nation’s nuclear history and provide illuminating interviews with former Presidents Jimmy Carter and Bill Clinton, former Secretary of Defense Jim Mattis, Congressman Adam Smith, Nobel Peace Prize winner Beatrice Fihn, senior Obama administration officials, and many others.

Written in an accessible and authoritative voice, *The Button* reveals the shocking tales and sobering facts of nuclear executive authority in the atomic age, delivering a powerful condemnation of leaving explosive power this devastating under any one person’s thumb.

- **Book release coincides with the 75th anniversary of the first nuclear weapon tests**
- **Perry, as former Undersecretary and Secretary of Defense, oversaw the development of major nuclear weapons systems, such as the MX missile, Trident submarine, and Stealth Bomber**
- **Collina has published hundreds of articles, op-eds, and reports and frequently appears in/on NPR, New York Times, and CNN**
- **Promotion to the authors’ email lists (over 100K combined)**
- **WJPerryProject.org**
- **Twitter: @SecDef19; @TomCollina**
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**WILLIAM J. PERRY** served as undersecretary of defense for research and engineering in the Carter administration, and then as secretary of defense in the Clinton administration, and has advised presidents through the Obama administration. He oversaw the development of major nuclear weapons systems, such as the MX missile, the Trident submarine, and the Stealth Bomber. His new “offset strategy” ushered in the age of stealth, smart weapons, GPS, and technologies that changed the face of modern warfare. Residence: Takoma Park, Md.



**TOM Z. COLLINA** is the director of policy at Ploughshares Fund, a global security foundation in Washington, DC. He has 30 years of nuclear weapons policy experience, has testified before the Senate Foreign Relations Committee, and was closely involved with successful efforts to end US nuclear testing in 1992, extend the Nuclear Non-Proliferation Treaty in 1995, ratify the New START Treaty in 2010, and enact the Iran nuclear deal in 2015. Residence: Palo Alto, Calif.



**IT'S A COOL FALL DAY** on the golf course, a stiff breeze moving puffy white clouds through the sky. The President of the United States is considering his next shot. His ball lies in the rough, about one hundred yards from the green, and so deep in the weeds that he can barely see it. He doesn't have time for this, yet he is badly in need of distraction. His domestic political problems are boiling over, something to do with tax evasion years ago, and Congress is moving to start impeachment hearings. If that wasn't bad enough, Russia is moving a menacing military force to its border with Belarus, where a pro-Western government is talking about joining NATO. The Russian president said that morning that Belarus would turn to the West "over my dead body" and reminded Washington that when Ukraine played this game in 2014, "it came to a bad end."

Just a month before what he hoped would be his re-election day, the US president is determined to do three things: distract public attention from Congress' impeachment shenanigans, save Belarus and make Democrats look weak for having "lost" Ukraine, and, above all, look "presidential."

"Your shot, Mr. President."

The President peers into the weeds, trying to imagine how to get his ball onto the green. A cell phone ring breaks his trance. His national security advisor answers, stiffens, and rattles off a series of words. "NSA Ellen Banks. Charlie. Delta. Three. Three. Niner. Seven."

"What's going on?" the President demands, annoyed that his game is being interrupted.

"Early warning satellites detected multiple Russian launches," Banks says, her voice with an edge the President has not heard before. "Two hundred missiles in flight."

"What! There must be a mistake. The Russians can't be that crazy. Nuclear war over Belarus?"

"New intel says Russian troops are pouring over the border toward Minsk. Shots fired."

"Mr. President, I have STRATCOM on the line. Putting on speaker."

"Mr. President, this is General Bradley. I am sorry to bother you, but my screens now show four hundred Russian ICBMs heading for US mainland, striking in about twenty minutes."

"My god. Do we have confirmation? Could it be a false alarm?"

"London and Alaska already confirmed. No indications of false alarm."

"Could it be a computer hack?"

"Not possible. Every indication is that we are under attack, sir."

"Mr. President, I recommend scrambling our strategic bombers immediately and initiating launch procedures. And let's get on the chopper to get you to a safe location."

"Do it," the President said as he rushed onto the helicopter. "Major, open the football."

**"Under current US policy, the president has the authority to launch nuclear weapons first and is not limited to retaliation."**

Everything in this fictional account has happened or could happen and is consistent with current US policies and procedures. For example:

1. Under current US policy, the president has the authority to launch nuclear weapons first and is not limited to retaliation; to launch nuclear weapons under warning of attack, rather than wait for evidence of attack; and to launch nuclear weapons on his/her sole order.
2. US nuclear weapons are kept on high alert and, in the case of land-based missiles, can be launched within minutes.
3. Once launched, nuclear-armed ballistic missiles cannot be recalled.
4. Both the United States and Russia are investing trillions of dollars in new nuclear weapons.
5. False alarms have happened before multiple times and can happen again. For example, in 1979, a false alarm was reported to the national security advisor and was almost reported up to President Carter as a real attack but was luckily identified in time.
6. Recent Pentagon reports have found that, as a result of cyberattacks, the President could be faced with false warnings of attack or lose the ability to control nuclear weapons.

The threat of nuclear annihilation feels distant to many people, but many aspects of the scenario we just described have happened and could in fact happen today. The President possesses sole authority to launch America's arsenal of nuclear weapons. With this book, we illuminate the profound history of this dangerous policy and the insights necessary to pressure our government to institute responsible changes to avoid the tragic consequences of nuclear war.

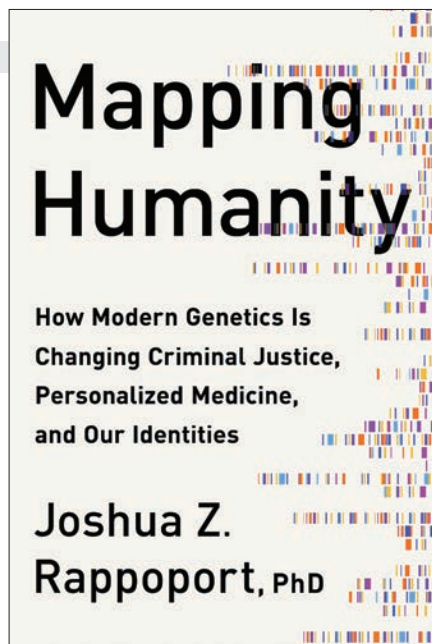


# MAPPING HUMANITY

How Modern Genetics Is Changing Criminal Justice,  
Personalized Medicine, and Our Identities

JOSHUA Z. RAPPOPORT, PhD

24



**Expert biologist Joshua Z. Rappoport provides a science-based exploration of the ways new genetics technology is reshaping the future of humanity.**

**THANKS TO THE POPULARITY** of personal genetic testing services, it's now easier than ever to get information about our own unique DNA—but who does this information really benefit? And as genome editing and gene therapy transform the healthcare landscape, what do we gain—and what might we give up in return?

Inside each of your cells is a nucleus, a small structure that contains all the genetic information encoded by the DNA inside, your genome. Not long ago, the first human genome was sequenced at a cost of approximately \$100 million; now, this same test can be done for about \$1,000. This new accessibility of genome sequence information creates huge potential for advances in how we understand and treat disease, among other things. It also raises significant concerns regarding ethics and personal privacy.

In *Mapping Humanity: How Modern Genetics Is Changing Criminal Justice, Personalized Medicine, and Our Identities*, cellular biology expert Joshua Z. Rappoport provides a detailed look at how the explosion in genetic information as a result of cutting-edge technologies is changing our lives and our world. Inside, discover:

- An in-depth look at how your personal genome creates the unique individual that you are
- How doctors are using DNA sequencing to identify the underlying genetic causes of disease
- Why the field of gene therapy offers amazing potential for medical breakthroughs—and why it's taking so long
- The fantastic potential—and troubling concerns—surrounding genome editing
- The real impact—and validity—of popular personal genetic testing products, such as 23andMe
- Details of how molecular biology and DNA are changing the criminal justice system

*Mapping Humanity* is an indispensable guide to navigating the possibilities and perils of our gene-centric future.



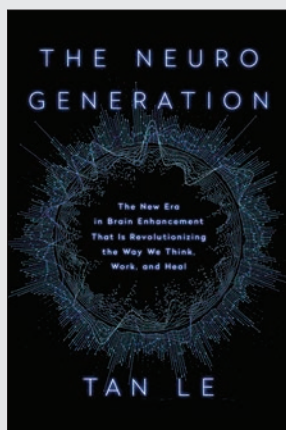
**JOSHUA Z. RAPPOPORT** received a bachelor's degree in biology from Brown University and a PhD in Mechanisms of Disease and Therapeutics at the Mount Sinai Graduate School of Biomedical Sciences of New York University. Dr. Rappoport went on to perform postdoctoral work at Rockefeller University in New York City in the Laboratory of Cellular Biophysics. He then taught at the School of Biosciences at the University of Birmingham in England before returning to the US in 2014 as the director of the Center for Advanced Microscopy and Nikon Imaging Center at the Northwestern University Feinberg School of Medicine and a biology faculty member. Rappoport is currently the executive director of research infrastructure at Boston College. Residence: Boston, Mass.

- **Rappoport is the executive director of research infrastructure at Boston College; he is also former director of the Center for Advanced Microscopy and the Nikon Imaging Center (Northwestern University)**
- **Author's previous book with BenBella, *The Cell*, was featured at an event at the Ethical Humanist Society of Chicago**
- **Author speaks frequently at international scientific conferences and academic institutions**
- **Author has written more than 40 scientific publications and is on the editorial boards of two international scientific journals**
- **RappoportLab.com**

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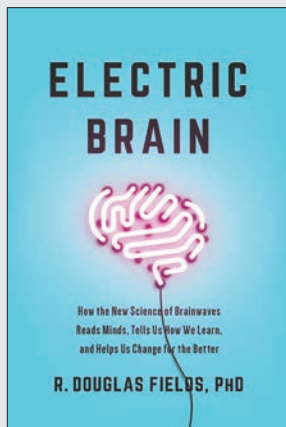
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## THE NEUROGENERATION TAN LE

The human brain is perhaps the most powerful and mysterious arrangement of matter in the known universe. New discoveries that unravel this mystery and let us tap into this power offer almost limitless potential—the ability to reshape ourselves and our thought processes, to improve our health and extend our lives, and to enhance and augment the ways we interact with the world around us. It may sound like the stuff of science fiction, but it is quickly becoming reality. In *The NeuroGeneration*, award-winning inventor Tan Le explores exciting advancements in brain science and neurotechnology that are revolutionizing the way we think, work, and heal.

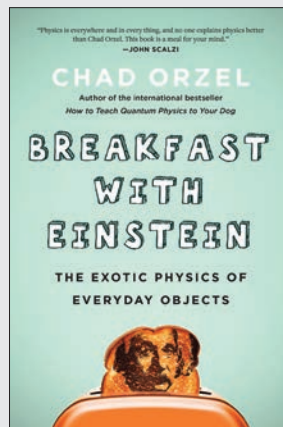
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## ELECTRIC BRAIN R. DOUGLAS FIELDS, PhD

From the moment a reclusive German doctor discovered waves of electricity radiating from the heads of his patients in the 1920s, brainwaves have sparked astonishment and intrigue, yet the significance of the discovery and its momentous implications have been poorly understood. Now, it is clear that these silent broadcasts can actually reveal a stunning wealth of information about any one of us. In *Electric Brain*, world-renowned neuroscientist and author R. Douglas Fields takes us on an enthralling journey into the world of brainwaves, detailing how new brain science could fundamentally change society, separating fact from hyperbole along the way.

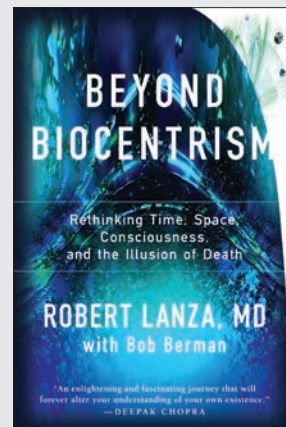
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## BREAKFAST WITH EINSTEIN CHAD ORZEL

Your alarm goes off, and you head to the kitchen to make yourself some toast and a cup of coffee. Little do you know, your morning routine depends on some of the weirdest phenomena ever discovered. Chad Orzel illuminates the surface of our regular lives by digging into the surprisingly complicated physics involved in our day-to-day. From the sun, alarm clocks, and the red glow of a toaster's hot filaments to the chemistry of food aroma, a typical day is rich with examples of quantum oddities. Your ordinary mornings will never seem quite as *ordinary* again.

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## BEYOND BIOCENTRISM ROBERT LANZA, MD

Biocentrism challenges us to fully accept the implications of the latest scientific findings in fields ranging from plant biology and cosmology to quantum entanglement and consciousness. By listening to what the science is telling us, it becomes increasingly clear that life and consciousness are fundamental to any true understanding of the universe. This forces a fundamental rethinking of everything we thought we knew about life, death, and our place in the universe. In *Beyond Biocentrism*, acclaimed biologist Robert Lanza and leading astronomer Bob Berman take the reader on an intellectual thrill ride as they re-examine everything we thought we knew about everything.

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# The Small Cues That Make a Surprising Difference in Our Success at Work— and How to Create a Happier Office

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**IN *WHATEVER WORKS*,** Thalma Lobel, one of the world's leading experts on human behavior, explores groundbreaking psychological research on job performance, satisfaction, and creativity. Lobel goes beyond obvious considerations like salary, title, and company culture to shed light on the surprising factors—often unrecognized, counterintuitive, or invisible—that have profound effects on how well we can do our jobs and how happy we are at work.

In today's competitive market, even tiny differences can be decisive, for both employees and organizations—so exploiting such factors can make all the difference. The more you know about the subtle elements that can help or hinder you on the job, the better equipped you will be to take control and navigate today's competitive work world. Helpful for anyone from individual employees to managers to leaders of large organizations, *Whatever Works* shares valuable insights and practical takeaways to transform your professional life.

- **Lobel is an internationally recognized psychologist and the former chair of the school of psychological sciences and director of the Adler Center for Research in Child Development and Psychopathology at Tel Aviv University**
- **Author's book, *Sensation: The New Science of Physical Intelligence*, was reviewed in *Scientific American* and *Kirkus Reviews***
- **Author has been interviewed on NPR's *Marketplace*, *AirTalk with Larry Mantle*, and *San Diego Living* and has given talks at Google**
- **ThalmaLobel.com**



**THALMA E. LOBEL** is an internationally recognized psychologist at Tel Aviv University who has served as the chair at the School of Psychological Sciences, the director of the Adler Center for Child Development and Psychopathology, the Dean of Students, and a member of the executive board. She has been a visiting professor at Harvard University and a visiting scholar at Tufts University, the University of California at San Diego, and New York University. Lobel has published dozens of articles in some of the most respected academic, peer-reviewed journals and has received many prestigious research grants. Her latest book, *Sensation*, was published in 15 countries. Residences: Tel Aviv, Israel; Los Angeles, Calif.; San Diego, Calif.

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**HAVE YOU EVER NOTICED** that the person you are talking to is mirroring you? When you crossed your legs, did she also cross her legs? When you touched your face, did he do the same? Unless that person did it very overtly, you probably didn't notice it. However, studies show that people often, and unconsciously, mimic postures, gestures, facial expressions, and other mannerisms of the people they are interacting with, to the point of actually mirroring those behaviors. Mimicry occurs naturally, automatically, and unconsciously in social situations for various reasons and is evident in approximately 30 percent of all interactions. This is called the *chameleon effect*—the tendency to mimic or mirror others without intent or awareness.

About two decades ago, John Bargh, now a distinguished professor of social psychology at Yale, together with Tanya Chartrand, now a professor at Duke University, conducted a study when they were both at NYU. They examined the reactions of two participants who were given a joint task and had to interact with each other. However, one of the “participants” was actually a research assistant, part of the research team, who was directed to demonstrate certain behaviors and mannerisms, such as nodding his head or rubbing his face. The participants were recorded, and the results clearly showed that they unconsciously mimicked their partner; when the research assistant touched his face or shook his foot, they did the same.

This automatic, unconscious behavior was found to influence our judgments and behaviors more than you probably think. Studies show that mimicry enhances liking and empathy and trust. For example, in one experiment participants performed tasks together with another “participant,” who was actually a research assistant. Half of the participants were mimicked by the research assistant, while the other half were not. The participants who were mimicked reported liking the other “participant” more and perceived their interaction as smoother than those who were not mimicked. Similar results were found when participants

were mimicked by a computer avatar and not by a real person. They liked the avatar that mimicked them more than the avatar that did not. Mimicry enhances liking, which in some circumstances translates into tangible rewards. For example, waitresses who subtly mimic their customers by verbally repeating their orders receive better tips.

Mimicry is related to belonging and connecting; when people want to belong and to connect with someone they unconsciously mimic that person. In addition, mimicry reduces the sense of threat. In one study, levels of the stress hormone cortisol were found to increase in a group of participants who were not mimicked, and did not increase in a group of participants who were mimicked. In other words, those who were not mimicked were more stressed.

One study divided the participants into pairs; one participant was instructed to role-play a job candidate and the other a recruiter. In one-third of the pairings, the candidate was instructed to mimic the recruiter (without the recruiter's knowledge). In another third it was the other way around, with the recruiter being instructed to mimic the candidate. In the remaining pairings (the control group) no instructions were given to mimic. In the two groups in which mimicking occurred, the recorded level of rapport was significantly higher and the candidate was perceived as better. These results have direct implications for interviews. Hiring managers often arrive at a judgment quite early on and develop a “gut feeling” on whether the job candidate will be pleasant and trustworthy or not. Here, it appears that mimicry plays a role.

So when being interviewed or negotiating with your boss for a promotion or raise, try to gently and very subtly mirror the other person's motor behavior, such as touching your face when they touch theirs, stretching your legs when they do, and so on. But don't overdo it! Mirroring inconspicuously will have a positive effect on how much the other person likes you. Remember to mirror only when the situation is friendly; in a nonfriendly situation, mirroring results in uncanny feelings of coldness and alienation.

**“Mimicry occurs naturally, automatically, and unconsciously in social situations for various reasons. This is called the *chameleon effect*—the tendency to mimic or mirror others without intent or awareness.”**

**“Studies show that mimicry enhances liking and empathy and trust [...] which in some circumstances translates into tangible rewards.”**

**“When being interviewed or negotiating with your boss for a promotion or raise, try to gently and very subtly mirror the other person's motor behavior. But don't overdo it!”**

# WHY WE GET SICK

The Hidden Epidemic at the Root of Most Chronic Disease—and How to Fight It

**BENJAMIN BIKMAN**



**Brought to you by a Brigham Young University professor and scientist, this in-depth exploration of insulin resistance offers readers the science behind our failing health as well as practical guidance on how to fix it.**

**A SCIENTIST REVEALS THE** groundbreaking evidence linking many major diseases, including cancer, diabetes, and Alzheimer's disease, to a common root cause—insulin resistance—and shares an easy, effective plan to reverse and prevent it.

We are sick. Around the world, we struggle with diseases that were once considered rare. Cancer, heart disease, Alzheimer's disease, and diabetes affect millions each year; many people are also struggling with hypertension, weight gain, fatty liver, dementia, low testosterone, menstrual irregularities, infertility, and more. We treat the symptoms, not realizing that all these diseases and disorders have something in common.

Each of them is caused or made worse by a condition known as insulin resistance. And you might have it. Odds are you do—over half of all adults in the United States are insulin resistant, and the numbers in other countries are either worse or not far behind.

In *Why We Get Sick*, internationally renowned scientist and pathophysiology professor Benjamin Bikman explores why insulin resistance has become so prevalent and why it matters. Unless we recognize it and take steps to reverse the trend, major chronic diseases will be even more widespread. But there is hope: reversing insulin resistance is possible, and Bikman offers an evidence-based prevention plan, with helpful food lists, meal suggestions, easy exercise principles, and more. Full of surprising research and practical advice, *Why We Get Sick* will help you take control of your health.



**BENJAMIN BIKMAN** earned his PhD in bioenergetics and was a postdoctoral fellow with the Duke-National University of Singapore studying metabolic disorders. Currently, his professional focus as a scientist and professor (Brigham Young University) is to better understand the origins and consequences of metabolic disorders, including obesity and diabetes, with a particular emphasis on the role of insulin. He frequently publishes his research in peer-reviewed journals and presents at international science and public meetings. Residence: Provo, Utah

- **Bikman is a professor of biology at Brigham Young University's College of Life Sciences, where he runs a research lab focusing on the consequences of obesity with particular emphasis on insulin resistance**
- **Author is actively involved in multiple Facebook groups, including the Insulin IQ Facebook group and two low-carb/high-fat groups (over 100K members)**
- **Within the last year, author spoke at two large medical schools: University of Utah and University of Louisville**
- **BikmanLab.byu.edu/**
- **Twitter: @BenBikmanPhD (18K)**
- **Facebook: /BenjaminBikman (7.5K)**

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**WE ARE SICK.** Worldwide we are dying from diseases that were once unheard of.

Each year, roughly 10 million people die from cancer and almost 20 million people die from heart disease. Up to half a billion people have diabetes. Alzheimer's disease affects almost 50 million of us. While diseases like these are becoming increasingly common, other conditions are also on the rise. Forty percent of men over 45 suffer from complications of low testosterone and almost 10 percent of women experience menstrual irregularities or infertility.

Though they may seem unrelated, all of these disorders and more do have one thing in common: each of them, to varying degrees, is caused or exacerbated by a change in the levels and actions of the hormone insulin—a condition known as insulin resistance. And you might have it. Odds are you do: half of all adults in the United States, Mexico, China, and India have it, as do more than a third of adults in Europe and Canada. In fact, insulin resistance is the most common health disorder worldwide, and it affects more people, adults *and* children, every year.

If you're wondering why you haven't heard more about insulin resistance, you aren't alone. I certainly wasn't familiar with it until my professional academic interests started pulling me that direction. Even then, I didn't set out to study it; my initial graduate work in 2003 focused on exercise physiology! However, after reading a scientific article about how fat tissue secretes hormones, I was fascinated—and I had to learn more.

I learned that the body is determined to adapt so that it can function, even in unhealthy conditions like obesity. Unfortunately, as you'll learn, not all adaptations are beneficial. The more I read, the more the evidence suggested that as the body gains fat, the body becomes insulin resistant, or increasingly less responsive to the hormone's effects.

While my graduate studies began scratching at the surface of the *origins* of insulin resistance, I was still completely naïve as to how insulin resistance in turn causes other diseases. That awakening happened when I became a university professor.

My first assignment was to teach undergraduates about how the various body systems operate when they aren't operating well. As a scientist, I'd been studying the causes of insulin resistance; at the time, however, I thought it had no more links to chronic disease than its connection to type 2 diabetes (an almost unavoidable outcome of insulin resistance) and a tangential relationship to heart disease.

Once I started putting lectures together for my classes, I played to my strengths by focusing, when I could, on insulin resistance. And that was when my eyes were opened. In particular, I remember preparing a lecture on cardiovascular disorders—the leading cause of death around the world—and I was dumbfounded when I found countless studies highlighting ways in which insulin resistance caused high blood pressure, high cholesterol, hardening blood vessels, and more.

From that moment, I began trying to find any evidence of insulin resistance in other diseases. I learned that insulin resistance was present in almost every chronic disease, and most certainly those chronic diseases that seem to be more common the more we eat processed foods.

This was something I'd never really appreciated—insulin resistance causing diseases other than diabetes—and yet I was considered an “expert” on insulin resistance!

As embarrassed as I was by my lack of knowledge, I was equally amazed that most other scientists and physicians *also* didn't understand how insulin resistance played into so many diseases. I wondered why insulin resistance *isn't* more commonly discussed in conversations on health. But with time, I realized that for someone to grasp the enormity of the problem, they would have to comb through scientific journals, understand the jargon, and be able to connect the dots across thousands of articles and manuscripts. It is no wonder that few people recognized the grave threat insulin resistance poses.

My main goal is to demystify the research so that anyone can appreciate what insulin resistance is and why it's worth avoiding. I want to arm you with the knowledge of how to prevent and even reverse insulin resistance, all based on sound and published evidence. And I'll show you how you can take these steps through simple changes in your lifestyle—no prescriptions required.

**“Insulin resistance is the most common health disorder worldwide, and it affects more people, adults *and* children, every year.”**

**“For someone to grasp the enormity of the problem, they would have to comb through scientific journals, understand the jargon, and be able to connect the dots across thousands of articles and manuscripts. It is no wonder that few people recognized the grave threat insulin resistance poses.”**

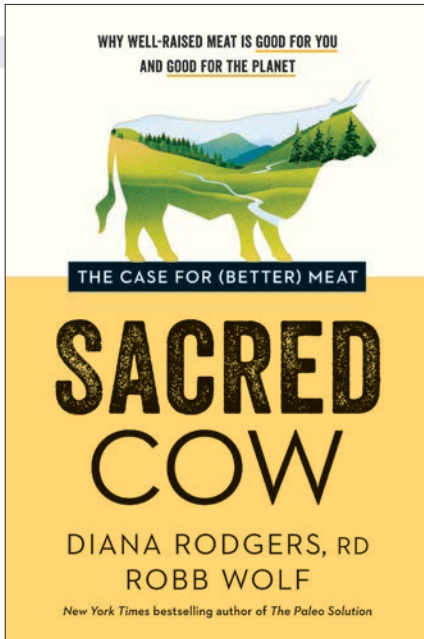


# SACRED COW

The Case for (Better) Meat:

Why Well-Raised Meat Is Good for the Planet and Good for You

DIANA RODGERS, RD, AND ROBB WOLF



- **Diana Rodgers is a licensed registered dietitian nutritionist and a nutritional therapy practitioner**
- **Robb Wolf, a former research biochemist, is a review editor for the *Journal of Nutrition and Metabolism* and a consultant for the Naval Special Warfare Resiliency program**
- **Authors' previous books include the two-time *New York Times* and *Wall Street Journal* bestselling *The Paleo Solution* (Wolf, 250K copies sold) and *Paleo Lunches and Breakfasts on the Go* (Rodgers, 55K)**
- **Related documentary in production**
- **RobbWolf.com; SustainableDish.com**
- **Twitter: @RobbWolf (127K)**
- **Facebook: /RobbWolfOnline (89K)**
- **Instagram: @SustainableDish (41K)**

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**Nutritionist Diana Rodgers and biochemist and bestselling author Robb Wolf debunk common misconceptions and offer clear evidence in support of ethically sourced meat.**

**WE'RE TOLD THAT IF** we care about our health—or our planet—eliminating red meat from our diet is crucial. That beef is bad for us and cattle farming is horrible for the environment. But science says otherwise.

Despite what anti-meat groups, vegan celebrities, and some health experts say, plant-based agriculture is far from a perfect solution to our nutrition and environmental concerns. In *Sacred Cow*, registered dietitian Diana Rodgers and former research biochemist and *New York Times* bestselling author Robb Wolf explore the quandaries we face in raising and eating animals—focusing on the largest (and most maligned) of farmed animals, the cow.

Taking a critical look at the assumptions and misinformation about meat, *Sacred Cow* points out the flaws in our current food system *and* in the proposed “solutions.” Inside, Rodgers and Wolf reveal contrarian but science-based findings, such as:

- Meat and animal fat are essential for our bodies.
- A sustainable food system cannot exist without animals.
- A vegan diet may destroy more life than sustainable cattle farming.
- Regenerative cattle ranching is one of our best tools at mitigating climate change.

You'll also find practical guidance on how to support sustainable farms and a 30-day challenge to help you transition to a healthful and conscientious diet. With scientific rigor, deep compassion, and wit, Rodgers and Wolf argue that meat (done right) should have a place on the table.

It's not the *cow*, it's the *how*!



**DIANA RODGERS, RD**, is a “real food” nutritionist living on a working organic farm near Boston, Massachusetts. She's an author, runs a clinical nutrition practice, and is the host of *The Sustainable Dish Podcast*. Rodgers writes and speaks internationally about the intersection of optimal human nutrition and environmental sustainability. She is an advisory board member of Animal Welfare Approved, Savory Institute, and Whole30. Residence: Carlisle, Mass.



**ROBB WOLF**, a former research biochemist is the two-time *New York Times*/*Wall Street Journal* bestselling author of *The Paleo Solution* and *Wired to Eat*. Wolf has transformed the lives of hundreds of thousands of people around the world via his top-ranked iTunes podcast, books, and seminars. He has functioned as a review editor for the *Journal of Nutrition and Metabolism* (*Biomed Central*) and as a consultant for the Naval Special Warfare Resiliency program. He serves on the board of directors/advisors for Specialty Health Inc., The Chickasaw Nation's “Unconquered Life” initiative, and a number of innovative start-ups with a focus on health and sustainability. Residence: Reno, Nev.

# HONEST TO GREATNESS

How Today's Greatest Leaders Use Brutal Honesty to Achieve Massive Success

PETER KOZODOY

***Inc.* columnist Peter Kozodoy shows how business leaders of all sizes and industries have used the core value of honesty to achieve massive business success.**

**THANKS TO THE INTERNET**, it's easier than ever for consumers to research a company's true beliefs and practices. Today's consumers have enormous power to decide which brands are worth their time and money—and their consideration involves far more than product quality alone.

Caught woefully unprepared, most businesses are still struggling to adapt as they continue to follow archaic, detrimental business practices. Meanwhile, as both shoppers and employees, the rising Millennial generation is making their stance perfectly clear: they are not interested in supporting organizations that seem deceitful, soulless, or dishonest.

Given this monumental shift, the only way for today's leaders to achieve personal and professional success is to embrace honesty and authenticity as core values.

In *Honest to Greatness*, serial *Inc.* 5000 entrepreneur Peter Kozodoy provides new, fundamental frameworks—built on the cornerstone of honesty—that everyone in business must adopt in order to achieve industry-leading success in the 21st century.

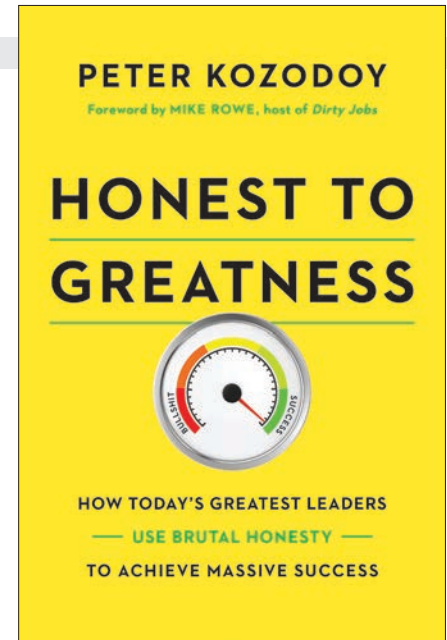
Through case studies and interviews with leaders at Bridgewater Associates, Sprint, Quicken Loans, Domino's Pizza, the Ritz-Carlton, and more, Kozodoy presents fresh business concepts that anyone in the workplace can understand and implement in order to:

- Reach, attract, and retain more of your best customers in a transparent world.
- Recruit and inspire the best talent from your industry.
- Create a culture of innovation that dominates your competitors.
- Drive industry-leading profitability and growth.
- Set and achieve the “right” goals for your life and business.
- Strategically position yourself and your organization for future success.

Filled with powerful lessons for current and future leaders, this timely book demonstrates how to use both personal and organizational honesty to achieve true greatness in life and business.



**PETER KOZODOY** is an *Inc.* columnist, keynote speaker, *Inc.* 5000 serial entrepreneur, and business coach. In his largest company, Kozodoy serves as the partner and chief strategy officer of GEM Advertising—a full-service strategic communications agency for high-growth B2C companies. His work at GEM has been featured on or in CNBC, Yahoo!, *Bloomberg*, *Businessweek*, *Reuters*, and MarketWatch, and has earned him Telly, Pixie, Communicator, Aurora, Davey, and W3 awards. He is a member of both Entrepreneur's Organization in New York and the Young Entrepreneur Council, and holds both a BA in economics from Brandeis University and an MBA from Columbia Business School. Residence: North Haven, Conn.



- **National publicity firm hired**
- **Kozodoy is an *Inc.* columnist and his articles also regularly appear in *Forbes*, *PR Daily*, *Crain*, and *Octane***
- **Author is a partner at GEM Advertising, which will promote the book; his work has been featured on/in CNBC, *Bloomberg Businessweek*, and *Reuters***
- **Author has given lectures at Microsoft, CEO Clubs of America, and Digital Book World**
- **Marketing support from Mike Rowe, Entrepreneur's Organization, and *New York Times* bestselling author Lewis Howes**
- **Promotion to author's email list (10K)**
- **PeterKozodoy.com**
- **Twitter: @PeterKozodoy (27K)**

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# IT TAKES GRIT

The Go-To Guide to Level Up Your Life—  
Strengthen, Energize, Elevate, and Conquer

REBECCA LOUISE



**Popular health and fitness guru Rebecca Louise, who has nearly 600K followers on both YouTube and Instagram, helps readers make a lasting commitment to becoming their best selves.**

**READY TO TRANSFORM INTO** the healthiest, happiest you? You're going to need dedication, motivation, and a good deal of *grit*.

In *It Takes Grit*, fitness coach and health influencer Rebecca Louise shares a practical tool kit to take your workouts, nutrition, and your motivation to the next level—along with a 30-day challenge to kick-start your results.

With her ultra-popular Instagram page and YouTube channel, Rebecca Louise has helped hundreds of thousands of people achieve their wellness goals. The secret behind Rebecca's success isn't just her cheeky British humor or the right Instagram filter; people come to Rebecca because they have a goal, and she gives them the keys to make it happen.

Now, in *It Takes Grit*, Rebecca shares her tried-and-true fitness, nutrition, and mind-set tools, including:

- the 10 healthy habits that changed her life (see: not living in fear of carbs)
- an action plan to get started no matter where you are
- instructions for how to build an optimal morning routine and fitness schedule
- tips for staying motivated no matter what life throws at you

Rebecca also shares her 30-Day Challenge, which includes optimally paced daily workouts (so you're always giving one muscle group a chance to rest, build, and repair, while you're shredding another), helpful meal plans, and delicious recipes for breakfast, lunch, and dinner.

*It Takes Grit* will give you mind-set tools that really work, high-protein meal plans that never leave you hungry (you can even have a midnight snack!), and fitness schedules that actually fit into your lifestyle, all to help you get the desired results, no matter what.



Originally from the UK, **REBECCA LOUISE** came to the US at 23 on a whim to get her commercial pilot's license, which she completed out of the Long Beach, CA, airport. Rebecca played field hockey for the South of England, was in many sports teams at school, and is a trained dancer. After going through anorexia at 17 and being bullied throughout school, she never let this stop her from following her dreams. When she got her work visa to come to the United States, she was cast on a fitness YouTube channel. This is when Rebecca's love for fitness, helping people, and hosting came alive. Since then, her YouTube views have surpassed over 400 million, and Rebecca went on to create her Fitness and Nutrition App, BURN. Her podcast, *It Takes Grit*, launched in January 2019 and is already in the top charts in some countries. The purpose of the podcast is to inspire and give YOU the plan to take ACTION! Rebecca's programs have been featured in/on *Entrepreneur*, *Vogue*, *Allure*, *Cosmopolitan*, *Shape*, KTLA, FOX, *Oxygen*, Closer, Well+Good, and Goop. Residence: Huntington Beach, Calif.

- **Rebecca Louise is the founder of BURN fitness app and the *It Takes Grit* podcast (214K total downloads since its February 2019 launch)**
- **Author has partnered with brands such as Fossil, Lululemon, Fabletics, Disney, Square Space, and Chobani**
- **Author has been featured in *Shape*, *ET*, *Oxygen*, Yahoo! News, and more**
- **Promotion to author's email newsletter (63K)**
- **Cross country van book tour planned around book launch**
- **Instagram: @RebeccaLouiseFitness (606K)**
- **YouTube: @Rebecca-Louise (560K)**

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**M**AYBE YOU'VE HAD a sign from the universe, telling you that you are ready to take your results to the next level. Maybe you're still waiting for a sign that now is your time.

Well, if you think you have to wait for the perfect time to do something new in your life, you will be waiting around forever. There will *never* be a “perfect” time—apart from the present. Give yourself permission to start now and for your process to be really messy! We are all a hot mess at the beginning, and we can use our grit to figure shit out. You've already picked up this book. The sooner you take your first step, the sooner you can get to where you want to be.

The biggest mistake you can make on your journey is to look left and right. This is when you start to compare yourself to others, and your own journey will get slowed down, or worse, completely derailed. Keep looking forward, stay laser focused and keep your eye on *your* prize, not someone else's. Hands up; I know how hard this is. I sometimes can't help but compare myself to others and it eats away at me when I choose to allow it. It can make me feel worthless, that I am not good enough, and confused as to why I am not where I want to be.

I dove deep into the mind-set of comparison and want to share some tips to stop checking out other people so we can focus on ourselves:

**THEIR WORK VS. YOUR WORK**—Understand that it's not you versus them. It's the work they've done versus the work you've done. You cannot compare yourself to someone who has done more or different work than you. If you want their job, body, house, whatever it may be, just think of the steps they took to get there, and do the same.

**THOUGHTS OF GRATITUDE**—Thank that person you compare yourself to. Why? They have literally shown you that it is possible to achieve your dreams. Don't waste your precious energy on wishing you were someone else because that is not possible. Use that energy to do the work they've done. You can use Google and YouTube to find out how to do nearly anything. Find inspiration in the steps they've taken and know that can be you one day.

**YOUR JOURNEY**—Everyone has been dealt a different set of cards. Your journey is not the same as the person you are comparing yourself to. Everyone grew up with different households, circumstances, friends, and family. Maybe you've experienced a traumatic situation. Guess what? We all have—the key is to choose to not let your past determine your futures. Embrace where you are now while pursuing where you want to be.

**BE YOU**—You were born to be you and were put on this planet for a reason. Everyone else is taken, so you might as well be the most kickass version of yourself. Embrace the uniqueness that you bring and shine bright, you have a responsibility to be great.

We have made it clear that focusing on others doesn't make any sense for our own journey. Now, let's talk about time frame. This is where you need to find that grit to stick it out for the long haul and understand the concept of the compound effect for results.

Results do not come overnight, sometimes they don't come in a month, and when you're building a business or even your glutes, it can be years! Instead of quitting, figure out how to make it work. I believe the only way that you can ever fail is if you quit. There's no need to live so cautiously that you never mess up. If you are not messing up, you aren't getting outside of your comfort zone or pushing your standards higher. If you don't quit, even if you don't reach your original goal, you still didn't fail. It was simply a learning experience that you needed to have. You are on your journey, growing and moving an inch closer to where you want to be.

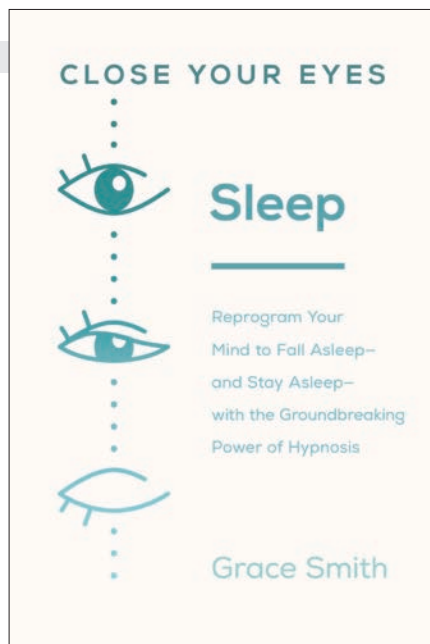
**“If you don't quit, even if you don't reach your original goal, you still didn't fail. It was simply a learning experience that you needed to have.”**

**“There will *never* be a ‘perfect’ time—apart from the present. Give yourself permission to start now, and for your process to be really messy!”**

# CLOSE YOUR EYES, SLEEP

Reprogram Your Mind to Fall Asleep—and Stay Asleep—  
with the Groundbreaking Power of Hypnosis

GRACE SMITH



**World-renowned hypnotherapist Grace Smith helps readers train their restless minds to get the deep, restorative rest they need.**

**THE NUMBER ONE CAUSE** of insomnia is fear of insomnia.

You toss and turn at night, trying to quiet your thoughts enough to fall asleep. Or you wake up hours before your alarm and stare at the ceiling, hoping that *this* time you'll manage just a little bit more rest before sunrise. Either way, it's actually your fear of not getting enough sleep that's keeping you awake. The only way to finally get a good night's sleep is to retrain your subconscious mind and eliminate that fear.

Grace Smith, world-renowned hypnotherapist and author of *Close Your Eyes, Get Free*, has helped hundreds of people do exactly that. Using the phenomenally successful power of hypnosis, *Close Your Eyes, Sleep* teaches you to access your subconscious and get your long-needed rest.

The first step is learning the tools to block out your anxieties to fall asleep quickly and easily at any time of night. But hypnotherapy can take you farther than that: you'll discover how to proactively attack the *causes* of sleepless nights, ridding yourself of restlessness altogether and achieving the deep, restorative sleep you deserve.



**GRACE SMITH** is on a mission to make hypnosis mainstream. A pioneer in the hypnotherapy field, her private clients including Fortune 500 CEOs, A-list celebrities, Olympic athletes, and government officials. She is the founder of the world's #1 provider of hypnosis education, products, and services, Grace Space Hypnosis and Grace Space Hypnotherapy School, a world-class hypnotherapy certification program. Smith is the author of *Close Your Eyes, Get Free*, and her work has been featured in the *Atlantic*, *Forbes*, *Entrepreneur*, *InStyle*, *Marie Claire*, BuzzFeed, mindbodygreen, *She Knows*, and dozens of podcasts. She is a regular guest on CBS's hit show *The Doctors* and her "Relax, Brazil!" segment on popular Brazilian late night talk show, *The Noite com Danilo Gentili*, went viral, bringing her powerful self-hypnosis techniques to millions of viewers. Her keynote speeches include OZY Fest with Hillary Clinton, Procter & Gamble, SummitLive, Women Empowerment Expo, Soul Camp, and more. Residence: Vero Beach, Fla.

- **Grace Smith is a world-renowned hypnotherapist and founder of Grace Space and Grace Space Hypnotherapy School**
- **Author's keynote speeches and workshops have taken her to OZY Fest with Hillary Clinton, Procter & Gamble, SummitLive, Women Empower Expo, Ritz-Carlton, PSEG, Soul Camp, and Verizon**
- **Promotion through author's email list (80K subscribers)**
- **GSHypnosis.com**
- **Instagram: @GraceSmithTV (62.9K)**
- **Facebook: /GraceSmithTV (41K)**

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# T-MINUS AI

Humanity's Countdown to Artificial Intelligence and the New Pursuit of Global Power

MICHAEL KANAAN

**In this in-depth look at our history of innovation and technology, Michael Kanaan breaks down what each of us should know about modern computing, AI, and machine learning.**

**LATE IN 2017**, the global significance of the conversation about artificial intelligence (AI) changed forever. China put the world on alert when it released a plan to dominate all aspects of AI across the planet. Only weeks later, Vladimir Putin raised a Russian red flag in response by declaring AI the future for all humankind, and proclaiming that “Whoever becomes the leader in this sphere will become the ruler of the world.”

The race was on. Consistent with their unique national agendas, countries throughout the world began plotting their paths and hurrying their pace. Now, not long after, the race has become a sprint.

Despite everything at stake, to most of us AI remains shrouded by a cloud of mystery and misunderstanding. Hidden behind complicated and technical jargon and confused by fantastical depictions of science fiction, the modern realities of AI and its profound implications are hard to decipher, but crucial to recognize.

In *T-Minus AI*, author Michael Kanaan explains AI from a human-oriented perspective we can all finally understand. A recognized national expert and the US Air Force's first Chairperson for Artificial Intelligence, Kanaan weaves a compelling new view on our history of innovation and technology to masterfully explain what each of us should know about modern computing, AI, and machine learning.

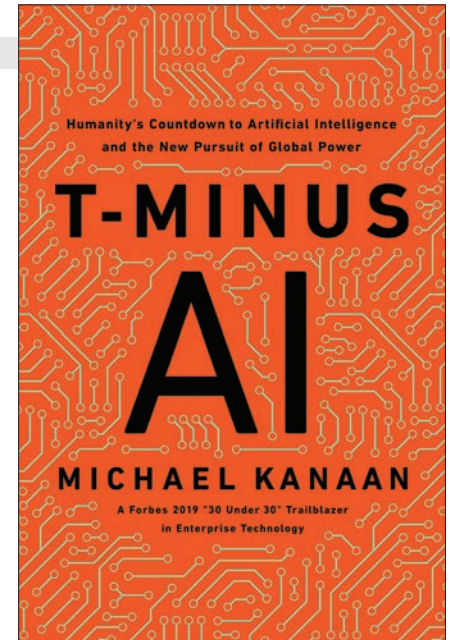
Kanaan also dives into the global implications of AI by illuminating the cultural and national vulnerabilities already exposed and the pressing issues now squarely on the table. AI has already become China's all-purpose tool to impose its authoritarian influence around the world. Russia, playing catch up, is weaponizing AI through its military systems and now infamous, aggressive efforts to disrupt democracy by whatever disinformation means possible.

America and like-minded nations are awakening to these new realities—and the paths they're electing to follow echo loudly the political foundations and, in most cases, the moral imperatives upon which they were formed.

As we march toward a future far different than ever imagined, *T-Minus AI* is fascinating and crucially well-timed. It leaves the fiction behind, paints the alarming implications of AI for what they actually are, and calls for unified action to protect fundamental human rights and dignities for all.



**MICHAEL KANAAN** is the Pentagon's lead officer of artificial intelligence (AI) for the US Air Force Intelligence Enterprise and the co-chair of artificial intelligence for the US Air Force overall. In 2019, he was named to the 2019 Forbes 30 Under 30 list. Kanaan previously led a National Intelligence Campaign for Operation Inherent Resolve in Syria and Iraq. Before that, he was the assistant director of operations for the Geospatial Intelligence Squadron at the National Air and Space Intelligence Center. Residence: Washington, D.C.



- **Kanaan is the Pentagon's lead officer of artificial intelligence for the US Air Force Intelligence Enterprise and co-chair of artificial intelligence for the US Air Force overall**
- **Author has been interviewed by MIT Technology Review, USA Today, and New York Times and was recently featured in Popular Mechanics**
- **Author will be a keynote speaker at the Forbes 30 Under 30 Summit in October 2019**
- **Author makes presentations at least once a month at either an officially sanctioned conference, media, or public relations event**
- **Twitter: @MichaelJKanaan**

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EBOOK: 9781950665136

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AUGUST 2020

TECHNOLOGY/CURRENT AFFAIRS

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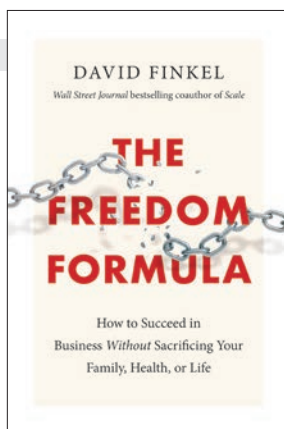
ADRIENNE LANG,

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# BUSINESS

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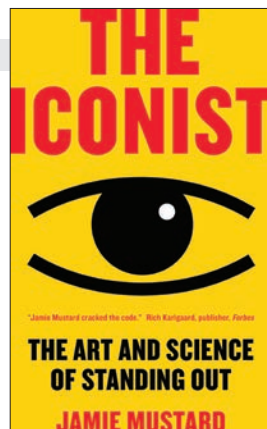


## THE FREEDOM FORMULA

DAVID FINKEL

Building a successful company and career doesn't mean sacrificing your family, health, or life. In *The Freedom Formula*, *Wall Street Journal* bestselling author and successful entrepreneur David Finkel will help you operationalize working smarter. No fluff, no theory, Finkel shares the detailed blueprint to create maximum value for your company without working nights, weekends, or while on "vacation." Whether you're a business owner, top executive, key manager—or aspire to be one—*The Freedom Formula* offers a radical new approach to structuring your time and priorities (and your team's) in order to reclaim hours of your day—and the freedom to live your life, not just your job.

TRADE CLOTH  
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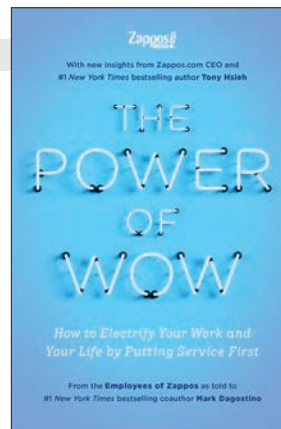


## THE ICONIST

JAMIE MUSTARD

Why do we immediately recognize art by Van Gogh and Warhol? What does Beethoven share with Rage Against the Machine and Madonna? With the rise of digital media and advertising, a constant barrage of information makes it nearly impossible to be seen and heard. In *The Iconist*, branding and design strategist Jamie Mustard shows you how individuals, organizations, and brands can break through the noise. Blending relevant examples from history and pop culture with cutting-edge psychology, Mustard explores why certain things stick and others fade from memory—and gives you an owner's manual to make any idea, product, or service stand out and be remembered.

PAPER OVER BOARD  
9781948836418  
EBOOK: 9781948836661  
US \$22.00 • BUSINESS  
OCTOBER 2019



## THE POWER OF WOW

THE EMPLOYEES OF ZAPPOS

In *The Power of WOW*, the essential follow-up to Tony Hsieh's *Delivering Happiness*, Zapposians from every part of the business share powerful stories and lessons that they have learned in business and life—from delivering empathetic customer service to creating a self-organized organizational structure using Market-Based Dynamics. *The Power of WOW* gives readers an immersive understanding of how one company is finding resilience. This glimpse inside the world of Zappos shows how the company is opening up avenues for passionate individuals to unleash their undiscovered strengths in the workplace and evolve the business from the inside out.

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EBOOK: 9781948836821  
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OCTOBER 2019

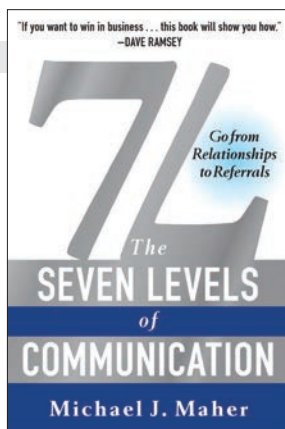


## GET THE MEETING!

STU HEINECKE

Hall-of-Fame-nominated marketer and *Wall Street Journal* cartoonist Stu Heinecke's innovative concept of Contact Marketing—using personalized campaigns to create alliances with executive assistants and reach the elusive VIPs, with response rates as high as 100 percent—has helped professionals around the world reach new heights of success. With more than 60 fully illustrated case studies and tactical examples, this new book takes you inside successful contact marketing campaigns—from strategy, through execution, to results. *Get the Meeting!* will spark your imagination and give you the tools you need to get the meetings—and life-changing results—you always wanted.

TRADE PAPERBACK  
9781948836449  
EBOOK: 9781948836692  
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OCTOBER 2019

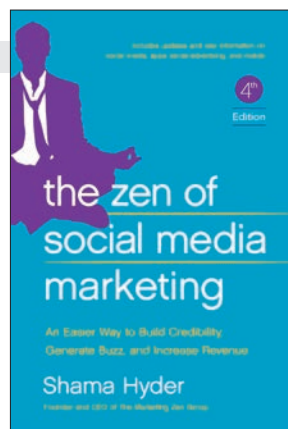


## 7L: THE SEVEN LEVELS OF COMMUNICATION

MICHAEL J. MAHER

Discover the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. This heartwarming tale of Rick's trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

TRADE PAPERBACK  
9781942952473  
EBOOK: 9781940363707  
US \$16.95 • BUSINESS  
APRIL 2016



## THE ZEN OF SOCIAL MEDIA MARKETING

4th Edition  
SHAMA HYDER

At the dawn of the millennium (and the digital marketing age), the first edition of *The Zen of Social Media Marketing* became a global hit. This newest edition gives you: A comprehensive overview of why social media works and how to use it; a proven process to attract followers and convert them into customers; innovative tips for mobile design; essential advice on content marketing, email marketing, video, and targeted tactics to enhance your SEO; and insights from dozens of leading online marketers and entrepreneurs, with strategies for success.

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US \$16.95 • BUSINESS  
AUGUST 2016

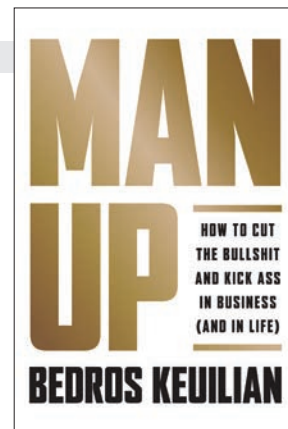


## PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER

KORY KOGON, SUZETTE BLAKEMORE, AND JAMES WOOD

In today's workplace, employees are routinely expected to coordinate and manage projects. Yet, chances are, you aren't formally trained in managing projects—you're an unofficial project manager. *Project Management for the Unofficial Project Manager* offers practical insights for effective project management and guides you through the essentials of the people and project management process. Change the way you think about project management—"project manager" may not be your official title or your dream job, but with the right strategies, you can excel.

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APRIL 2015



## MAN UP

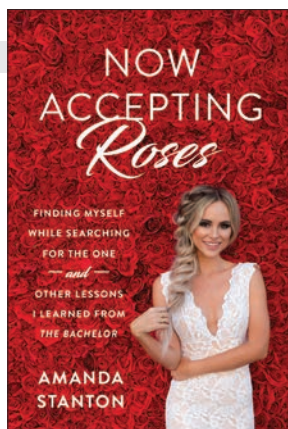
BEDROS KEUILIAN

Get off your ass and make your "someday" goals a priority—*today*. Bedros Keuilian, founder and CEO of Fit Body Boot Camp and the "hidden genius" behind many of the most successful brands and businesses, shows you how to break out of the sea of mediocrity, focus on your purpose, and not only achieve but dominate your goals. Whether it's creating and growing a company, leaving a legacy, making a difference, or launching a new brand, *Man Up* and Keuilian's no-nonsense approach will help you discover how to use your passion, purpose, and sheer grit to overcome any adversity that attempts to derail your progress. If there's an area of your life in which you need to man up, this book will get you there.

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9781946885036  
EBOOK: 9781946885562  
US \$24.95 • BUSINESS/SELF-HELP  
SEPTEMBER 2018

# MEMOIR

Go behind the headlines with engrossing, unforgettable memoirs that will have you hooked from the first pages.

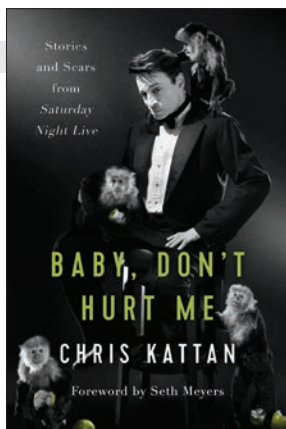


## NOW ACCEPTING ROSES

AMANDA STANTON

Part memoir, part girl's guide, *Now Accepting Roses* is full of never-before-told stories from behind the scenes of one of America's most popular television shows, *The Bachelor*. Amanda Stanton reveals the valuable lessons for life and relationships that she learned after the world watched her look for love on television—*three times*. Everything she now knows about dating, she learned from being on TV. Amanda's friendly, heartfelt guidance will feel like a good friend offering her most personal advice on life, love, and self-care—and her wild stories will rival the juiciest gossip you've ever heard.

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EBOOK: 9781948836647  
US \$24.95 • MEMOIR  
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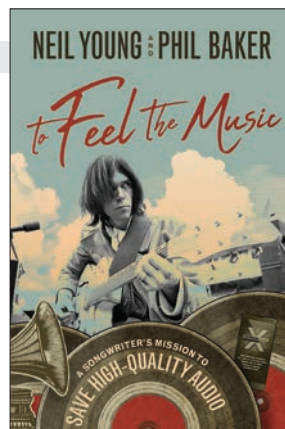


## BABY, DON'T HURT ME

CHRIS KATTAN WITH  
TRAVIS THRASHER

You may know him as Mango, Mr. Peepers, or one half of the Butabi brothers. Whichever it is, Chris Kattan has earned a spot in the hearts of a generation of *Saturday Night Live* fans. For the first time, Kattan opens up about his years on *SNL*, performing alongside future legends including Will Ferrell, Jimmy Fallon, and Tina Fey. Provocative and personal, goofy and heartfelt, *Baby, Don't Hurt Me* is a window into the world of millennium-era *SNL*, as narrated by your funniest, wisest up, weirdest friend—who just so happened to be there for all of it.

TRADE CLOTH  
9781944648497  
EBOOK: 9781944648763  
US \$24.95 • MEMOIR  
MAY 2019

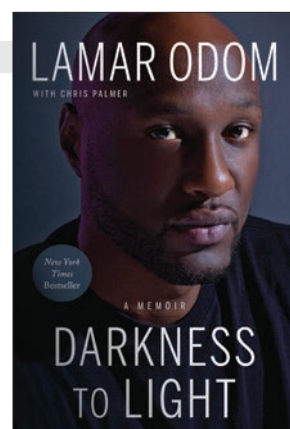


## TO FEEL THE MUSIC

NEIL YOUNG AND PHIL BAKER

Neil Young is challenging the assault on audio quality—and working to free music lovers from the flat and lifeless status quo. *To Feel the Music* is the true story of his quest to bring high-quality audio back to music lovers—the most important undertaking of his career. It's an unprecedented look inside the successes and setbacks of creating the Pono player, the fights and negotiations with record companies to preserve masterpieces for the future, and Neil's unrelenting determination to make musical art available to everyone. It's a story that shows how much more there is to music than meets the ear.

TRADE CLOTH  
9781948836388  
EBOOK: 9781948836630  
US \$24.95 • MEMOIR/MUSIC  
SEPTEMBER 2019



## DARKNESS TO LIGHT

LAMAR ODOM WITH CHRIS PALMER

Fame. Sex. Pain. Drugs. Money. Addiction. Redemption. The world knows Lamar Odom as a two-time NBA world champion who rocketed to uncharted fame, thanks to being a member of both the Los Angeles Lakers and the ubiquitous Kardashian empire. But who is Lamar Odom, really? In his exclusive and revealing memoir *Darkness to Light*, Lamar recounts the highs and lows of fame, including the pain of his unraveled marriage to Khloé Kardashian and the vices he used to cope. From his near-death experience to his miraculous return, this is Lamar Odom: human being. And his journey is far from over.

TRADE CLOTH  
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EBOOK: 9781948836203  
US \$24.95 • MEMOIR  
MAY 2019



# PARENTING

Catapult your children through their adolescence with confidence and ease while boosting your parenting to the next level!

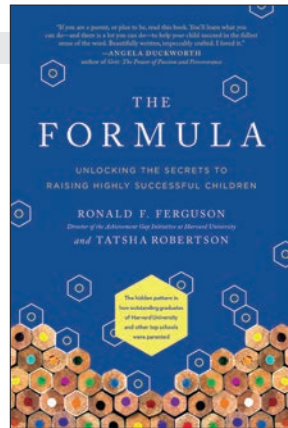


## HOW TO SAVE YOUR CHILD ...

JAMES BREAKWELL

Professional comedy writer and amateur father James Breakwell presents *How to Save Your Child from Ostrich Attacks, Accidental Time Travel, and Anything Else That Might Happen on an Average Tuesday*. This long-awaited guide to surviving everything in the era of instant parent shaming and viral hot takes answers some questions that are too dangerous to ask out loud: What's the proper first aid for my toddler's vampire bite? What should I do if I take a wrong turn on the way to soccer practice and end up in the Cretaceous Period? How can I fend off Godzilla without disrupting my child's nap? Put this book down at your own—and your children's—risk.

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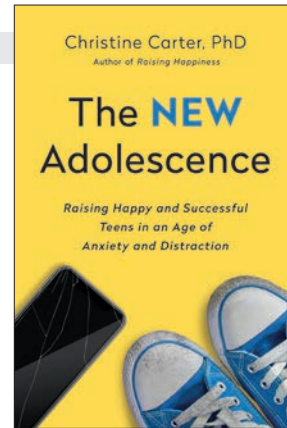


## THE FORMULA

RONALD F. FERGUSON AND  
TATSHA ROBERTSON

This book unveils how parenting helped shape some of the most fascinating people you will ever encounter, by doing things that almost any parent can do. You don't have to be wealthy or influential to ensure your child reaches their greatest potential. What you do need is commitment—and the strategies outlined in this book. In *The Formula: Unlocking the Secrets to Raising Highly Successful Children*, Harvard economist Ronald Ferguson along with award-winning journalist Tatsha Robertson reveal an intriguing blueprint for helping children become successful adults by combining the latest scientific research on child development, learning, and brain growth.

TRADE PAPERBACK  
9781950665105  
EBOOK: 9781946885616  
US \$17.95  
EDUCATION/PARENTING  
AUGUST 2020

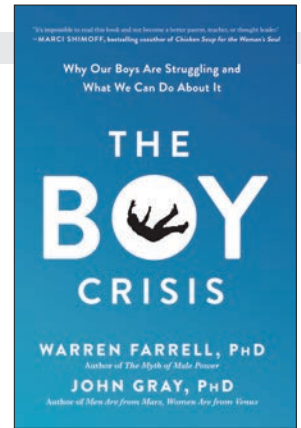


## THE NEW ADOLESCENCE

CHRISTINE CARTER, PHD

Today's teenagers and preteens are growing up in an entirely new world, one that is defined by social media and mobile devices. Understandably, many parents are paralyzed by new problems that didn't exist less than a decade ago, like social media and video game obsession, sexting, and vaping. In *The New Adolescence*, Dr. Christine Carter melds research—including the latest findings in neuroscience, sociology, and social psychology—with her own real-world experiences as the mother of four teenagers. Inside you'll find realistic ways to help teens and preteens find joy, focus, ease, motivation, fulfillment, and engagement.

TRADE PAPERBACK  
9781948836548  
EBOOK: 9781948836791  
US \$16.95 • PARENTING  
FEBRUARY 2020



## THE BOY CRISIS

WARREN FARRELL, PHD, AND JOHN  
GRAY, PHD

Dr. Warren Farrell and Dr. John Gray have created a comprehensive blueprint for what parents, teachers, and policy-makers can do to help our sons grow up to become happier and healthier men. By shedding light on relevant issues such as education, mental health, lack of fathering, and purpose, they offer guidance on how to help mold young boys into fathers and leaders worthy of society's respect. *The Boy Crisis* tackles issues that can follow young men into adulthood, allowing the vicious cycle to repeat itself. This book aims to put an end to this cycle and help produce more productive members of society.

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FEBRUARY 2019



# BENBELLA VEGAN

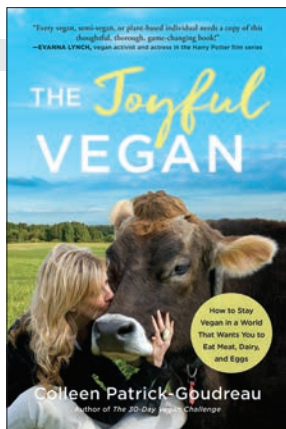
Discover our plant-based line, packed with delicious recipes, beautiful photos, and tips for your healthy lifestyle.



**THE COLORFUL  
FAMILY TABLE**  
ILENE GODOFSKY MORENO

Delight your family's palate with a rainbow of delicious, plant-based dishes! Certified health coach, plant-based food blogger, and author of *The Colorful Kitchen*, Ilene Godofsky returns with more than 90 all-new plant-based recipes perfect for your family's table. Created from simple, familiar ingredients, Ilene's recipes are reader-tested to please even the most finicky family members. *The Colorful Family Table* provides easy-to-follow instructions (even for the kitchen novice!) and prep times designed for busy families. Making meals as nutritious and delicious as they are eye-catching has never been easier.

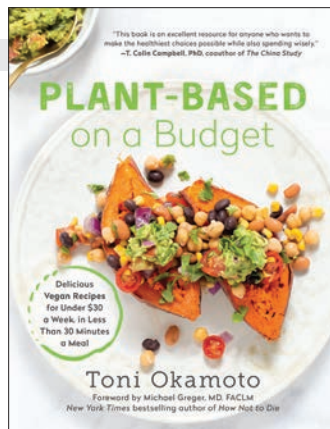
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9781948836470  
EBOOK: 9781948836722  
US \$19.95 • COOKING  
DECEMBER 2019



**THE JOYFUL  
VEGAN**  
COLLEEN PATRICK-GOUDREAU

Colleen Patrick-Goudreau, known as the "Joyful Vegan," has guided countless individuals through the process of *becoming* vegan. Now, in *The Joyful Vegan*, she shares her insights into why some people *stay* vegan and others don't. Understanding that the *food* is the easy part of being vegan, Colleen turns her attention to what she believes is the most challenging—dealing with the social, cultural, and emotional aspects: being asked to defend your eating choices, living with the awareness of animal suffering, feeling the pressure (often self-inflicted) to be perfect, and experiencing guilt, remorse, and anger.

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EBOOK: 9781948836715  
US \$16.95  
HEALTH/ANIMAL RIGHTS  
NOVEMBER 2019



**PLANT-BASED ON  
A BUDGET**  
TONI OKAMOTO

Between low-paying jobs, car troubles, student loans, and credit card debt, Toni Okamoto spent most of her early adult life living paycheck to paycheck. So when she became a vegan at age 20, she worried: How would she be able to afford that lifestyle? With *Plant-Based on a Budget*, going vegan is not only an attainable goal, but the best choice for your health, the planet—and your wallet. Inside, discover 100 of Toni's "frugal but delicious" recipes, including: 5-Ingredient Peanut Butter Bites, Lentil and Sweet Potato Bowl, Tofu Veggie Gravy Bowls, and more.

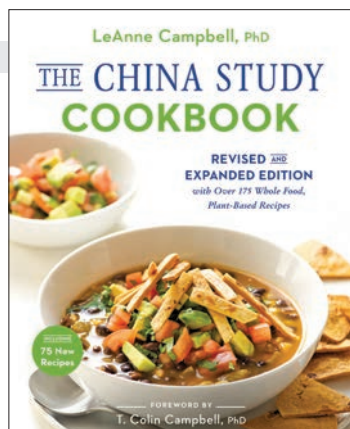
TRADE PAPERBACK  
9781946885982  
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US \$21.95 • COOKING  
MAY 2019



**PLANT-POWERED  
FAMILIES**  
DREENA BURTON

Get your whole family excited about eating healthy! Veteran cookbook author Dreena Burton shows a whole foods, plant-based diet can be easy, delicious, and healthy for your entire family. In her book, Burton shares over 100 whole foods, vegan recipes—tested and approved by her own three children. Your family will love the variety of breakfasts, lunches, dinners, desserts, and snacks. With tips for handling challenges that come with every age and stage, it's a perfect reference for parents raising "weegans" or families looking to transition to a vegan diet.

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9781941631041  
EBOOK: 9781941631058  
US \$19.95 • COOKING  
MAY 2015



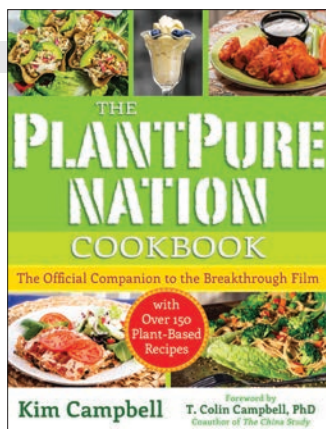
## THE CHINA STUDY COOKBOOK

*Revised and  
Expanded Edition*

LEANNE CAMPBELL, PhD

This new edition of the best-selling *China Study Cookbook* puts the groundbreaking scientific findings of *The China Study* on your plate. Written by LeAnne Campbell, daughter of *The China Study* coauthor T. Colin Campbell, *The China Study Cookbook* is now expanded to feature even more delicious, easy-to-prepare plant-based recipes—with no added fat and minimal sugar and salt. *The China Study Cookbook* shows you how to transform your health and the health of your entire family—along with contributing to the health of your community and the world—all while enjoying incredible meals.

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EBOOK: 9781946885302  
US \$24.95 • COOKING  
JUNE 2018

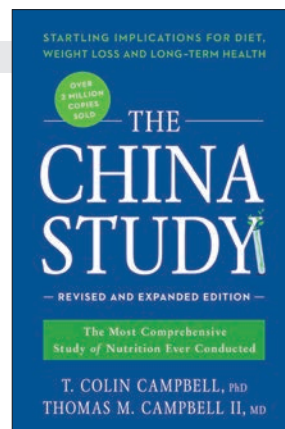


## THE PLANTPURE NATION COOKBOOK

KIM CAMPBELL

From the producer and writer of *Forks Over Knives*, the documentary *PlantPure Nation* captures the inspiring story of plant-based nutrition's impact on a small town in the rural South and the effort to bring about historic political change. As the film's official companion cookbook, *The PlantPure Nation Cookbook* brings this powerful, science-based approach to nutrition to your kitchen with some of the same recipes that kick-started the revolution. Experience the health benefits of a plant-based diet with 150 recipes, including Buffalo Beans and Greens, No-Bake Chocolate Pumpkin Pie, and Spinach Lasagna.

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9781940363684  
EBOOK: 9781940363691  
US \$19.95 • COOKING  
MARCH 2015



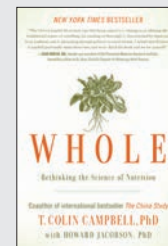
## THE CHINA STUDY

*Revised and  
Expanded Edition*

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

More than 30 years ago, nutrition researcher T. Colin Campbell embarked upon the *China Study*, the most comprehensive study ever undertaken on the relationship between diet and the risk of developing disease. In 2005, Colin and his son Tom shared those findings in *The China Study*, and opened the eyes of millions to the dangers of a diet high in animal protein. Featuring brand new content, this heavily expanded edition includes the latest evidence of the power of a plant-based diet, plus updated information about the changing medical system and how patients stand to benefit from a surging interest in plant-based nutrition.

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US \$17.95 • HEALTH/NUTRITION  
DECEMBER 2016



## WHOLE

T. COLIN CAMPBELL, PhD

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## THE CHINA STUDY QUICK & EASY COOKBOOK

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## EVERYDAY HAPPY HERBIVORE

LINDSAY NIXON

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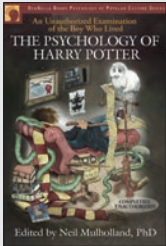
# SMART POP

Dive into fascinating discussions and essays about your favorite pop-culture phenomena.



## SHADOWHUNTERS AND DOWNWORLDERS

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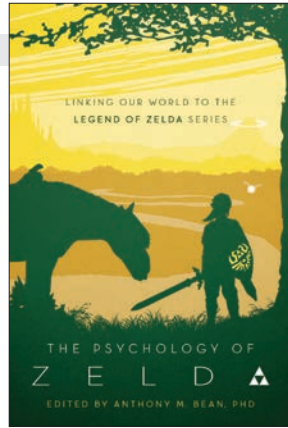
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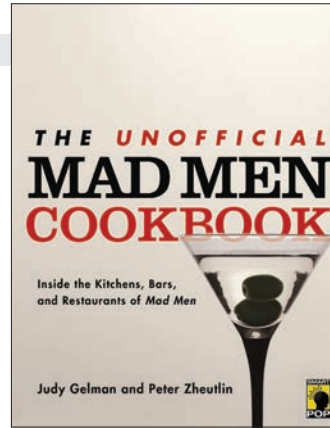


## THE PSYCHOLOGY OF ZELDA

EDITED BY ANTHONY M. BEAN, PhD

It's dangerous to go alone! Take this (book). For more than 30 years, the Legend of Zelda has spanned more than 30 different installments, selling over 75 million copies. Video game sales as a whole have continued to grow, now raking in twice as much money per year as the entire film industry, and countless psychologists have turned their attention to the effects gaming has on us: our confidence, our identity, and our personal growth. *The Psychology of Zelda: Linking Our World to the Legend of Zelda Series* applies the latest psychological findings, plus insights from classic psychology theory, to Link, Zelda, Hyrule, and the players who choose to wield the Master Sword.

TRADE PAPERBACK  
9781946885340  
EBOOK: 9781946885739  
US \$16.95 • PSYCHOLOGY  
FEBRUARY 2019



## THE UNOFFICIAL MAD MEN COOKBOOK

JUDY GELMAN AND  
PETER ZHEUTLIN

*The Unofficial Mad Men Cookbook* serves up more than 70 recipes to satisfy a *Mad Men* appetite! From the tables of Manhattan's most legendary restaurants and bars to the Drapers' Around the World dinner, this book is your entrée to the culinary world of *Mad Men*-era New York. *The Unofficial Mad Men Cookbook* provides invaluable historical and cultural context for the food and drink featured in the show, tips on throwing a successful '60s cocktail party, and even a guide to favored *Mad Men* hangouts. So, hang up your coat, pour yourself a cocktail, and get ready to dine like Draper and drink like Sterling.

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9781936661411  
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US \$16.95 • COOKING/TELEVISION  
NOVEMBER 2011



## FAMILY DON'T END WITH BLOOD

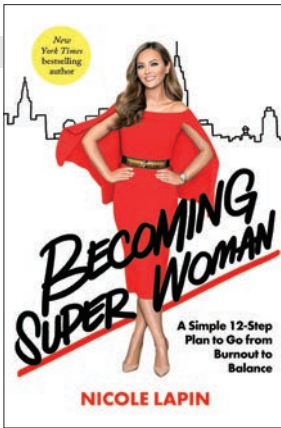
EDITED BY LYNN S. ZUBERNIS

*Supernatural*, a three-time People's Choice Award winner for Favorite Sci-Fi/Fantasy TV Show, has been changing viewers' lives for more than a decade, as a memorable line, "Family don't end with blood," became a rallying cry for those who found a community in the fandom. In 25 powerful chapters written by *Supernatural*'s actors and fans, including series lead Jared Padalecki, plus special messages from Jensen Ackles, Misha Collins, and Mark Sheppard, *Family Don't End with Blood: Cast and Fans on How Supernatural Has Changed Lives* examines the far reach of the show's impact.

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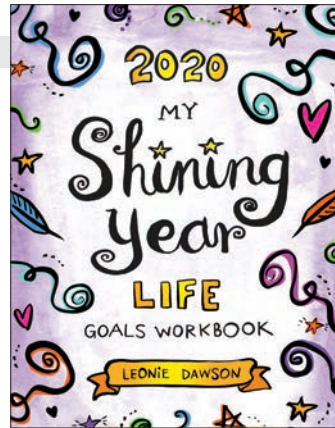


## BECOMING SUPER WOMAN

NICOLE LAPIN

It's time to leave Superwoman in the movies, and say hello to being a super woman—the best, most productive version of the hero you already are. *New York Times* bestselling author Nicole Lapin redefines what it means to be a woman who “has it all”—and shows you how to find lasting success on your own terms. She lays out an actionable, 12-step plan to guide you in taking control, with the skills it takes to be a real super woman, from emotional regulation and boundary setting to interpersonal effectiveness and self-care. Entertaining and honest, *Becoming Super Woman* shows you that it's not success that brings you happiness, but the other way around.

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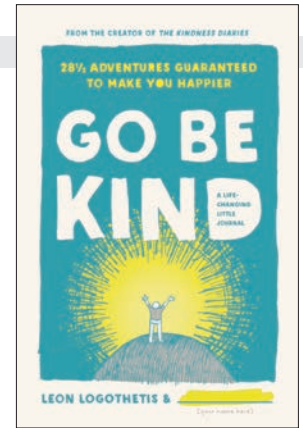


## THE ACTOR'S LIFE

JENNA FISCHER  
FOREWORD BY STEVE CARELL

Many people recognize Jenna Fischer from her iconic role on *The Office*, but not many know that it took her nearly a decade to make her mark in Hollywood. If only she'd had a handbook for the aspiring actor. Or, better yet, someone to show her the way—an established actor who could educate her about the business, manage her expectations, and reassure her in those moments of despair. Jenna wants to be that person for you. With amusing candor and wit, Fischer spells out the nuts and bolts of getting established in the profession, based on her own memorable and hilarious experiences.

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## GO BE KIND

LEON LOGOTHETIS

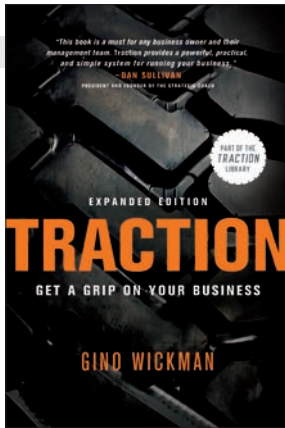
*Go Be Kind* isn't just a journal. It's a series of daily adventures that will help you rediscover the greatest human gift—kindness. Created by Leon Logothetis, host of *The Kindness Diaries* on Netflix, this life-changing little book is filled with highly classified missions, treasure hunts, dream dates, and awkward moments. You will step outside of your comfort zone. You will become best friends with total strangers. Some of the adventures can be done while you're falling asleep at night. It might take 28½ days. It might take 11. Or you can take all the time you need (the adventure is up to you). That adventure is about to change your life. Because once we start being kind, we realize that there is no faster way to happiness.

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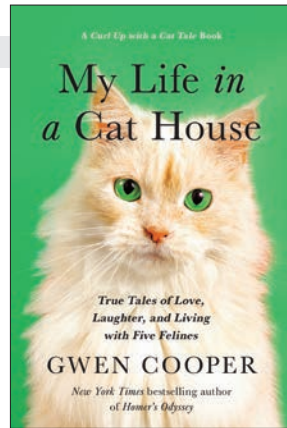
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GINO WICKMAN

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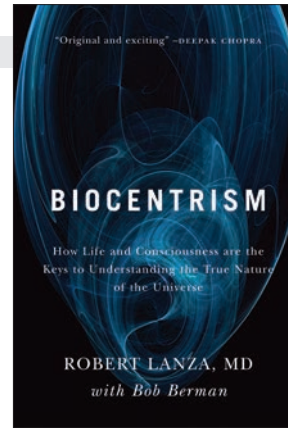
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GWEN COOPER

Celebrate the human-feline bond with all its joys, mysteries, and life-changing moments. Gwen Cooper returns with the ongoing adventures of her much-beloved, world-famous fur family. Ideal for new readers and longtime fans alike, this memoir told in a collection of eight *purr*-fect cat stories is filled with all the humor and heart Gwen's devoted readership has come to know and love. Read all eight stories in one sitting, or savor each gem of a "tail" on its own. Sure to be treasured by cat lovers everywhere, *My Life in a Cat House* will leave you laughing out loud, shedding an occasional tear, and hugging your own cat a little bit closer.

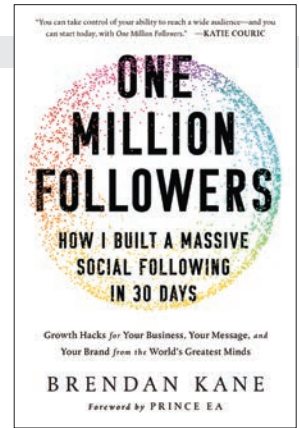
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**BIOCENTRISM**  
ROBERT LANZA, MD  
with Bob Berman

The 21st century is predicted to be the Century of Biology, a shift from the previous century dominated by physics. It seems fitting, then, to begin the century by turning the universe outside-in and unifying the foundations of science with a simple idea discovered by one of the leading life-scientists of our age. *Biocentrism* awakens in readers a new sense of possibility, and is full of so many shocking new perspectives that the reader will never see reality the same way again. This new view of the universe is told by a dream team made up of Robert Lanza, one of the most respected scientists in the world, and Bob Berman, the most widely read astronomer in the world.

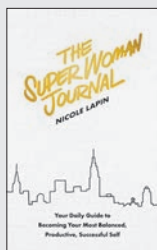
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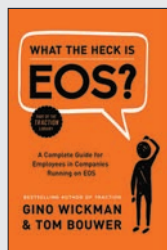
**ONE MILLION  
FOLLOWERS**  
BRENDAN KANE

Over 60 billion online messages are sent on digital platforms every day, and only a select few succeed in the mad scramble for customer attention. How can you make a significant impact in the digital world and stand out among all the noise? Digital strategist and "growth hacker" Brendan Kane has the answer and will show you how to stand out in the digital world—in 30 days or less. Featuring interviews with celebrities, influencers, and marketing experts, this is the ultimate guide to building your worldwide brand and unlocking all the benefits social media has to offer. It's time to stop being a follower and start being a leader.

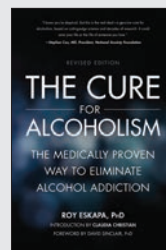
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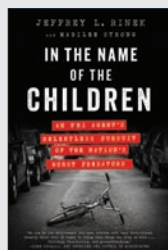
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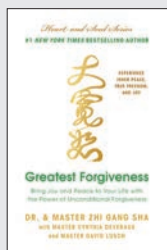
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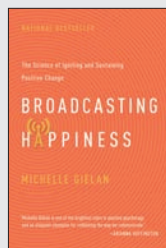
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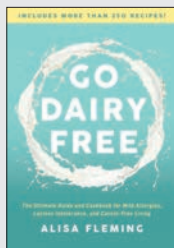
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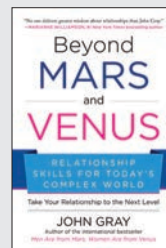
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# WHAT'S ON THE HORIZON?

A sneak peek at BenBella's upcoming titles.

## SILENT HUNTER

**CHRISTINA  
ANDERSON**

Christina Anderson, Swedish correspondent to the *New York Times*, began covering the story of Kim Wall, the Swedish journalist who was brutally tortured, killed, and dismembered by Peter Madsen, the day after Wall went missing in August 2017. Madsen was a celebrated rock-eteer and amateur submarine builder who lured the unsuspecting Wall onto his own personal submarine with the promise of an exclusive interview. Sadly, Wall never set foot on dry land again. Years later, Anderson sheds light on the horrors of this tragedy while eloquently honoring Wall's memory with personal interviews and hard-hitting journalism designed to help the reader understand what really went on under the sea on that fateful evening.

**TRUE CRIME/CURRENT EVENTS  
JUNE 2021**

## THE FRIENDLY VEGAN COOKBOOK

**MICHELLE CEHN AND  
TONI OKAMOTO**

Michelle Cehn, creator of the *World of Vegan* blog, and Toni Okamoto, author of *Plant-Based on a Budget*, are two of the most trusted figures in the online vegan community, and they've teamed up to write this book. Perfect for any vegan or veg-curious reader, it features 100+ vegan recipes focused on flavor and satisfying your cravings. Going vegan doesn't mean you have to sacrifice the comfort foods you love; you just have to make a few strategic adjustments to continue enjoying your favorite dishes. The authors walk you through cooking their delicious grub and show you how much fun it is to have a friend in the kitchen.

**COOKING/VEGAN  
NOVEMBER 2020**

## BEING, BELONGING, AND BODY LIBERATION

**LINDO BACON, PHD**

We all want to belong, to know that people see us and that who we are matters. Those of us who don't fit into the "mythical norm" (white, male, cisgender, able-bodied, slender, Christian, etc.) feel a persistent sense of unbelonging, burdened with the impossible, unachievable, lifelong project of hiding who we are. Dr. Lindo Bacon, researcher, former professor and psychotherapist, and author of *Health at Every Size* and *Body Respect*, offers a manifesto of belonging that helps redirect the body positivity movement to become a more inclusive and comprehensive body liberation movement in order to include people currently on the margins, all told with Dr. Bacon's trademark mix of hard science, storytelling, and raw vulnerability.

**PSYCHOLOGY/SELF-HELP  
SEPTEMBER 2020**

## A BRIEF HISTORY OF TIMEKEEPING

**CHAD ORZEL**

Humanity has been beholden to the passage of time since the age of the Mayans. Obsessed with clocks, watches, and calendars, we have been dutifully tracking every event possible. In his fifth book for the trade, physicist Chad Orzel, author of *Breakfast with Einstein*, looks at the history of science through human efforts to track time, grounding the scientific subjects of astrophysics and other complex topics in an attractive and accessible way. Orzel also examines the impact that time has had on politics, technology, science, society, and philosophy. A delightful and informative read, this book will give the reader a history of the most valuable possessions we, as a whole, have—time.

**SCIENCE/PHYSICS  
JANUARY 2022**

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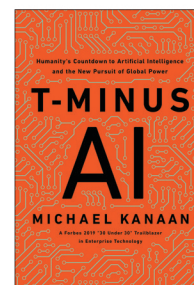
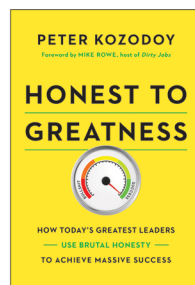
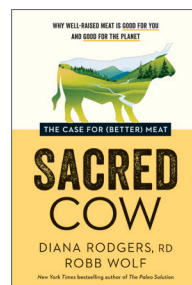
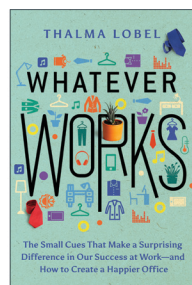
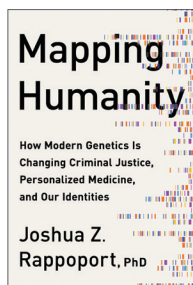
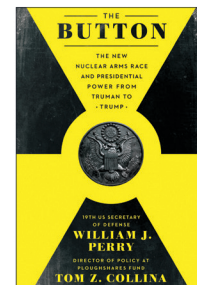
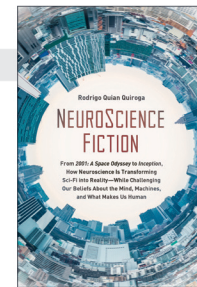
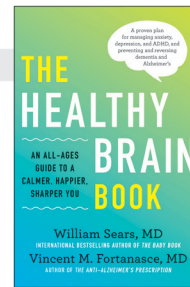
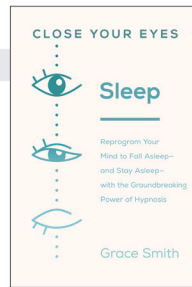
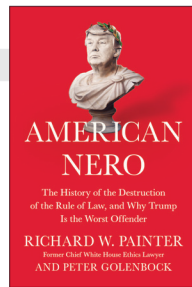
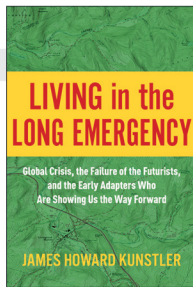
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