

# BenBella Books

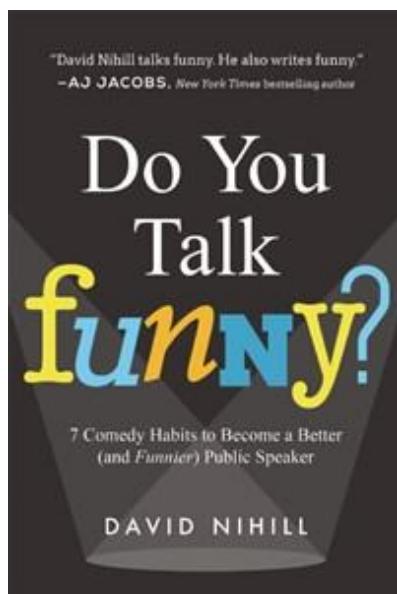
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13 YEARS OF INNOVATIVE PUBLISHING



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andrea@harveyklinger.com

## Do You Talk Funny?

### 7 Comedy Habits to Become a Better (and Funnier) Public Speaker

David Nihill

#### Summary

Public speaking can be terrifying. For David Nihill, the idea of standing in front of an audience was scarier than cliff jumping into a thorny pit of spiders and mothers-in-law. Without a parachute or advanced weaponry. Something had to change.

In what doesn't sound like the best plan ever, David decided to overcome his fears by pretending to be a comedian called "Irish Dave" for one full year, crashing as many comedy clubs, festivals, and shows as possible. One part of the plan was at least logical: he was already Irish and already called Dave.

In one year, David went from being deathly afraid of public speaking to hosting a business conference, regularly performing stand-up comedy and winning storytelling competitions in front of packed houses. And he did it by learning from some of the best public speakers in the world: stand-up comedians.

*Do You Talk Funny?: 7 Comedy Habits to Become a Better (and Funnier) Public Speaker* shows how the key principles of stand-up comedy can be applied to your speaking engagements and presentations to make you funnier, more interesting, and better looking. (Or at least two of the three.) Whether you are preparing for a business presentation, giving a wedding toast, defending your thesis, raising money from investors, or simply want to take on something you're afraid of, this book will take you from sweaty to stage-ready.

You'll learn how to:

- Craft a story and content that your audience will want to listen to
- Find the funniest parts of your material and how to get to them faster
- Deal with stage fright
- Master the two most important parts of your performance: timing and delivery

Ten percent of the author's proceeds from this book will go to Arash Bayatmakou via *Help Hope Live* until he is fully back on his feet and thereafter to one of the many facing the same challenges after suffering a severe spinal cord injury.

#### Contributor Bio

**David Nihill** was born in Dublin, Ireland. After graduating with a Master's Degree in Business in 2003, he moved to San Francisco where he worked for the Irish government helping startups expand rapidly. He has been involved with startup companies ever since. David is the Founder of FunnyBizz Conferences, a community conference series helping content creators tap into the power of storytelling, comedy, and improv to create better content. He has performed stand-up comedy at California's leading clubs including Cobbs, the Comedy Store, the Improv and the Punchline even though he strongly denies being a comedian and is well aware most people don't understand his accent. His learning, taken from one year's intensive experiments in comedy, performed on someone from the business community with a huge initial fear of public speaking (i.e. him!) have been featured in *Inc.* and *Forbes*, among others. He loves sharks, still dislikes public speaking, and calls San Francisco home when immigration officials permit.

**Nils Parker** is the editor of multiple *New York Times*, *Amazon*, and *Wall Street Journal* bestselling books, including *I Hope They Serve Beer in Hell* and *Assholes Finish First* by Tucker Max, *Trust Me, I'm Lying* and *The Obstacle Is The Way* by Ryan Holiday, and *Choose Yourself* by James Altucher. He loves comedy, Cal football and his wife. Not necessarily in that order.



Smart Pop  
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## What We Talk About When We Talk About Clone Club

### Bioethics and Philosophy in Orphan Black

Gregory E. Pence

#### Summary

What is the real-world history and science of human cloning, and how closely does *Orphan Black* nail it?

Can you "own" a person—even a cloned one?

How can Sarah Manning be straight, Cosima gay, and Tony trans?

Cult hit sci-fi show *Orphan Black* doesn't just entertain—it also raises fascinating questions about human cloning, its ethics, and its impact on personal identity.

In *What We Talk About When We Talk About Clone Club: Bioethics and Philosophy in Orphan Black*, prominent bioethicist Gregory E. Pence violates Clone Club's first rule to take us deeper into the show and its connections to the real world, including:

- Prominent myths about human clones (and *Orphan Black's* rejection of them) Our ugly history of eugenics
- The ethics of human experimentation, by way of Projects Castor and Leda Clones and identity: What we can learn from twin studies and tensions among *Orphan Black's* clone "sisters"
- Kendall Morgan and other genetic anomalies
- The brave new world of genetic enhancement, clonal dynasties, and how Helena and Kira Manning fit in

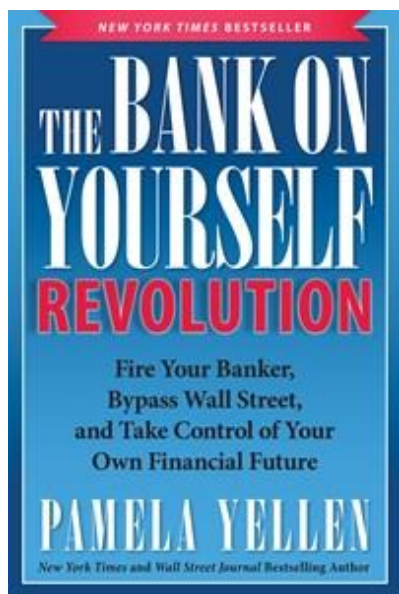
In the process, *What We Talk About When We Talk About Clone Club* reveals why *Orphan Black* is some of today's most engaging and thought-provoking television.

#### Contributor Bio

**Gregory E. Pence, PhD**, is an international expert on the ethics of human cloning. A year after the birth of the lamb Dolly in 1997, he wrote *Who's Afraid of Human Cloning?* and in 2004, *Cloning After Dolly: Who's Still Afraid?*. In 2000, he was the lone bioethicist to testify before Congress and the California Senate against bills that would have criminalized human cloning. He has talked about cloning humans at endowed lectures in Brazil, Switzerland, Australia, and on many North American campuses.

He has taught for 40 years at the University of Alabama at Birmingham (UAB), where he Chairs Philosophy. For 34 years, he taught a required course in Bioethics at UAB to 160 medical students, a course that discussed human cloning. His teams have won three national championships in college Ethics Bowls and he has won the two top teaching awards at UAB. His *Medical Ethics* has run seven editions over 25 years with McGraw-Hill. He has published over 60 op-ed essays in the *New York Times*, *Birmingham News*, *Wall Street Journal*, *Los Angeles Times*, and *Newsweek*, including many on cloning humans.

Gregory Pence lives in Birmingham, AL, United States.



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## The Bank On Yourself Revolution

**Fire Your Banker, Bypass Wall Street, and Take Control of Your Own Financial Future**

Pamela Yellen

### Summary

**New York Times bestseller**

Do you know what your retirement account will be worth on the day you plan to tap into it? Do you know what the tax rates will be for the rest of your life? Do you know how long you're going to live? Most people have no clue...and *that's* the problem with conventional financial planning: It's based on things you can't predict or control. Wall Street lost more than 49% of the typical investor's money – *twice* – since the year 2000. And studies show that because they followed the conventional wisdom, almost *half* of all Boomers won't have enough money to cover even basic living expenses during their retirement years. Now the financial gurus whose advice got you into this mess in the first place are telling you to "take more risk," "work till you drop," and "plan on spending less in retirement." Don't let them fool you again!

In *The Bank On Yourself Revolution*, financial security expert Pamela Yellen details how hundreds of thousands of people of all ages and incomes have bucked the system to secure their families' financial futures without gambling in the Wall Street Casino or taking any unnecessary risks. You'll discover a proven step-by-step plan for growing your wealth safely, predictably, and guaranteed *every* single year – even when the markets are tumbling. And you'll learn how to bypass banks, credit card and financing companies to become your *own* source of financing for cars, vacations, a college education, business expenses and other major purchases.

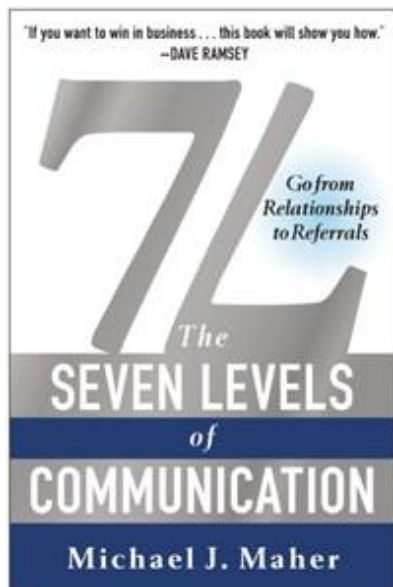
*The Bank On Yourself Revolution* isn't a "get-rich-quick" scheme; it's about having *real* wealth and financial security for as long as you live. You can *finally* know how much money you'll have next year, in 10, 20 or 30 years – and at *every* point along the way. Join the Revolution and take control of your own financial future!

### Contributor Bio

**Pamela Yellen** is a financial security expert who investigated more than 450 savings and retirement planning strategies seeking an alternative to the risk and volatility of stocks and other investments. Her research led her to a time-tested, predictable method of growing and protecting wealth now used by more than half a million people. Pamela Yellen's first book, *Bank On Yourself: The Life-Changing Secret to Growing and Protecting Your Financial Future*, is a *New York Times* bestseller.

Pamela has appeared on every major TV and radio network and served as a source for thousands of organizations and publications, such as the Associated Press, Fox News, *Bloomberg Businessweek*, *Ladies' Home Journal*, *Essence Magazine*, *Aging Today* and AARP. You can find out more about Pamela Yellen and *The Bank On Yourself Revolution* at [BankOnYourself.com](http://BankOnYourself.com).

Pamela Yellen lives in Santa Fe, NM, United States.



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## 7L: The Seven Levels of Communication

### Go From Relationships to Referrals

Michael J. Maher

#### Summary

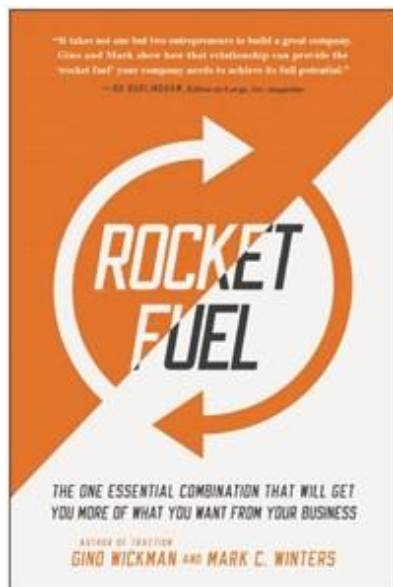
Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters.

(7L) *The Seven Levels of Communication* tells 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. Skeptical, he agrees to accompany her to a conference to learn more about her mysterious methods. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. In seeking success, he finds significance. 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.

#### Contributor Bio

**Michael J. Maher**, "North America's Most Referred Real Estate Professional" and founder of the Generosity Generation, is dedicated to helping salespeople earn a better living and live better lives. He rocketed to the top of his profession by earning more than \$1 million in his third year of full-time real estate. With the slogan of *We're not #1...YOU are®*, the Kansas City Home Team continues to be one of the top real estate companies in Kansas City. Maher is one of the most in-demand speakers on referrals, generosity, marketing, and relationship-building.





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## Rocket Fuel

### The One Essential Combination That Will Get You More of What You Want from Your Business

Gino Wickman and Mark C. Winters

#### Summary

**Discover the vital relationship that will take your company from "What's next?" to "We have liftoff!"**

Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you.

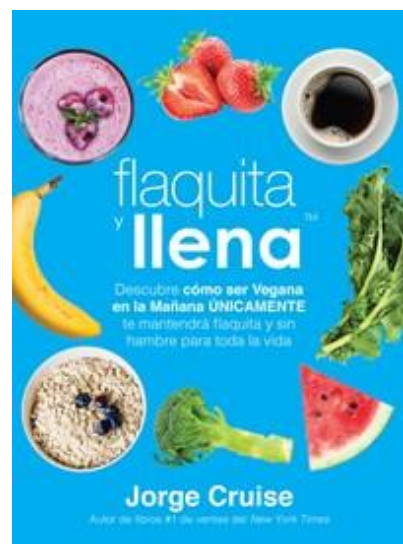
From the author of the bestselling *Traction*, *Rocket Fuel* details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, *Rocket Fuel* also features assessments so you're able to determine whether you're a Visionary or an Integrator.

Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel—they have the power to reach new heights for virtually any company or organization.

#### Contributor Bio

**Gino Wickman's** passion is helping people get what they want from their businesses. To fulfill that passion, Wickman created the Entrepreneurial Operating System® (EOS), a holistic system that, when implemented in an organization, helps leaders run better businesses, get better control, have better life balance, and gain more traction—with the entire organization advancing together as a healthy, functional, and cohesive team. Wickman spends most of his time as an EOS Implementer, working hands-on with the leadership teams of entrepreneurial companies to help them fully implement EOS in their organizations. He is the founder of EOS Worldwide, a growing organization of successful entrepreneurs from a variety of business backgrounds collaborating as certified EOS Implementers to help people throughout the world to experience all the organizational and personal benefits of implementing EOS. He also delivers workshops and keynote addresses.

**Mark C. Winters** is a seasoned professional with over 25 years of entrepreneurial leadership experience. His companies have ranged from raw startups originally drawn up on a napkin, to multi-billion dollar global enterprises such as Procter & Gamble and British Petroleum. This diverse background enables him to identify and apply patterns of success for virtually any business scenario. Mark's passion is helping entrepreneurs get what they want from their business. As a Certified EOS Implementer, he's actively engaged in helping other entrepreneurs implement EOS in their own companies. His ability to connect and guide CEOs to achieve their desired results is highly respected. Mark is known for pursuing business opportunities related to technology and systems that enable the optimization of human/athletic performance, with a special interest in pattern recognition and scoring methodologies.



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Health & Fitness / Diet & Nutrition  
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## Flaquita y Llena

**Descubre por que ser vegana hasta el mediodia te mantendra flaquita y sin hambre para toda la vida**

Jorge Cruise

### Summary

La dieta vegana ha llegado al mundo de forma arrolladora. Por desdicha, para muchas personas es muy difícil mantener este estilo de vida, además de que carece de los nutrientes cruciales para la salud. Sin embargo, con Flaquita y Llena™, solo tendrás que ser Vegana en la Mañana™.

Descubrirás que seguir el método de desayunar vegano te dejará satisfecha con la **cantidad mínima de calorías** y te ayudará a mantener una mejor salud que si sigues la dieta vegana todo el día. Luego, agregamos alimentos basados en una dieta de proteína animal para el almuerzo y la cena, como yogurt griego, pescado blanco, pollo y muchas otras delicias, para obtener una dieta completa y balanceada que te ayudará a mantener un estado excelente de salud y a disminuir tu cintura en doce semanas.

Este libro incluye un plan de comidas y 50 apetitosas recetas que transformarán tu vida y tu cuerpo para siempre.

Jorge Cruise es un innovador entrenador físico de celebridades reconocido internacionalmente, además de haber escrito más de 20 libros que se convirtieron en grandes éxitos de ventas en el mundo, traducidos a 16 idiomas, con más de 6 millones de copias impresas.

### Contributor Bio

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## Good to Be Grand

### Making the Most of Your Grandchild's First Year

Cheryl Harbour, Foreword by Hillary Rodham Clinton

#### Summary

**Becoming a grandparent is a major milestone, raising new questions, challenges, and opportunities. Prepare for this transformative stage of life—and make the baby's first year one of the most meaningful experiences for both of you.**

*Good to Be Grand* is the ultimate roadmap for the savvy grandparent, combining the latest information about infant care—from medical developments to equipment innovations to parenting practices—with honest, down-to-earth advice and anecdotes about grandparents' special role. Learn what's new, what's still true, and what you can do.

Journalist and new grandmother Cheryl Harbour gets right to the point of what modern grandparents *really* need to know from the time they begin anticipating the birth to the end of the first year. Harbour takes the best and most relevant information from the latest research, expert interviews, and thick parenting books and tailors it specifically for grandparents, recognizing the unique bond they share with their children's children. Each chapter provides interesting facts and observations about what has remained the same and what has changed about childcare over the years, what you can do to support the physical and emotional wellbeing of your grandchild and, most important, what you can do to make the most of the experience.

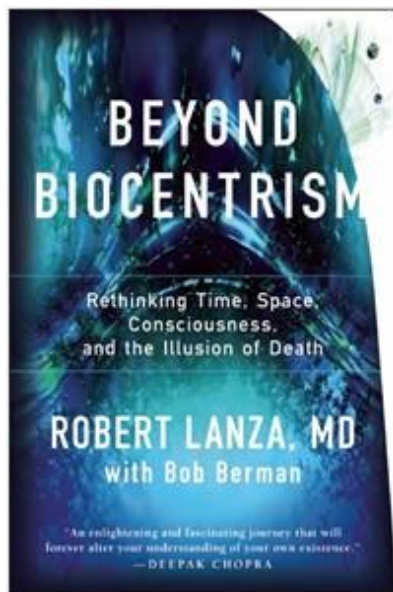
With a foreword by Hillary Rodham Clinton, including her personal reflections on the birth of her first grandchild, *Good to Be Grand* is for smart and sophisticated grandparents eager to embark on their grandparenting journeys with enthusiasm, knowledge, and confidence.

#### Contributor Bio

As a journalist and communications consultant, **Cheryl Harbour** has researched and written about topics as diverse as nuclear energy, education, health, logistics, and women's leadership. About to become a grandmother, she turned her attention to finding the best information available on the first year of a baby's life, eager to share not only the facts but awareness of the abundant opportunities for inspiration and transformation. Since 2011, she has kept a lively conversation going with women on the interactive web site she founded [www.iwdialogue](http://www.iwdialogue) (Intelligent Women Dialogue), encouraging an exchange of views on world affairs, U.S. politics, modern society and health—and now she adds grandparenting to the mix.

Cheryl Harbour lives in Burr Ridge, IL, United States.





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## Beyond Biocentrism

**Rethinking Time, Space, Consciousness, and the Illusion of Death**

Robert Lanza with Bob Berman

### Summary

***Biocentrism* shocked the world with a radical rethinking of the nature of reality.**

**But that was just the beginning.**

In *Beyond Biocentrism*, acclaimed biologist Robert Lanza, one of *TIME Magazine's* "100 Most Influential People in 2014," and leading astronomer Bob Berman, take the reader on an intellectual thrill-ride as they re-examine everything we thought we knew about life, death, the universe, and the nature of reality itself.

The first step is acknowledging that our existing model of reality is looking increasingly creaky in the face of recent scientific discoveries. Science tells us with some precision that the universe is 26.8 percent dark matter, 68.3 percent dark energy, and only 4.9 percent ordinary matter, but must confess that it doesn't really know what dark matter is and knows even less about dark energy. Science is increasingly pointing toward an infinite universe but has no ability to explain what that really means. Concepts such as time, space, and even causality are increasingly being demonstrated as meaningless.

All of science is based on information passing through our consciousness but science hasn't the foggiest idea what consciousness is, and it can't explain the linkage between subatomic states and observation by conscious observers. Science describes life as a random occurrence in a dead universe but has no real understanding of how life began or why the universe appears to be exquisitely designed for the emergence of life.

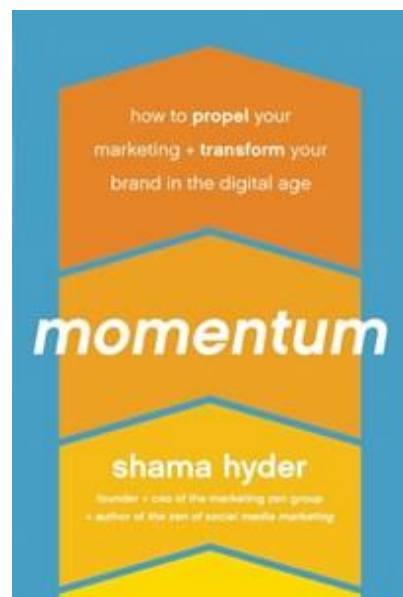
Biocentrism isn't a rejection of science. Quite the opposite. Biocentrism challenges us to fully accept the implications of the latest scientific findings in fields ranging from plant biology and cosmology to quantum entanglement and consciousness.

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.

### Contributor Bio

**Robert Lanza, MD** is one of the most respected scientists in the world—a *U.S. News & World Report* cover story called him a "genius" and "renegade thinker," even likening him to Einstein. Lanza is head of Astellas Global Regenerative Medicine, Ocata Chief Scientific Officer, and adjunct professor at Wake Forest University School of Medicine. He was recognized by Time magazine in 2014 on its list of the "100 Most Influential People in the World." *Prospect* magazine named him one of the Top 50 "World Thinkers" in 2015. He is credited with several hundred publications and inventions, and over thirty scientific books, including the definitive references in the field of stem cells and regenerative medicine. A former Fulbright Scholar, he studied with polio pioneer Jonas Salk and Nobel Laureates Gerald Edelman and Rodney Porter. He also worked closely (and coauthored a series of papers) with noted Harvard psychologist B. F. Skinner and heart transplant pioneer Christiaan Barnard. Dr. Lanza received his undergraduate and medical degrees from the University of Pennsylvania, where he was both a University Scholar and Benjamin Franklin Scholar. Lanza was part of the team that cloned the world's first human embryo, as well as the first to successfully generate stem cells from adults using somatic-cell nuclear transfer (therapeutic cloning). In 2001 he was also the first to clone an endangered species, and recently published the first-ever report of pluripotent stem cell use in humans.

**Bob Berman** is the longtime science editor of the *Old Farmer's Almanac*, and contributing editor of *Astronomy* magazine, formerly with *Discover* from 1989 to 2006. He produces and narrates the weekly *Strange Universe* segment on WAMC Northeast Public Radio, heard in eight states, and has been a guest on such TV shows as *Late Night with David Letterman*. He taught physics and astronomy at New York's Marymount College in the 1990s, and is the author of eight popular books. His newest is *Zoom: How Everything Moves* (2014, Little Brown).



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## Momentum

**How to Propel Your Marketing and Transform Your Brand in the Digital Age**

Shama Hyder

### Summary

**Marketing in today's digital age has become overwhelmingly complex—but it doesn't have to be. Success lies in stepping above of the clutter and understanding the new principles of digital marketing.**

To this complicated and fast-moving world, bestselling author, renowned marketer, and award-winning entrepreneur Shama Hyder brings her uniquely Zen approach—separating out the critical from the trivial and the foundational rules from the ephemeral gimmicks. Offering five essential principles that crack the code on marketing successfully in today's ecosystem, *Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age* will help you not only regain your sanity, but learn how to spot opportunities to grow your organization and brand in the midst of marketplace chaos.

In *Momentum*, Shama draws on her experience guiding clients ranging from small businesses to Fortune 100s to demystify the marketing landscape and provide you with the digital foresight you need to operate effectively in an increasingly digital world. Using key principles, she demonstrates how to transform your current approach into an effective, struggle-free, ROI-driven strategy.

Before you invest in another marketing strategy, take a step back. Don't waste enormous amounts of time, energy, and money on the wrong strategies and approach for your customers, industry, and market. Whether you're a young business or an established company, let *Momentum* teach you how to thrive.

### Contributor Bio

Web and TV personality. Bestselling author. International speaker. Award-winning CEO of The Marketing Zen Group—a global online marketing and digital PR company. **Shama Hyder** is the face of today's digital world, and represents the best her generation has to offer. She has aptly been dubbed the "master millennial of the universe" and "an online marketing shaman" by FastCompany.com, and is an oft-quoted social media expert. Hyder has been featured by *Bloomberg Businessweek*, *Entrepreneur*, *Fast Company*, *Inc. Magazine*, *The Wall Street Journal*, *The New York Times*, *Dallas Morning News*, *The Huffington Post*, and hundreds of blogs and social media outlets. She's also an accomplished international speaker and hosts her own Web TV show, Shama.TV. The show addresses new media marketing topics, trends, people, and relevant perspectives. She also serves as a technology and new media correspondent for the media. Hyder formed The Marketing Zen Group in 2009. Since then, the company has grown to include a team of 30 and clients that range from publicly held, Fortune 500 companies to privately held small businesses and non-profit organizations. The company serves clients worldwide, including companies in Europe, Asia, and Central and South Americas. Since its start in 2009, average company growth is 400 percent. She holds a master's degree in organizational communication from the University of Texas at Austin and prides herself in being a constant learner. In 2009, *Bloomberg Businessweek* honored Hyder as one of the Top 25 Under 25 entrepreneurs in North America. In 2010, Hyder won the prestigious Technology Titan Emerging Company CEO award. In 2011, *Entrepreneur* magazine featured her as one of four Super Sonic Youth, dubbing her a "zen master of marketing." When not working directly with her clients or shooting her shows, Hyder travels the world speaking on business, entrepreneurship, and technology. She is passionate about empowering youth and works closely with the Young Entrepreneur Council in fostering youth entrepreneurship around the world. In 2011, she was the only woman delegate invited by the U.S. State Department to mentor tech entrepreneurs in Cairo as part of President Obama's initiative in the region.



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## Boarding the Enterprise

**Transporters, Tribbles, and the Vulcan Death Grip in Gene Roddenberry's Star Trek**

David Gerrold and Robert J. Sawyer

### Summary

**With a new introduction from David Gerrold and afterword from Robert Sawyer for Star Trek: The Original Series' 50th anniversary.**

Trekkies and Trekkers alike will get starry-eyed over this eclectic mix of essays on the groundbreaking original *Star Trek*, one of the most culturally impactful science fiction series of the last 50 years. *Star Trek* writers D. C. Fontana and David Gerrold, science fiction authors such as Howard Weinstein, and various academics share behind-the-scenes anecdotes, discuss the show's enduring appeal and influence, and examine some of the classic features of the show, including Spock's irrationality, Scotty's pessimism, and the lack of seatbelts on the Enterprise. The impact of the cultural phenomenon on subsequent science-fiction television programs is explored, as well as how the show laid the foundation for the science fiction genre to break into the television medium.

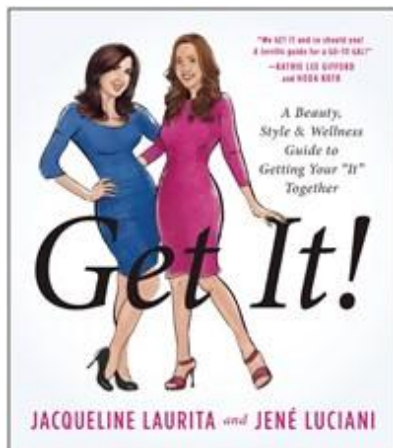
### Contributor Bio

A Hugo and Nebula award winner, **David Gerrold** is the author of more than 50 books, several hundred articles and columns, and more than a dozen television episodes.

His books include *When HARLIE Was One*, *The Man Who Folded Himself*, *The War Against the Chtorr* septology, *The Star Wolf* trilogy, *The Dingilliad* young adult trilogy, and the award-winning autobiographical tale of his son's adoption, *The Martian Child*. TV credits include episodes of *Star Trek* ("The Trouble With Tribbles," "The Cloud Minders"), *Star Trek Animated* ("More Tribbles, More Troubles," "Bem"), *Babylon 5* ("Believers"), *Twilight Zone* ("A Day In Beaumont," "A Saucer Of Loneliness"), *Land of the Lost* ("Cha-Ka," "The Sleestak God," "Hurricane," "Possession," "Circle"), *Tales from the Darkside* ("Levitation," "If the Shoes Fit"), *Logan's Run* ("Man Out of Time"), and more. David Gerrold is a figment of his own imagination.

**Robert J. Sawyer** is one of only eight writers ever to win all three of the science-fiction field's top awards for best novel of the year: the Hugo (which he won in 2003 for *Hominids*), the Nebula (which he won in 1996 for *The Terminal Experiment*), and the John W. Campbell Memorial Award (which he won in 2006 for *Mindscan*). According to the Locus Index to Science Fiction Awards, he has won more awards for his novels than anyone else in the history of the science-fiction and fantasy genres.

The ABC TV series *FlashForward* was based on Rob's novel of the same name. His other novels include *Starplex*, *Frameshift*, *Factoring Humanity*, *Calculating God*, *Humans*, *Rollback*, and *Wake*, all of which were Hugo Award finalists. His online home is at [sfwriter.com](http://sfwriter.com) and his physical home is in Toronto.



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## Get It!

### A Beauty, Style, and Wellness Guide to Getting Your "It" Together

Jacqueline Laurita and Jené Luciani

## Summary

Juggling mom, wife, and work time is a challenge for any woman. And what about "me" time? How do you find the time to meet your commitments and take care of your family without losing sight of your own needs?

In *Get It!*, longtime Bravo-TV *Real Housewives of New Jersey* cast member and twenty-year cosmetology veteran Jacqueline Laurita teams up with nationally renowned beauty and style expert (NBC's *Today*, *Wendy Williams*, *Dr. Oz*) and *The Bra Book* author Jené Luciani to share their decades of combined expertise with other busy moms who want to look and feel happy, healthy, and beautiful from the inside out. With candor, humor, and a genuine "girl's best friend" tone, Jacqueline and Jené guide you through a journey of self-discovery and transformation as you discover the beauty within yourself and positively change your life for the better.

*Get It!* offers easy, instructional tips, tricks, and strategies to bring out the best you that you can be, by helping you get whatever "it" is that you want and need out of life. Get Centered, Get Focused, Get Organized, Get Healthy, Get Fit, Get Beautiful, Get Youthful, Get Stylish, Get Sexy, and Get Peace and Happiness—in just minutes a day.

From finding a calm center amidst chaos to dressing for your body type in your 30s, 40s, and beyond, from keeping the romance and excitement in your relationship to time-saving advice on hair, makeup, and looking and feeling young . . . *Get It!* is the ultimate handbook for any woman looking to find style, beauty, and wellness within herself while getting exactly what she wants out of life, no matter what challenges she's facing.

## Contributor Bio

Best known for her roles as an original cast member on Bravo's *The Real Housewives of New Jersey* and on the new Bravo series *Manzo'd with Children*, **Jacqueline Laurita** is a well-known TV personality, mom, wife, philanthropist, and businesswoman. While millions follow her life on TV and on social media, Laurita is also a twenty-year beauty industry veteran: a licensed cosmetologist with a passion for all things beauty. Aside from her work in front of and behind the camera, Laurita has tested and consulted for a number of power players in the cosmetics industry. She will continue to share her passion with others on her beauty, wellness, and lifestyle blog, *The LookOver*, which will be featured on [JacquelineLaurita.com](http://JacquelineLaurita.com). An avid philanthropist, Jacqueline is a celebrity ambassador to several nonprofit autism organizations. Her mission is not only to help her youngest son, Nicholas, reach his fullest potential, but also to assist other families facing the same diagnosis. She regularly travels the country as a sought-after public speaker raising autism awareness, including giving keynote speeches alongside her husband Chris at conferences, colleges, and fundraising benefits. Jacqueline lives with her family in New Jersey.

Hailed as a "Brilliant Bra Guru" by BRAVO-TV, "the country's foremost authority on all things bras" by *Dr. Oz*, and a "stylist extraordinaire" and "bra fit guru" by the *New York Daily News* and *Woman's World Magazine*, **Jene Luciani** is a nationally acclaimed fashion journalist, lifestyle expert, TV personality, spokesperson, and author. She is the host of Lifetime Network's *Mom's Personal Shopper* series on the Lifetime Moms channel, and appears regularly on *TODAY*, *The Wendy Williams Show*, *Dr. Oz*, and *The Meredith Vieira Show*. She has hundreds of published bylines to her name and is the author of the successful book *The Bra Book* (BenBella Books, 2009), with a revised and expanded second edition due out in 2017. When she's not appearing on TV or giving advice in print, she's a busy single mom of two living in upstate New York. Learn more at [JeneLuciani.com](http://JeneLuciani.com).





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## Txt Me

**Your Phone Has Changed Your Life. Let's Talk about It.**

B. Bonin Bough

### Summary

**What's bigger than the internet? Putting it in every pocket, and in every purse. This changes everything, in ways we are only beginning to understand.**

Mobile devices have become staples of daily life, and our nonstop use of them has changed society . . . forever.

In *Txt Me*, B. Bonin Bough, one of the world's leaders in digital marketing, explores the exciting impact and future implications of mobile devices and digital communication on individuals, companies, and society.

Including insights from the minds behind Coca-Cola, Conde Nast, NASCAR, and Twitter, Bough breaks down the often counterintuitive ways mobile devices and digital data are reshaping the way we experience, consume, and think, including:

- Why consumers now have more control of their shopping and spending
- How mobile phones have actually "rescued" language
- Why parents—not kids—should put down their phones
- How our relationship with politicians has evolved—and improved
- Why cell phones have improved our interaction with our surroundings—not hindered it
- How mobile devices are enabling us to better monitor, and enhance, our personal health

*Txt Me* is a fascinating, funny, entertaining exploration of how our mobile society is changing the way we are behaving, reacting, thinking, learning, parenting, dating, having sex, eating, worshiping, exercising, and buying. It will challenge, surprise, provoke, and inspire you.

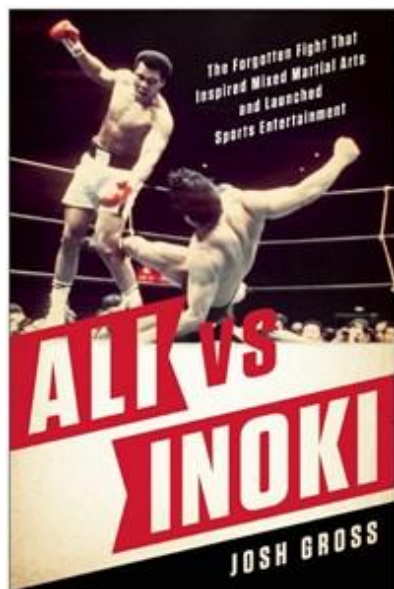
**Yes, the number on the cover is real. Text B. Bonin Bough at (646-759-1837) with your answers to any of the questions called out throughout the book. He will text back with his thoughts. Just remember to include the hashtag of the question you're answering in each text!**

*Participating in the Txt Me experience may unlock exclusive deals and special offers. As your contribution is most important, please keep in mind that standard carrier rates regarding SMS or data may apply, and you can opt out whenever you wish by texting "Stop."*

### Contributor Bio

**B. Bonin Bough** is the Vice President of Global Media and Consumer Engagement at Mondelez International (formerly Kraft Foods). He is considered a transformative activator, known for leading some of the industry's largest and most innovative global media investments across digital, television, print, and outdoors. He is unique in his commitment to forging partnerships with the industry's largest players including Paramount, ABC, NBC, CBS, Sony, Facebook, Twitter, and YouTube to name a few. He is the leader in partnering startups with brands and executed the first-ever branded campaigns with Instagram, Foursquare, and Radian6.

Bough's passion for the new and nascent as well as his expertise in the mobile and media marketplace has lead to the launch of the first two corporate accelerators, PepsiCo10 and Mobile Futures. At South by Southwest, he used 3D printing technology build to create customized Oreo cookies in real time.



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## Ali vs. Inoki

### The Forgotten Fight That Inspired Mixed Martial Arts and Launched Sports Entertainment

Josh Gross

#### Summary

"Inoki can use his bare fists. He can use karate. This is serious. There's \$10 million involved. I wouldn't pull a fraud on the public. This is real. There's no plan. The blood. The holds. The pain. Everything is going to be real. I'm not here in this time of my life to come out with some phony action. I want you to know this is real."

—Muhammad Ali, June 14, 1976, *The Tonight Show*

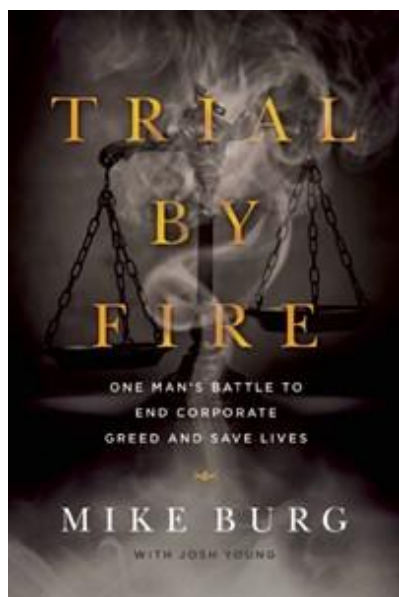
On June 26, 1976, Muhammad Ali, possibly the most famous athlete in the world, flew to Japan to fight Antonio Inoki, Japan's iconic pro wrestling champion, for the so-called "martial arts championship of the world." Broadcast to an audience of 1.4 billion in 34 countries, the boxer versus grappler spectacle foreshadowed, and in many ways, led to the rise of mixed martial arts as a major sport.

The contest was controversial, but the real action was behind the scenes, and various players in the underbelly of organized wrestling and boxing jockeyed for position. Egos, competing interests, and a general sense of apprehension over what would happen in the ring led to hodgepodge rules thrown together at the last minute. Bizarre plans to "save" Ali if the fight got out of hand were also concocted. One scheme—canceled at the last minute—involved having the boxer nicked with a razor blade if the fight got out of hand, forcing the referee to stop the fight.

In *Ali vs. Inoki: The Forgotten Fight That Inspired Mixed Martial Arts and Launched Sports Entertainment*, author Josh Gross gets inside Ali's head leading up to the match by resurrecting pre-fight interviews that featured the boxer's famous pro wrestling-influenced trash talk he first encountered in Los Angeles in the early 1960s. Gross also introduces us to Inoki, little known in the United States but hugely influential in Japan. After the fight, Inoki became a household name throughout Asia, and his role in Japan's popular Pride Fighting Championships helped shape modern mixed martial arts.

#### Contributor Bio

**Josh Gross** is considered a pioneer of mixed martial arts journalism. His reporting spans MMA's shift from an underground, counterculture free-for-all to a multibillion dollar industry regarded as one of the world's fastest growing sports today. During 15 years in the business, Gross can claim to be the only reporter who covered MMA full-time for *Sports Illustrated* and ESPN. Josh is known for investigative works, and he hosts a popular podcast, *Gross Point Blank*.



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## Trial by Fire

**One Man's Battle to End Corporate Greed and Save Lives**

Mike Burg with Josh Young

### Summary

**In the Face of Corporate Bullies, One Man's Passion and Persistence Pays Off.**

Bullied as a Jewish kid in the hardscrabble neighborhoods of Chicago, Mike Burg had to learn how to fight at a young age. As an adult who started his own law firm from scratch that fire and understanding of the underdog still burns and makes him one of America's top trial lawyers fighting for consumers' rights.

In *Trial by Fire: One Man's Battle to End Corporate Greed and Save Lives*, read about Burg's unwavering personal constitution to stand up for the weary, the weak, and the downtrodden at all costs. Follow the justice as he takes on a negligent gas company and wins not only financial settlement for victims but dramatic changes to a city's pipelines to save thousands of lives. Cheer him on as he leads hundreds of individuals against companies shilling drugs such as Fen-Phen, Yaz, Zyprexa, and Pradaxa. Empathize with him as he fights an eight-year battle against UBS Warburg for knowingly selling risky mortgages to investors before collecting compensation. Root him on as he files a sweeping action against 28 California wineries to force them to stop selling toxic wine contaminated with arsenic.

Representing everyone from the Little Rascals to Ralph Tamm in the first NFL steroid case, Burg has lived a thousand lives. *Trial by Fire* shows that, like with every victory in the courtroom, he doubles down for the next adventure. Performing stand-up comedy alongside Roseanne Barr, golfing with Michael Jordan, and attending President George W. Bush's inauguration with President Bush's father, Burg has a story to tell.

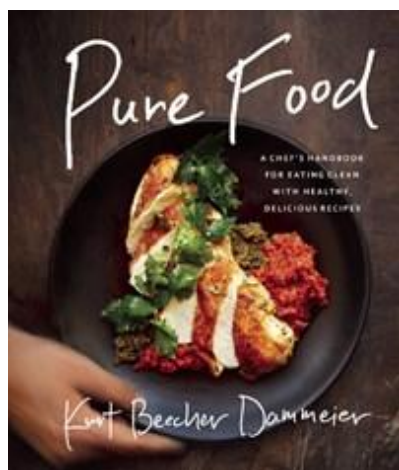
His undeniably explosive personality and inspiring tale—complete with theatrics, eccentricities, excitement, humor, and maybe just a hint of craziness—will make you laugh, leave you in disbelief, and, most of all, inspire you.

### Contributor Bio

Since being admitted to the practice of law in 1976, **Mike Burg** has enjoyed a highly successful career that clearly places him at the pinnacle of the legal profession. He is an outstanding trial attorney who has dedicated his life to fighting for the underdog, and to protecting the rights of Americans to a trial by jury. Mike is the recipient of numerous legal awards, including the Clarence Darrow Award, the American Association for Justice Heavy Lifting Award, and the Weidemann Wysocki Award. He was also named one of the Top 50 Trial Attorneys in America by the Legal 500 from 2012 through 2015, and was named Lawyer of the Year in Products Liability by Best Lawyers in America in 2015. Additionally, *Law Week Colorado* named Mike the Lawyer of the Decade from 2000-2010. He is Past President of the National Trial Lawyers (2010). Mike has been appointed to numerous leadership positions by Federal Judges around the country in a variety of high-profile Multi District Litigations, including being co-lead attorney in the Ortho Evra and Yaz/Yasmin litigations, which resulted in settlements of over \$3 Billion dollars. He continues to actively practice law in the areas of catastrophic personal injury and commercial litigation and has won numerous verdicts for his clients, over twenty of which have been in excess of \$1M.

**Josh Young** is a bestselling author whose works span entertainment, business, politics, science and natural history. He has coauthored five *New York Times* bestsellers and two national bestsellers. He is the coauthor of comedian Howie Mandel's *Here's The Deal: Don't Touch Me, You're Only As Good As Your Next One* with Mike Medavoy, Dr. Sam Parnia's *Erasing Death: The Science That Is Rewriting*

*The Boundaries Between Life And Death*, and *The Link: Uncovering Our Oldest Ancestor* with Colin Tudge, which has been translated into five languages. Additionally, he is the coauthor of *Pure Imagination: The Making of 'Willy Wonka and the Chocolate Factory'* and *David Attenborough's First Life: A Journey Back in Time* with Matt Kaplan. On the film side, Josh served as Production Consultant on *White House Down* (June 2013). As a journalist, Josh has contributed to *George* magazine, *Entertainment Weekly*, *LIFE* magazine, *The New York Times Sunday*, *The New Republic*, *Details*, *The (London) Sunday Telegraph*, and *Los Angeles*.



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## Pure Food

**A Chef's Handbook for Eating Clean, with Healthy, Delicious Recipes**

Kurt Beecher Dammeier

### Summary

**You are what you eat. And what you're eating isn't good.**

With the proliferation of artificial additives, hormones, antibiotics, and the thousand other man-made substances and chemical cocktails lurking in our grocery bags, eating healthy, natural foods is trickier than ever. It's no coincidence that America's health is flagging, with obesity and type 2 diabetes now at epidemic levels.

Taking control of your diet doesn't have to be a challenge. *Pure Food* will show you how easy—and how much healthier—it is to cook clean, delicious foods.

Kurt Beecher Dammeier, chef, restaurateur, food entrepreneur, retailer, and educator has spent the past 30 years of his life working to rid his own diet of food additives, and nearly 20 creating and selling pure, unadulterated foods through his Seattle-based family of food businesses (including Beecher's Handmade Cheese, Pasta & Co, and Bennett's Restaurant). In *Pure Food*, Kurt shares his own story, as well as providing a roadmap for readers to forge a diet based on pure, additive-free foods.

Part handbook and part cookbook, *Pure Food* contains more than 70 delicious and natural recipes for pure living.

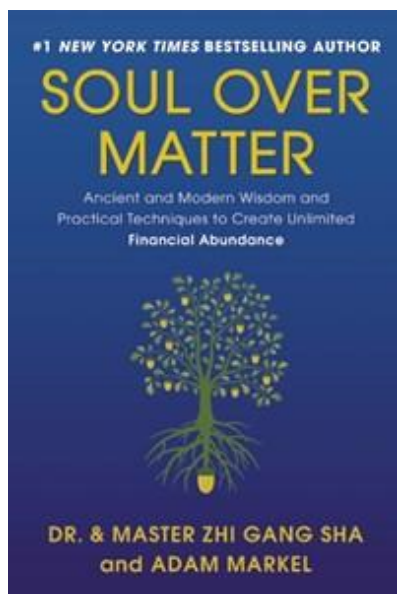
Unlike most cookbooks, *Pure Food's* recipes are organized in threads—which start with a primary meal component like chicken, and progress through a series of dishes that use the primary ingredient in different ways—to help you get the most from your cooking. Make **Braised Beef Chuck Roast** for Sunday supper, followed up by Monday night **Beef Chili**, and **Beef and Mushroom Lasagna** to use up the leftover roast on Tuesday. It also contains an assortment of sauces and sides, from **Red Fresno Sriracha** and **4 Year Flagship Aioli** to **Red Cabbage Peperonata** and **Wilted Collard Greens**. And leave room for dessert, like **Apple Pear Crisp** and **Beecher's No-Bake Super-Light Cheese Cake**.

Whether you're a serial dieter or trying for the first time to improve the way you eat, *Pure Food* will revolutionize how you approach food and lead you down the path to a healthier life.

### Contributor Bio

A fourth-generation Puget Sound native, **Kurt Beecher Dammeier** entered the Seattle food scene with the purchase of Pasta & Co, an iconic Seattle gourmet shop for over thirty years. Since that time, he's opened a number of Seattle food concepts under the Sugar Mountain umbrella, including Beecher's Handmade Cheese, Bennett's, Liam's, and Maximus / Minimus, where he serves as CEO and head chef of these businesses. His most recent addition to the Sugar Mountain family is two lines of premium meats: Mishima Reserve, a luxury Wagyu beef brand, and Beecher's Whey Fed Pork. With each endeavor, Kurt's goal is to demonstrate how quality ingredients make for delicious meals without the use of industrial additives like food colorings, flavor enhancers, or preservatives. Beyond his retail endeavors, Kurt effects change in people's eating habits through his 2007 cookbook, *Pure Flavor*, and the Beecher's Pure Food Kids Foundation (501c3), founded in 2004. Each year, the Foundation's Pure Food Kids Workshop empowers more than 11,000 fourth and fifth grade students in the Seattle Metro area and in New York City to make healthy food choices for life. The program's mission is to spark curiosity in kids about what they eat, empower them to make healthier choices through label reading, and inspire them with the opportunity to cook and eat a wholesome, delicious meal right in the classroom.





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## Soul Over Matter

**Ancient and Modern Wisdom and Practical Techniques to Create Unlimited Financial Abundance**

Dr. and Master Zhi Gang Sha and Adam Markel

### Summary

Combine Eastern and Western wisdom, mix in proven techniques from Adam Markel the CEO of New Peaks and proven techniques from legendary soul healer Dr. and Master Sha, and you get *Soul Over Matter*. Designed for readers at every level of economic experience, this book can increase their financial abundance.

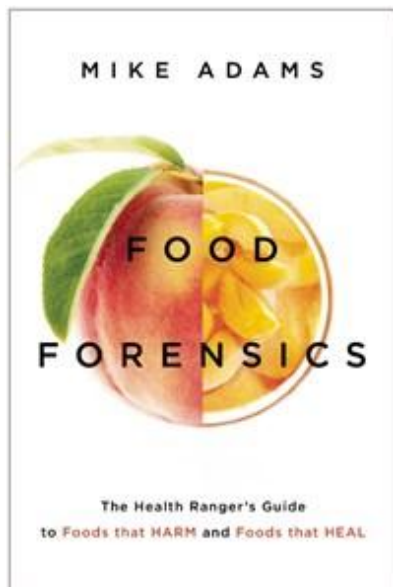
*Soul Over Matter* is destined to be the *Think And Grow Rich* of the 21st century. In addition to practical wisdom and easy-to-implement, proven techniques, the book includes specific financial blessing calligraphies, which allow readers to focus on their financial challenges and conquer them. There are universal laws for creating wealth, and *Soul Over Matter* explains these laws in simple language.

*Soul Over Matter* is the first financial advice book to focus on the importance of soul in creating wealth. Other books such as Napoleon Hill's *Think and Grow Rich* have hinted at the importance of connecting to universal laws to create financial abundance. *Soul Over Matter* is the first book to give specific techniques to do so.

### Contributor Bio

**Dr. & Master Zhi Gang Sha** is a soul leader, a world-renowned master healer, and a divine servant. He is the founder of Soul Mind Body Medicine. He was trained as a conventional medical doctor in China and a doctor of traditional Chinese medicine in Canada and China. The founder of the Institute of Soul Healing and Enlightenment™ and the Love Peace Harmony Movement™, Master Sha is a grandmaster of many ancient disciplines, including tai chi, qigong, kung fu, feng shui, and the *I Ching*. Master Sha is also an expert in the most advanced cellular healing science now occurring in China. In the West, he is involved in breakthrough research on the effects of spirit on the human system. Dr. Sha was named Qigong Master of the Year at the Fifth World Congress on Qigong. In 2006, he was honored with the prestigious Martin Luther King, Jr. Commemorative Commission Award for his humanitarian efforts.

Zhi Gang Sha lives in Toronto, Canada.



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## Food Forensics

**The Health Ranger's Guide to Foods that Harm and Foods that Heal**

Mike Adams

### Summary

What's *really* in our food?

Award-winning investigative journalist and activist Mike Adams, the "Health Ranger," is founder and editor of NaturalNews.com, the number one most visited natural health website in the world. With more than 5 million unique visitors a month, NaturalNews.com is *the* trusted source for health information for countless readers. Now, in an industry first, Adams and his team put the things we eat every day under the microscope to expose the hidden truth about the contaminants in our foods.

Through incredible high-resolution microscope images, Food Forensics shows us what we can't see on our own and test levels of lead, arsenic, cadmium, mercury, and more in common foods and additives, from cereals, soups, and other pre-packaged meals to fast food and medicinal herbs. Adams's tests reveal the differences between organic and non-organic foods, GMO and non-GMO certified foods, and more, plus which foods and brands are the cleanest. All test results adhere to EPA-approved lab protocols, exceeding even *Consumer Reports* levels of accountability, and have been verified by a third-party university lab.

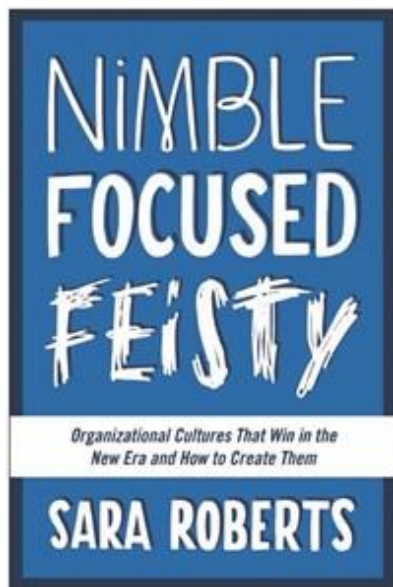
*Food Forensics* discloses how food contamination happens and why it matters, and provides valuable information on how you can protect yourself. If the FDA and the USDA won't safeguard us from food contamination, the Health Ranger will.

### Contributor Bio

**Mike Adams**, known as the "Health Ranger," is an outspoken consumer health advocate, award-winning investigative journalist, internet activist, and science lab director.

He is the founder and editor of NaturalNews.com, the internet's most-trafficked natural health news website. He is also the creator of CounterThink.com, FoodInvestigations.com, HealingFoodReference.com, HonestFoodGuide.org, and several other websites covering natural health topics.

Adams is a prolific writer and has been called "the best health and natural products writer on the scene today," by Ronnie Cummins, founder, Organic Consumers Association. He has received accolades and testimonials from several key influencers in the natural health space, including Dr. Michael T. Murray and raw food pioneer David Wolfe.



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## Nimble, Focused, Feisty

Organizational Cultures That Win in the New Era and How to Create Them

Sara Roberts

### Summary

**Culture just got practical.**

Leaders have been talking about the “importance” of corporate culture for decades, but the success of iconic companies like GE, Apple, and Google is showing how culture can be leveraged for driving growth, change, and innovation. In this new age of globalization, rapid technology shifts, and constant disruption, the 21st century marketplace is more volatile and uncertain than ever. Businesses need a new kind of emphasis around culture to thrive.

Sara Roberts, CEO of Roberts Golden, sees how flourishing companies—from established market leaders to the surprising upstarts—share three distinct attributes:

**Nimble:** They are able to pivot and evolve swiftly because they know how to drive change and innovation effectively

**Focused:** They are obsessive about customer needs and zealous about shaping markets to deliver better value

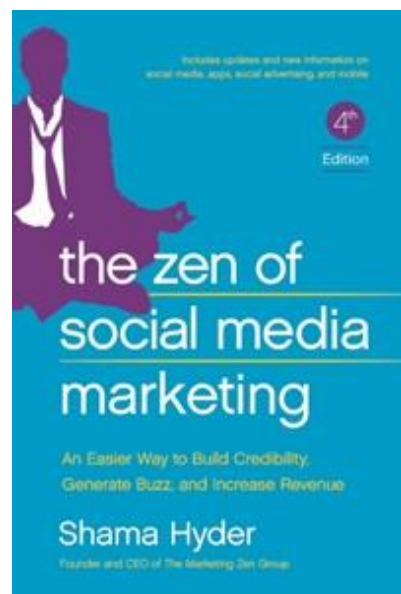
**Feisty:** They reward smart risk-taking and foster courageous leadership to stay dynamic and play bold

For successful companies in this new era, culture is about going on offense, not playing defense. It’s purposely designed, leveraged, and honed to deliver value and drive growth.

In *Nimble, Focused, Feisty*, Roberts provides not only a look into what these organizations are doing differently but also a blueprint and framework so your company can create the cultural strategy you need to thrive in the new era.

### Contributor Bio

**Sara Roberts** is President and CEO of Roberts Golden Consultancy, Inc. and a recognized thought leader and executive consultant on organizational culture and transformation. She and her team have lead large-scale transformations for nearly a quarter of the Fortune 100—including GE, McKesson, Bank of America, and more—as well as numerous other top brands and NGOs over the last decade. Sara is the co-author of the book *Light Their Fire: Using Internal Marketing to Ignite Employee Performance and Wow Your Customers* (Kaplan), is a frequent keynote speaker and workshop presenter at top events including the Association for Corporate Growth, Gartner, The Conference Board and Enterprise 2.0 on the topics of innovation, the new era company, and collaboration and has been quoted in numerous publications including *Bloomberg Businessweek*, *Fast Company*, and *Forbes*. She received her M.S. in Instructional Technology from the University of Nebraska.



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## The Zen of Social Media Marketing

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

Shama Hyder, Foreword by Chris Brogan

### Summary

**Freshly Updated Edition of the Ultimate Primer and How-To Guide for Social Media Marketing**

Five years ago, the first edition of *The Zen of Social Media Marketing* became a global bestseller. Three years after that, the updated edition helped even more marketers and executives navigate the sometimes-stressful world of social media. Now, this new, up-to-date edition offers timely insight to the ways social media has changed and how best to market in it.

Whether you use social media now or not, people are already talking about your company online. By becoming part of the conversation in a more meaningful way, you can start connecting directly to your customers and clients and finding new ones right away with ease and efficiency.

Social media marketing isn't like traditional marketing—and treating it that way only leads to frustration and failure. In *The Zen of Social Media Marketing*, Shama Hyder, social media expert and president of The Marketing Zen Group (MarketingZen.com), teaches you the “Zen” of using social media tools to find your own marketing nirvana.

With a foreword by *New York Times* bestselling author Chris Brogan and new and updated content on content marketing, email marketing, the importance of mobile, social advertising, and more, the newest edition of *The Zen of Social Media Marketing* gives you:

- A comprehensive overview of why social media works and how to use it to drive traffic to your website and fan page
- A proven process to attract followers and fans and convert them into customers and clients
- The latest social media trends and step-by-step guidelines for sites and apps such as Instagram, Pinterest, Snapchat, Imgur, LINE, and more
- All new information on why, when, and how to use online advertising Innovative tips for mobile design
- Essential advice on content marketing and targeted tactics to enhance your SEO
- Why self-expression is the true driver of social media use and how to leverage it for your business
- Insights from dozens of leading online marketers and entrepreneurs, with strategies for success

### Contributor Bio

Web and TV personality. Bestselling author. International Speaker. Award winning CEO of The Marketing Zen Group—a global online marketing and digital PR company. **Shama Hyder** is the face of today's digital world, and represents the best her generation has to offer. She has aptly been dubbed the “master millennial of the universe” and “an online marketing shaman” by FastCompany.com, and is an oft-quoted social media expert. Hyder has been featured by *Bloomberg Businessweek*, *Entrepreneur*, *Fast Company, Inc. Magazine*, *The Wall Street Journal*, *The New York Times*, *Dallas Morning News*, *The Huffington Post*, and hundreds of blogs and social media outlets. She's also an accomplished international speaker and hosts her own Web TV show, Shama.TV. The show addresses new media marketing topics, trends, people, and relevant perspectives. She also serves as a technology and new media correspondent for the media.

Hyder formed The Marketing Zen Group in 2009. Since then, the company has grown to include a team of 30 and clients that range from publicly held, Fortune 500 companies to privately held small businesses and non-profit

organizations. The company serves clients worldwide, including companies in Europe, Asia, and Central and South Americas. Since its start in 2009, average company growth is 400 percent. She holds a master's degree in organizational communication from the University of Texas at Austin and prides herself in being a constant learner. In 2009, *Bloomberg Businessweek* honored Hyder as one of the Top 25 Under 25 entrepreneurs in North America. In 2010, Hyder won the prestigious Technology Titan Emerging Company CEO award. In 2011, *Entrepreneur* magazine featured her as one of four Super Sonic Youth, dubbing her a "zen master of marketing."

When not working directly with her clients or shooting her shows, Hyder travels the world speaking on business, entrepreneurship, and technology. She is passionate about empowering youth and works closely with the Young Entrepreneur Council in fostering youth entrepreneurship around the world. In 2011, she was the only woman delegate invited by the U.S. State Department to mentor tech entrepreneurs in Cairo as part of President Obama's initiative in the region.