

BenBella Books

14 YEARS OF INNOVATIVE PUBLISHING



2017 CATALOG



HELLO THERE!

DEAR READER,

All Bill Fulton wanted to do was drink beer, hunt down fugitives, and hang out with his fellow military veterans at the Drop Zone, his military supply store. Making a living meant making friends with every anarchist, kook, and militia-type in the Anchorage area, and that was fine with Bill. But when he hears about a plot to kidnap and execute judges, he has to make the toughest decision of his life: Does he risk his life to go undercover with the FBI, an organization that is universally hated by his friends and customers? Find out more in *The Blood of Patriots*, a cinematic memoir that is one of the hottest properties in Hollywood.

Imagine your life without the Internet. Without phones. Without television. Without sprawling cities. Without the freedom to continue working and playing after the sun goes down. Electricity is at the core of all modern life. It has transformed our society more than any other technology. *Simply Electrifying* brings to life the 250-year history of electricity and the way it's transformed our lives . . . and the transformations still to come.

Born white, Rachel Doležal had, over the course of many years, come to identify as black. Rachel never wanted to be a national figure, but when she was “outed,” she became the subject of widespread scorn. To many, it was incomprehensible that someone could honestly choose to identify as another race. But Rachel was determined to be her authentic self, whether or not the world was ready to accept it. In *In Full Color*, Rachel tells her fascinating and unique story.

Jenna Fischer landed her Emmy-nominated role of Pam Beesly on *The Office* after eight years of struggle, frustration, rejection, and doubt. Building a career as an actor will always be challenging, but it just got a little bit easier. In *The Actor's Life*, Jenna provides practical and hard-won advice for the aspiring actor, along with frank and funny stories from her own life.

There's much more:

Want to cook an amazing roast chicken (*Shut Up and Cook!*) or a healthy donut (*Sweet, Savory, and Free*)? Wondering if video games are turning your son into a serial killer (*Moral Combat*)? Want tips for fighting zombies with a family in tow (*Only Dead on the Inside*)? Want to help build a better society (*The New Human Rights Movement*)? Instead of making you frantic, could technology be a source of happiness instead (*The Future of Happiness*)? Can we transform innovation by funding solutions to the world's big problems (*The Innovation Blind Spot*)?

Whatever you are looking for, you'll find it in BenBella's exciting 2017 list.

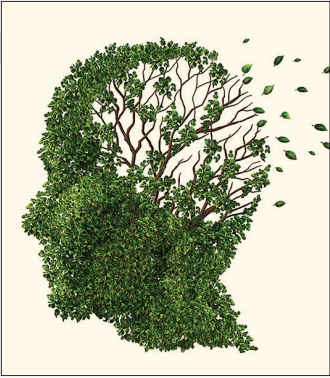
GLENN YEFFETH

BENBELLA BOOKS, PUBLISHER

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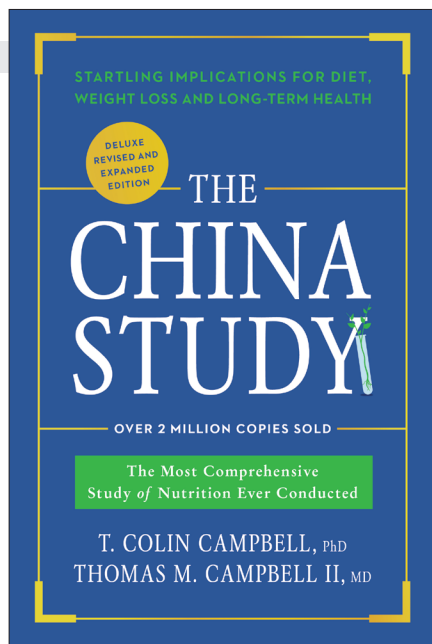
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THE CHINA STUDY

Deluxe Revised and Expanded Edition | The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss, and Long-Term Health
T. COLIN CAMPBELL, PhD, AND THOMAS M. CAMPBELL II, MD



- **The China Study has sold over 2M copies worldwide**
- **Includes new research on heart disease, obesity, diabetes, cancer, autoimmune diseases, and other diseases; updated supplementation recommendations; and a chapter on the media's coverage (or lack thereof) of plant-based diet research**
- **National media campaign**
- **Publicity/promotion in conjunction with author's speaking engagements**
- **Promotion through the T. Colin Campbell Center for Nutrition Studies newsletter and social media**
- **TheChinaStudy.com**
- **Facebook: /The-China-Study-30125373591 (90K fans)**
- **Twitter: @TColinCampbell (21K followers)**

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Now own the definitive, deluxe edition of the bestseller that changed millions of lives!

“[These] findings from the most comprehensive large study ever undertaken of the relationship between diet and the risk of developing disease are challenging much of American dietary dogma.”

—THE NEW YORK TIMES

THE SCIENCE IS CLEAR. The results are unmistakable.

You can dramatically reduce your risk of cancer, heart disease, and diabetes *just by changing your diet.*

More than 30 years ago, nutrition researcher T. Colin Campbell and his team at Cornell, in partnership with teams in China and England, embarked upon the China Study, the most comprehensive study ever undertaken of the relationship between diet and the risk of developing disease. What they found when combined with findings in Colin's laboratory opened their eyes to the dangers of a diet high in animal protein and the unparalleled health benefits of a whole foods, plant-based diet.

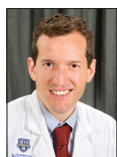
In 2005, Colin and his son Tom, now a physician, shared those findings with the world in *The China Study*, hailed as one of the most important books about diet and health ever written.

Featuring brand new content, this heavily expanded edition of Colin and Tom's groundbreaking book includes the latest undeniable 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.

The China Study—Deluxe Revised and Expanded Edition presents a clear and concise message of hope as it dispels a multitude of health myths and misinformation. The basic message is clear: The key to a long, healthy life lies in three things: breakfast, lunch, and dinner.



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



A 1999 graduate of Cornell University and recipient of a medical degree in 2010, **THOMAS M. CAMPBELL II, MD**, is a writer, actor, and five-time marathon runner. Thomas is author of *The Campbell Plan* and coauthor, with his father T. Colin Campbell, PhD, of *The China Study*. Residence: Rochester, N.Y.

AS I PUT TOGETHER THE SECOND EDITION of this book, the issue that stands out most for me is this: In the health care world, there is no word that is more confusing, more misunderstood, and more abused than the word “nutrition.” Despite the frequency with which it is spoken, nutrition’s meaning remains unfortunately elusive.

This is incredibly important because there is no medical protocol of pills and procedures that can offer more human health than does nutrition. Yet, strangely, the medical profession does not even accord nutrition the status of medical specialty (among 26 officially recognized medical specialties). Even more suspect, nutrition is not taught in medical schools other than a few minimalist lectures in some schools only. The world’s largest biomedical research funding agency, NIH (National Institutes of Health), is composed of 28 institutes, centers, and programs and not one is devoted to nutrition. In my discipline of professional research and teaching nutritional science, we struggle even now to find a definition for nutrition!

After 60 years in this field, my definition is quite simple: Nutrition is the biological expression of food that promotes health. “Malnutrition” is its opposite. But the problem is not so much the way that nutrition is defined as it is our misunderstanding of the way that nutrition functions. Traditionally, we investigate, teach, and market nutrition primarily by focusing on individual nutrients, individual mechanisms by which nutrients function, and individual outcomes. This is *reductionism*. For example, when the antioxidant beta-carotene is in food, where nutrients work together, it is associated with less lung cancer, but when it is isolated and consumed as a pill, it not only does not work, it even increases lung cancer and total mortality. Similar findings have been reported in recent years for several more vitamins and their effects on disease.

Detailed study of individual nutrients is helpful, but it is far from being enough to comprehend the broader health effects when nutrients are consumed as food. Nutrition works through the concept of *wholism*, which represents a powerful symphony of countless nutrients and nutrient-like chemicals working by countless mechanisms to produce a highly dynamic, almost seamless series of outcomes—good outcomes when working well, not so good when not working well.

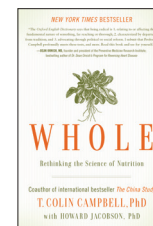
I have come to believe that nutrition, explained wholistically, is a fact of nature. I know I have said it many times before, but I cannot say it enough because, since the first edition of this book, nothing much has changed in our understanding of nutrition, which is still seen in terms of individual nutrients, not whole foods or whole diets. We can therefore see why the nutrition provided by the whole foods, plant-based (WFPB) dietary lifestyle struggles to be heard. Not even its parent, the concept of nutrition generally, is taken seriously by health authorities! . . .

There is no question that there has been progress since the first edition of this book. But, sadly, this has not occurred within what I call “the Oligarchy,” especially in academia or in government policy circles.

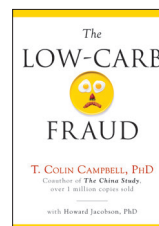
Still, everyday people need to know this information, not only for their personal health, but also for the health of our global community as well as our planet . . .

We can no longer accept or advance the status quo. It is well past time for government institutions and government funded institutions to act in behalf of the public taxpayer.

The information on the benefits of the WFPB diet, in my opinion, is the most progressive news in the history of Western medicine. It may be the road less traveled but I am confident that it will become the superhighway of the future. We have no other choice.



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THOMAS M. CAMPBELL II, MD
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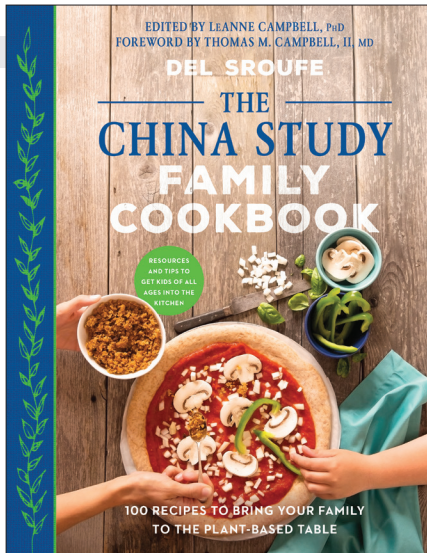


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THE CHINA STUDY FAMILY COOKBOOK

100 Recipes to Bring Your Family to the Plant-Based Table

DEL SROUFE



In the latest China Study cookbook, chef Del Sroufe returns with healthful, delicious meals for the whole family.

“The recipes Chef Del shares and the techniques he teaches will serve you and your family well for years to come. Just like we should tell our kids about the values of hard work, being kind and generous, and planning and saving for the future, it’s equally, if not more important, to tell them how to protect and maintain good health.”

—T. COLIN CAMPBELL, PhD, COAUTHOR OF *THE CHINA STUDY* AND *WHOLE*

YOU KNOW THE BENEFITS of a plant-based diet—it’s the best choice for your own health and well-being, not to mention the planet’s. But now you need to successfully navigate the transition and convince your family to do the same . . . or at least eat a few more veggies.

The China Study Family Cookbook is the family-friendly cookbook and guide you’ve been waiting for. It’s time to make plant-based eating easier and even more rewarding for your family—no matter your lifestyle.

The China Study Quick & Easy Cookbook and *Forks Over Knives—The Cookbook* author Chef Del Sroufe’s 100 easy, flavorful recipes and reinvented family classics include:

- Sloppy Joes
- White Bean and Squash Chili
- Tater Tots
- Sausage Gravy and Biscuit Casserole
- Mac and Cheese
- Breakfast Tacos
- Apple Butter Pizza
- Whoopie Pies

The China Study Family Cookbook offers stories from plant-based advocates (including *The China Study* coauthor T. Colin Campbell) whose whole families have adopted a plant-based lifestyle—and how they got their spouses and children on board. It also gives tips for getting your kids involved in the kitchen and fostering their love of plant-based cooking. *The China Study Family Cookbook* even includes strategies to negotiate the family menu from families made up of both those who eat plant-based and those who don’t.

Edited by *The China Study Cookbook* author LeAnne Campbell and with a foreword from *The China Study* coauthor and *The Campbell Plan* author Thomas M. Campbell II, MD, *The China Study Family Cookbook* is the ultimate guide to helping your family discover the joys and benefits of plant-based eating.

- Sroufe has an existing platform, including speaking and demo opportunities from his previous books, *Forks Over Knives—The Cookbook*, *The China Study Quick & Easy Cookbook*, and *Better Than Vegan*
- Media outreach to plant-based, food, nutrition, parenting, and healthy living outlets
- Promotion to BenBella Vegan website and newsletter list (10K+ subscribers)
- ChefDelSroufe.com
- Facebook: /ChefDelSroufe (4.5K fans)
- Instagram: @ChefDelSroufe (3.7K followers)
- Twitter: @Delmasg (1.7K followers)

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DEL SROUFE opened Del’s Bread, a vegan bakery, before beginning vegan meal delivery service in 2001, serving eclectic plant-based cuisine to Columbus residents. In 2006, Sroufe joined Wellness Forum Foods as co-owner and chef, where he continued the tradition of delivering great tasting, plant-based meals to clients in Columbus as well as throughout the continental US. Sroufe also joined The Wellness Forum as a member where, after a lifetime of yo-yo dieting, he has lost over 200 pounds on a low-fat, plant-based diet. Sroufe is the author of *The China Study Quick & Easy Cookbook*, *Better Than Vegan*, and *Forks Over Knives—The Cookbook*. Residence: Columbus, Ohio.

Sausage Gravy and Biscuit Casserole

Serves 8

Casseroles are a great way to cook ahead for the week, and older kids can throw them in the oven themselves, either for breakfast on hectic mornings or when Mom and Dad are running late for dinner. We didn't have a lot of casseroles for breakfast growing up but we did have sausage gravy and biscuits. Whenever I woke up and smelled Mom making biscuits from scratch on a Saturday morning, I knew what was coming.

¼ cup raw cashews	1 large red bell pepper, seeded and chopped	1 large zucchini, cut into ¾-inch dice
1 (12-ounce) bag frozen cauliflower or 2 cups fresh cauliflower florets	1 (12-ounce) bag frozen broccoli florets or 2 cups fresh broccoli florets	Sea salt and black pepper
1 medium yellow onion, thinly sliced		1 recipe Spicy Breakfast Patties, crumbled
		1 recipe Biscuits, unbaked

Preheat the oven to 350°F.

Spread out the cashews on a small baking sheet and toast them in the oven until lightly browned, about 10 minutes.

Meanwhile, put the cauliflower in a medium saucepan and add water almost to cover. Bring to a boil over medium-high heat and cook the cauliflower until very tender, 8 to 10 minutes.

Using a slotted spoon, transfer the cauliflower to a blender. Add the cashews. Puree with just enough of the cauliflower cooking water to make a smooth, creamy mixture.

In a large saucepan, sauté the onion and red bell pepper over medium-high heat until the onion starts to turn translucent, about 6 minutes. Add water 1 or 2 tablespoons at a time to keep the vegetables from sticking to the pan.

Add the broccoli, cover the pan, and cook until the broccoli is tender, about 5 minutes. Add the zucchini and let the vegetables cook, covered, for another 2 minutes. Season with sea salt and black pepper to taste.

Add the cauliflower puree and crumbled breakfast patties to the pan with the vegetables and mix well. Spoon the mixture into a nonstick 9x13-inch baking dish.

Use a medium ice cream scoop to form about eight biscuits from the unbaked dough. Top the casserole with the biscuits and bake until the biscuits are browned and firm to the touch, 20 to 25 minutes. Let the casserole sit for 10 minutes before slicing and serving.

Notes for the Cook

Oil-free baked goods go from done to overdone very quickly. Watch the timer and check the biscuits in the last few minutes of baking. If they feel firm on top, they are done.

Pureeing cauliflower is one of my favorite ways to make a creamy sauce. The key to a smooth texture it is to make sure the cauliflower is well cooked so it is not gritty when pureed, and then to puree it long enough to remove any lumps.

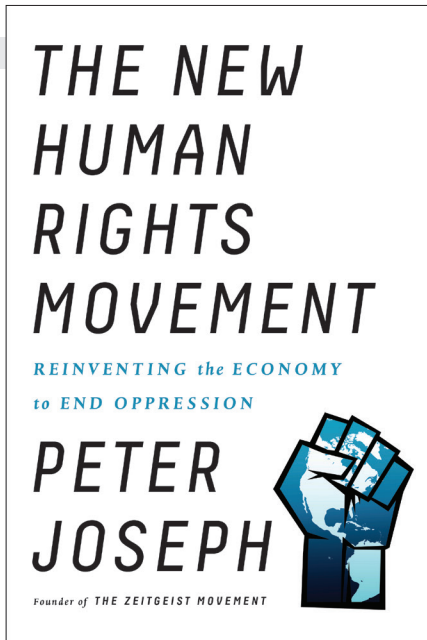


THE NEW HUMAN RIGHTS MOVEMENT

Reinventing the Economy to End Oppression

PETER JOSEPH

8



Creator of The Zeitgeist Movement offers theories and solutions toward a better social and economic future, with an end to poverty and inequality.

SOCIETY IS BROKEN. We can design our way to a better one.

In our interconnected world, self-interest and social-interest are rapidly becoming indistinguishable. If current negative trajectories continue, including growing climate destabilization, biodiversity loss, and economic inequality, a future of ecological collapse and societal destabilization will make “personal success” virtually meaningless. Yet our broken social system incentivizes behavior that will only make our problems worse. If true human rights progress is to be achieved today, it is time we dig deeper—rethinking the very foundation of our social system.

In this engaging, important work, Peter Joseph, founder of the world’s largest grassroots social movement—The Zeitgeist Movement—draws from economics, history, philosophy, and modern public-health research to present a bold case for rethinking activism in the 21st century.

Arguing against the long-standing narrative of universal scarcity and other pervasive myths that defend the current state of affairs, *The New Human Rights Movement* illuminates the structural causes of poverty, social oppression, and the ongoing degradation of public health, and ultimately presents the case for an updated economic approach. Joseph explores the potential of this grand shift and how we can design our way to a world where the human family has become truly sustainable.

The New Human Rights Movement reveals the critical importance of a unified activism working to overcome the inherent injustice of our system. This book warns against what is in store if we continue to ignore the flaws of our socioeconomic approach, while also revealing the bright and expansive future possible if we succeed.

Will you join the movement?

- **The Zeitgeist films have been viewed approximately 435 million times via streaming and downloads, and sold an additional 465K DVDs**
- **Joseph has been featured on or in the *New York Times*, *Wall Street Journal*, *Hollywood Today*, *Nuvendigital*, *The Huffington Post*, *Free Speech TV*, and many podcasts**
- **Author has lectured widely, including two TED talks and at the Leading Causing Leaders conference**
- **TheNewHumanRightsMovement.com**
- **Facebook: /PeterJosephOfficial (88K fans)**



PETER JOSEPH is an American-born social critic and activist who has lectured around the world on the subject of cultural sustainability. Once deemed “The Herald of Occupy Wall Street” for his prescient prediction of inevitable global uprisings against inequality and economic injustice, his extensive media work has been translated into over a 130 languages and experienced by a quarter of a billion people. Working in concert with numerous NPOs and grassroots organizations, Joseph’s core focus is on socioeconomic structures that undermine progress in the areas of ecological and social justice. He has been featured and profiled in numerous media outlets, including the *New York Times*, *The Huffington Post*, *Free-Speech TV*, and *TED*, and has given over a thousand hours of interviews via radio shows and podcasts in the past decade. Residence: Los Angeles, Calif.

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AS MARTIN LUTHER KING put it in his final work, *Where Do We Go From Here?*: “Communism forgets that life is individual. Capitalism forgets that life is social, and the kingdom of brotherhood is found neither in the thesis of communism nor the antithesis of capitalism but in a higher synthesis. It is found in a higher synthesis that combines the truths of both.”

Traditional cultural beliefs and values, no matter how rich and meaningful, do not compete with the laws of human sustainability and public health. The dynamics of what comprises a healthy society transcend our customary loyalties. Instead of arguing about the way we think the world should be, based upon our values, we should first argue about what is working and what isn’t, based upon observable facts. Again, while many have viewed civil or human rights as a moral debate, I would argue that the real issue isn’t just moral but really one of social stability.

We cannot sustain ourselves in the long run without resolving socioeconomic inequality and the undercurrent of environment incompatibility. Either destruction through environmental forces will create mass social instability or the more desperate victims of unequal economic conditions will ensure deprivation-sparked backlash. The creation of the atomic bomb and the rise of terrorism are two diverse examples of how insecurity, competition, and fear lead to broad dangers. As more-advanced weapons emerge that can cause extreme destruction through smaller and more powerful mechanisms, the alienated populace will increase its capacity for destruction, with the effects becoming increasingly catastrophic. Security can no longer be about laws, locks, surveillance, and punitive threat. True global security will come from removing socioeconomic inequality and the oppression/deprivation that defines it. It is also worth considering how the threat of global disease epidemics, something the 21st century seems to flirt with more and more each year, will arise from the tropics of the Global South given the vast poverty and overall loss of public health. This puts the whole world at risk, not just the region. Reducing global poverty and improving public health is no longer an isolated concern. It is an international one given the widespread travel common today.

Furthermore, our social immune system must be careful to avoid false solutions. One such myth is the idea that the market will arrive at a global, “zero marginal cost,” post-scarcity condition in environmental harmony with equality all by itself. This view has become popular in technologist circles today; people who believe that only minor economic adjustments are needed to allow the fruits of post-scarcity and resulting equality to thrive. Many books have been written in the past decade by generally well-to-do, tech-centric entrepreneurs who isolate the “more with less” trend, falsely arguing that it proves the efficacy of the market economy in the long term. I use the term “techno-capitalist apologists” to refer to those who view the market as a facilitator of, rather than a hindrance to, material and social progress. The mantra is that since the increased rise in efficiency is being accompanied by lower costs, society must therefore be on pace to equalization as a whole as goods become more affordable. They mistakenly believe the market is creating the power of increased efficiency when the real cause is our increasing capacity to intelligently design. The market is merely an incentive-and-distribution system, and a poor one at that.

While there are no doubt parts of the world, specifically the industrialized nations, that have seen a rise in standard of living at lower costs, we will never reach the level of truly optimized potentials if the market remains in its basic form. It matters little what the intentions of “green” or “social” entrepreneurs are. The entire goal of seeking a reduction of socioeconomic inequality, ecological sustainability and post-scarcity is simply incompatible with the market’s root socioeconomic orientation. Yet, this myth that we need only tweak the market to birth an abundant, equitable society continues to prevail. For example, many techno-capitalist apologists boast that the affordability of cellphones has brought service and options to

millions in Africa who previously lacked any form of telephone. As great as this is, the anecdote misses the deeper problem: more Africans have cellphones than running water.

“Since 9/11, security took over and retired human rights into a small closet. We need to get back to the issue of rights for all. Hopefully, this important work will draw us closer to that reality and promise. Without economic realignment with nature to secure our habitat, along with conquering the sociological roots of fragmentation and bigotry, the human family is in peril.”

—JACK HEALEY
HEAD OF HUMAN RIGHTS
ACTION CENTER

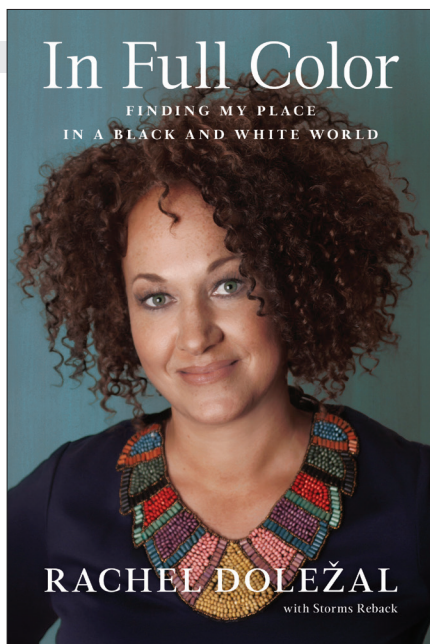
“Peter Joseph is one of the great visionaries of our time. If there’s a beautiful future—and I think there will be—then his fingerprints will be all over it.”

—MARIANNE WILLIAMSON
#1 NEW YORK TIMES
BESTSELLING AUTHOR

IN FULL COLOR

Finding My Place in a Black and White World

RACHEL DOLEŽAL WITH STORMS REBACK



- Doležal's story was widely covered by major news outlets
- Recently appeared on A&E docuseries on race and identity
- Author announced book on *Today*
- Exclusive excerpt and interview ran in the UK's *The Guardian*, followed by an interview with the *Los Angeles Times*
- Media coverage through Salon.com, HLN's *On the Story with Erica Hill*, *Katie Couric*, *MSNBC Live*, *Inside Edition*, *VICE News*, *BBC's Newsnight*, *Today*, and more
- Author is a frequent speaker

Lambasted by the media and public for living as a black woman, Rachel Doležal shares her perspective on racial identity and provides background from her unique life story.

A LOT OF PEOPLE have made up their minds about Rachel Doležal. But none of them know her real story.

In June 2015, the media “outed” Rachel Doležal as a white woman who had knowingly been “passing” as Black. When asked if she were African American during an interview about the hate crimes directed at her and her family, she hesitated before ending the interview and walking away. Some interpreted her reluctance to respond and hasty departure as dishonesty, while others assumed she lacked a reasonable explanation for the almost unprecedented way she identified herself.

What determines your race? Is it your DNA? The community in which you were raised? The way others see you or the way you see yourself?

With *In Full Color*, Rachel Doležal describes the path that led her from being a child of white evangelical parents to an NAACP chapter president and respected educator and activist who identifies as Black. Along the way, she recounts the deep emotional bond she formed with her four adopted Black siblings, the sense of belonging she felt while living in Black communities in Jackson, Mississippi, and Washington, DC, and the experiences that have shaped her along the way.

Her story is nuanced and complex, and in the process of telling it, she forces us to consider race in an entirely new light—not as a biological imperative, but as a function of the experiences we have, the culture we embrace, and, ultimately, the identity we choose.



RACHEL DOLEŽAL holds an MFA from Howard University. Her scholarly research focus is the intersection of race, gender, and class in the contemporary Black diaspora, with a specific emphasis on Black women in visual culture. She is a licensed intercultural competence and diversity trainer, dedicated to racial and social justice activism. She has worked as an instructor at North Idaho College, Whitworth University, and Eastern Washington University, where she also served as advisor for the schools' Black Student Unions, and has guest lectured at Spokane Community College, University of Idaho, Gonzaga University, and Washington State University. Residence: Spokane, Wash.



STORMS REBACK is the author of three books, *All In: The (Almost) Entirely True History of the World Series of Poker*, *Farha on Omaha: Expert Strategy for Beating Cash Games and Tournaments*, and *Ship It Holla Ballas!: How a Bunch of 19-Year-Old College Dropouts Used the Internet to Become Poker's Loudest, Craziest, and Richest Crew*. He lives in Austin with his wife and children. Residence: Austin, Texas.

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AS A LITTLE GIRL, my skin was pale, my hair blonde, and my face full of freckles. While I may have looked like Pippi Longstocking, that's not how I felt. I loved drawing pictures of myself when I was young, and whenever it came time to shade in the skin, I usually picked a brown crayon rather than a peach one. Peach simply didn't resonate with me. I felt like brown suited me better and was prettier. I could see that my skin was light, but my perception of myself wasn't limited to what my eyes could take in . . .

I no longer have all the portraits I made of myself during my childhood, but in one that I've managed to hold onto, I drew myself as a brown-skinned girl with black curly braids. Beyond the color of my skin, what's most notable in retrospect is the cheerful tone of the picture. The sun is shining. Flowers are blooming. Bees are flitting about. And the little girl standing there beside them—*me*—is smiling.

This was rarely the case during my childhood. I was a naturally artistic and imaginative little girl, always painting and drawing, but Larry and Ruthanne didn't condone creativity or spontaneity in their household. I was constantly getting punished for expressing myself. "If you're having fun, you're sinning" was the message my parents drilled into my head at a very young age. Taught that my natural behavior was somehow wrong, I learned to censor and repress myself, and cried myself to sleep nearly every single night during my tween and teen years, with my face jammed into a pillow so nobody would hear.

Besides, who had the energy to smile? As soon as we were physically able to, Josh and I were required to work right alongside Larry and Ruthanne, who, like many other back-to-the-landers of that era, practiced a subsistence lifestyle that kept them laboring from dawn to dusk . . .

Just ensuring that we had enough food on the table was incredibly grueling work, and it never ended. I was so young when I started working in the kitchen I had to stand on a chair just to reach the counter. We didn't have a dishwasher, so Josh and I were tasked with washing and drying all the dishes after every meal. The stakes were high. If we broke any dishes, we'd get a beating. The sort of meticulousness that was

expected of us carried over to all the other household chores we were required to do: cleaning the slats of our closets' louvre doors with a washcloth wrapped around a butter knife, dusting the individual leaves of our houseplants, and scrubbing the toilet and tub until they sparkled.

The gardens were my special domain. We had two of them, and they were massive. I spent countless hours there as a child, planting seeds in the spring and weeding and watering them throughout the summer. I actually enjoyed these tasks because, separated from the rest of my family, they allowed me to escape into my own imaginary world. Hidden from view by tall stalks of corn in what we called the "long garden," I'd stir the water from the hose into the earth with a stick and make thin, soupy mud, which I would then rub on my hands, arms, feet, and legs, as if applying a lotion. Covered in this way, I would pretend to be a dark-skinned princess in the Sahara Desert or one of the Bantu women living in the Congo I'd read about in copies of *National Geographic*, which Grandma Doležal gave us a subscription to one year for Christmas. In my fantasy, Larry and Ruthanne had kidnapped me, brought me to the United States, and were now raising me against my will in a foreign land . . .

Imagining I was a different person living in a different place was one of the few ways—drawing was another—that I could escape the oppressive environment I was raised in, and I would stay in this fantasy world as long as I possibly could. It was never long enough. When I was finished watering the garden, I would hurriedly rinse the mud off my arms and legs with the same sense of urgency I had when hiding the portraits of the brown-skinned girl I liked to draw, because revealing her—even in my artwork or playtime—could get me punished. Even at this young age, I knew that my instinct that "Black Is Beautiful" was not a widely shared sentiment. When it came to talking about skin color—mine or anyone else's—I learned to keep my mouth shut.

I would soon come to accept that I hadn't actually been kidnapped and taken from Africa and that I wouldn't be free of my family anytime soon, but the feeling that I was somehow different from them persisted. I felt Black and saw myself as Black.

"It's absolutely necessary to know the whole story in order to understand the extraordinary racial journey that Rachel Doležal has made."

—ANN MORNING
ASSOCIATE PROFESSOR OF
SOCIOLOGY AT NEW YORK
UNIVERSITY AND AUTHOR OF
THE NATURE OF RACE

"The storm of vitriol Rachel received in the national spotlight was as cruel as it was undeserved. Her deep compassion for others shines through every chapter of her life and has clearly motivated her truly outstanding advocacy work."

—GERALD HANKERSON
NAACP PRESIDENT OF
THE ALASKA OREGON
WASHINGTON STATE AREA

MORAL COMBAT

Why the War on Violent Video Games Is Wrong

PATRICK M. MARKEY, PhD, AND CHRISTOPHER J. FERGUSON, PhD



- **A timely discussion about why the war against violent video games is wrong, written by two leading experts in field**
- **Both authors have had significant media exposure, including: NPR, New York Times, USA Today, Washington Post, Wall Street Journal, The Atlantic, Time, CNN, US News, Discovery Channel, Huffington Post and more**
- **Active promotion by both authors' universities (Stetson & Villanova)**
- **Academic outreach to university psychology departments**
- **ChristopherJFerguson.com**
- **Twitter: @CJFerguson1111**
- **PatrickMarkey.com**
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Psychology experts present an under-represented case in defense of video games and dispel the myth that they lead to real-world violence.

IN FAMILY ROOMS across America, millions of children and teenagers are playing video games such as *Call of Duty*, *Halo*, and *Grand Theft Auto*, roaming violent virtual worlds—with virtual guns in their hands.

In what sometimes seems like an increasingly violent world, it's only natural to worry about the effects of all this pixelated gore. But is that concern misplaced? Authors and psychologists Patrick M. Markey and Christopher J. Ferguson say it is.

The media and politicians have been sounding the alarm for years, and with every fresh tragedy involving a young perpetrator comes another flurry of articles about the dangers of violent media. The problem is this: Their fear isn't supported by the evidence. In fact, unlike the video game-trained murder machines depicted in the press, school shooters are actually *less likely* to be interested in violent games than their peers. In reality, most well-adjusted children and teenagers play violent video games, all without ever exhibiting violent behavior in real life. What's more, spikes in sales of violent games actually correspond to decreased rates of violent crime.

If that surprises you, you're not alone—the national dialogue on games and violence has been hopelessly biased. But that's beginning to change. Scholars are finding that not only are violent games not one of society's great evils, they may even be a force for good.

In *Moral Combat*, Markey and Ferguson explore how video games—even the bloodiest—can have a positive impact on everything from social skills to stress, and may even make us more morally sensitive. Tracing the rise of violent games from arcades to online deathmatches, they have spent years on the front lines of the video game debate and now offer a comprehensive overview of the scientific research on gaming. With humor, complete honesty, and extensive research, they separate the myth from the medium.

Moral Combat is an irreverent and informative guide to the worries—and wonders—of our violent virtual world.



DR. PATRICK M. MARKEY is a Professor of Psychology, the Director of the Interpersonal Research Laboratory at Villanova University, and a former President of the Society for Interpersonal Theory and Research. He received his doctorate from the University of California (Riverside) in social and personality psychology, with a focus on behavioral statistics. Markey has published over 60 book chapters and articles in peer-reviewed journals. Residence: Swarthmore, Pa.



DR. CHRISTOPHER J. FERGUSON is a Professor of Psychology and Department Chair at Stetson University. Dr. Ferguson received his doctorate from the University of Central Florida in clinical psychology. Dr. Ferguson's clinical work has focused on forensic psychology, including work with inmates, as well as juvenile detention and Child Protective Services assessments. Residence: Orlando, Fla.

THE CELL

Discovering the Microscopic World that Determines Our Health,
Our Consciousness, and Our Future

JOSHUA Z. RAPPOPORT, PhD

Part historical record of the more important and interesting advancements in biomedical research and part description of the cellular and molecular basis of health and disease, this book highlights the science and scientists that have changed our world.

YOUR BODY HAS TRILLIONS of cells, and each one has the complexity and dynamism of a city. Your life, your thoughts, your diseases, and your health are all the function of cells.

But what do you really know about what goes on *inside* you?

The last time most people thought about cells in any detail was probably biology class. But the field of cell biology has advanced incredibly rapidly in recent decades, and a great deal of what we may have learned in high school and college is no longer accurate or particularly relevant.

The Cell: Discovering the Microscopic World that Determines Our Health, Our Consciousness, and Our Future is a fascinating story of the incredible intricacy inside the cell and of the fantastic advancements in our understanding of this microscopic world.

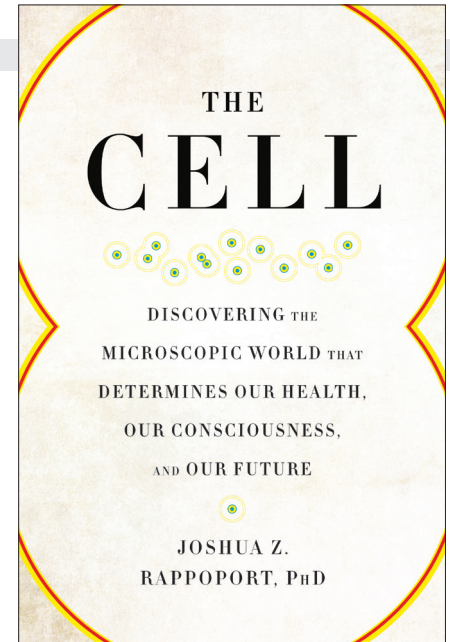
Author Dr. Joshua Z. Rappoport is at the forefront of this field, and he will take you on a journey to discover:

- A deeper understanding of how cells work and the basic nature of life on earth.
- Fascinating histories of some of the key discoveries from the 17th century to the last decade and provocative thoughts on the current state of academic research.
- The knowledge required to better understand the new developments that are announced almost weekly in science and health care, such as cancer, cellular therapies, and the potential promise of stem cells.
- The ability to make better decisions about health and to debunk the misinformation that comes in daily via media.

Using the latest scientific research, *The Cell* illustrates the diversity of cell biology and what it all means for your everyday life.



DR. JOSHUA Z. RAPPOPORT received a bachelor's degree in Biology from Brown University and then went on to earn a PhD from the Program in Mechanisms of Disease and Therapeutics at the Mount Sinai School of Medicine Graduate School of Biological Sciences of New York University. Following defense of his thesis Dr. Rappoport went on to perform postdoctoral work at The Rockefeller University in New York City in the Laboratory of Cellular Biophysics. Subsequently, he was recruited as a tenured faculty member in the School of Biosciences at the University of Birmingham in England. In 2014, Dr. Rappoport has returned to the United States where he is currently the Director of the Center for Advanced Microscopy and Nikon Imaging Center at the Northwestern University Feinberg School of Medicine, and a faculty member in the Department of Molecular and Cell Biology. Residence: Chicago, Ill.



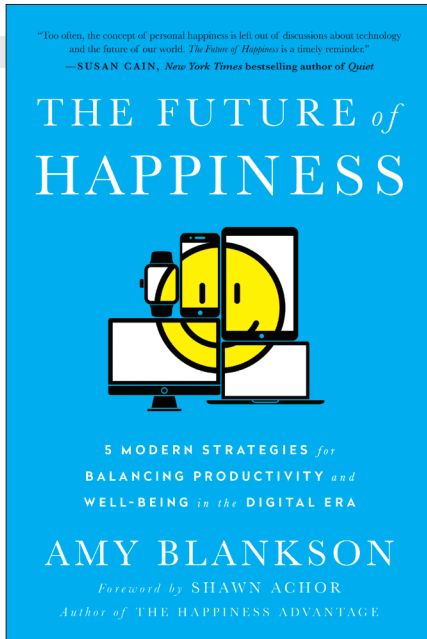
- **Author teaches at the University of Birmingham in England and at Northwestern University Feinberg School of Medicine**
- **Author is director of the Center for Advanced Microscopy and the Nikon Imaging Center**
- **Author speaks frequently at international scientific conferences and academic institutions**
- **Author has international reputation from his high-profile research, published in more than 40 publications, and is on the editorial boards of two international scientific journals**
- **Outreach to gifted youth science camps/programs**

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THE FUTURE OF HAPPINESS

5 Modern Strategies for Balancing Productivity
and Well-Being in the Digital Era

AMY BLANKSON



Amy Blankson showcases the latest ideas and tech from real companies around the world scientifically proven to improve your intelligence, increase your life satisfaction, and augment education and business outcomes.

TECHNOLOGY, at least in theory, is improving our productivity, efficiency, and communication. The one thing it's not doing is making us happier. We are experiencing historically high levels of depression and dissatisfaction.

But we can change that.

Knowing that technology is here to stay and will continue to evolve in form and function, we need to know how to navigate the future to achieve a better balance between technology, productivity, and well-being. Technology can drive—not diminish—human happiness.

In *The Future of Happiness*, author Amy Blankson, cofounder of the global positive psychology consulting firm GoodThink, unveils five strategies successful individuals can use, not just to survive—but actually thrive—in the Digital Age:

- **Stay Grounded** to focus your energy and increase productivity
- **Know Thyself** through app-driven data to strive toward your potential
- **Train Your Brain** to develop and sustain an optimistic mindset
- **Create a Habitat for Happiness** to maximize the spaces where you live, work, and learn
- **Be a Conscious Innovator** to help make the world a better place

By rethinking when, where, why, and how you use technology, you will not only influence your own well-being but also help shape the future of your community. Discover how technologies can transform the idea of “I’ll be happy when . . .” to being happy now.

- **Blankson has extensive platform and connections through GoodThink**
- **Hired Worthy Media to help promotion**
- **18 speaking engagements planned for January–May, including to Prudential, Google, and MIT**
- **Planned webinars with podcast partners**
- **Promotion through GoodThink newsletter (47K) and Speakers Office newsletter**
- **Industry influencers expected to promote the book to their audiences: Brené Brown, Christine Carter, MindPT (300K), Happify (500K), and LiveHappy (400K)**
- **AmyBlankson.com**
- **Facebook: /Amy.Blankson**
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AMY BLANKSON is the only person to be named a Point of Light by two Presidents (President Bush and President Clinton). She received a Presidential appointment to serve a five-year term on the Board of Directors of the Corporation for National Service, and was one of the youngest delegates to the Presidents’ Summit for America’s Future. Amy received her BA from Harvard and MBA from Yale School of Management. She went on found the Future of Philanthropy Conference at Yale University. In 2007, Amy cofounded GoodThink to bring the science of happiness to life for organizations and individuals. Amy brings both passion and practicality to GoodThink. She is currently doing research in partnership with Google to determine how to make positive psychology strategies stick and create sustainable positive change. She serves as a Visioneer for the Xprize Foundation for Personal Health, and is a featured expert on Oprah’s Happiness OCourse. Amy is the author of the award-winning book *Ripple’s Effect*, and lives in Dallas, Texas, with her husband and three beautiful daughters who teach her about the joy of positivity and the importance of gratitude on a daily basis. Residence: Dallas, Texas.

TECHNOLOGY IS THE BIGGEST disruptor of happiness in human history.

This is the conclusion so many have come to in our world. In fact, in 2005, the *MIT Tech Review*, one of the centers of the technological revolution, posed a question: “Is technological progress merely a treadmill, and if so, would we be happier if we stepped off of it?” The author pointed to the Amish, who do without modern technology like cars and the Internet, explaining that their depression rates are low, their happiness levels are high, and their life satisfaction rivals that of the top members of the Forbes 400.

I travel around the globe speaking about happiness and technology. In fact, as I write this, I have just finished speaking to a group of 150 entrepreneurs in Munich, Germany. Before I began my talk, I was chatting with a few of the entrepreneurs about recent trends, and one of them leaned over to me and said, “Social media and technology are destroying our happiness, right?” I love the “right” at the end as if this is the only conclusion. But it is not. Disruptions only destroy when we cling to patterns that are failing.

While it’s tempting to think nostalgically about life before the smartphone, the truth is that teens still ignored their parents and got into trouble back then. Kids still watched too much television and did not eat enough vegetables. Business leaders still felt as if they needed more than 24 hours in a day. Parents still struggled to balance work and life. We’ve had these problems for a long time, but the ways that we address these challenges today are different. We have too many tools—now many of them digital—so many that it’s nearly impossible to decipher which ones to use effectively. They range from expensive to homemade, shiny to boring, sleek to cumbersome. And those characteristics don’t define their utility.

I am a happiness researcher who cries when I laugh too hard. I’m an introverted mother of three who thrives in the midst of the pure chaos of a bouncy house birthday party with kids high on cake. I’m an impressionistic artist who loves data and spreadsheets. I’m a spontaneous individual who can also be very type A (my family jokes about how I used to save exactly 3 percent of my weekly \$1 allowance to donate to save the whales). I’m a tech-nophile and a nature lover, a romantic and a pragmatist. Some of my happiest moments with my three beautiful daughters are ones I can look back at over and over because I had the brilliant presence of mind to capture them on my phone. I have also missed out on meaningful moments with my family because I was on my phone. Within each of us are beautiful contradictions that bring complexity to how we perceive and address the challenges in our lives.

Knowing that technology is here to stay, we need to learn how to live *with* the complexity of technology, not escape from it. We need a strategy for using technology in a way that evokes our potential rather than hinders it. This book is about finding a balanced calculus that works in the modern world for deciding how to integrate the steady stream of technology into our lives in a way that fuels our success and happiness, instead of serving as a stumbling block.

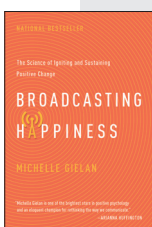
The modern world is a juggling act, and sometimes it can seem like an all-out circus. A book that has a simple answer to happiness and technology is not one that works in a complicated world. And sometimes looking ahead seems like a luxury. But it’s suddenly a luxury we can no longer afford because, by waiting for the world to come to us, we find ourselves one step behind our children and their technology. Without consciously curating which tech is actually best for our lives and businesses, we set ourselves up for frustration, outstripping our ability to enjoy any benefits the new innovations bring. What we need is a strategy to think ahead about where we really want to be going and how to create that future with what we have now.

“[I]mpressive, thought-provoking. . . . Blankson’s voice of reason is not just pragmatic, but humanistic.”

—FOREWORD REVIEWS

“Too often, the concept of personal happiness is left out of discussions about technology and the future of our world. *The Future of Happiness* is a timely reminder.”

—SUSAN CAIN
NEW YORK TIMES
BESTSELLING AUTHOR
OF *QUIET*



BROADCASTING HAPPINESS: THE SCIENCE OF IGNITING AND SUSTAINING POSITIVE CHANGE

MICHELLE GIELAN

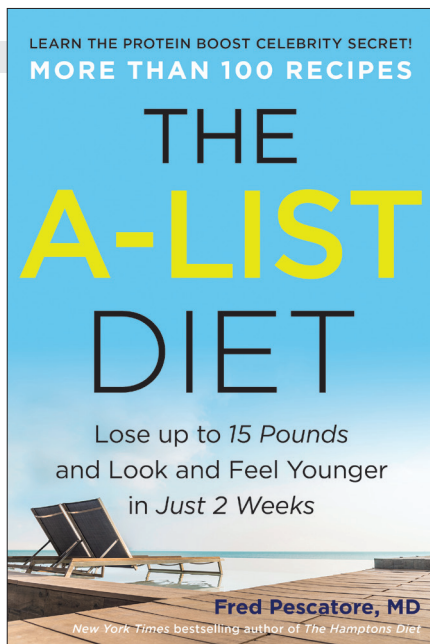
We are all broadcasters. As managers, colleagues, parents and friends, we are constantly transmitting information to the people around us, and the messages we choose to broadcast create success or hold us back. In *Broadcasting Happiness*, Michelle Gielan, former national CBS News anchor turned positive psychology researcher, shows you how changing your broadcast changes your power by sharing jaw-dropping stories and incredible research.

TRADE CLOTH: 9781941631300 • EBOOK: 9781941631317 • US \$25.95 • AUGUST 2015

THE A-LIST DIET

Lose up to 15 Pounds and Look and Feel Younger in Just 2 Weeks

FRED PESCATORE, MD



Fred Pescatore, bestselling author and doctor to the stars, shares his diet and nutrition secrets that have helped his A-list clients lose weight quickly and permanently.

“This exciting and innovative new book . . . shows you how to make a few simple tweaks that are virtually guaranteed to get you results.”

—JONNY BOWDEN, PhD

BESTSELLING COAUTHOR OF *THE GREAT CHOLESTEROL MYTH*

FROM RED CARPET PREMIERES to TV interviews, celebrities are always under pressure to look their best. Dr. Fred Pescatore, author of the *New York Times* bestseller *The Hamptons Diet*, is sharing—for the first time—the secret diet he uses with his A-list clientele. You can drop up to 15 pounds in as little as two weeks—while enjoying delicious and satisfying food!

With a unique dieting innovation, more than 100 delicious recipes, and easy-to-follow meal plans, *The A-List Diet* goes beyond Atkins, beyond *The Whole30*, beyond *Eat Fat, Get Thin*, and way beyond Paleo. By combining the benefits of protein boosting, protein rotation, inflammation busting, and acid-reducing alkalization, this diet maximizes your ability to drop weight. In *The A-List Diet*, there is no point counting, no obsessing over the scale, and no gimmicks. Just smart swaps, simple solutions, and a fresh new look at everyday choices. Dr. Pescatore helps you identify what type of dieter you are so you can customize his strategies to work best for you, so this is truly your diet secret.

Featuring testimonials from Dr. Pescatore’s patients, *The A-List Diet* is your ultimate guide to losing weight with healthy strategies and quick results. Get red carpet ready with the fabulous new you!

- **Aggressive national media campaign with outside publicist**
- **Publicity help by Agora Publishing (publishes author’s newsletter; 100K subscribers)**
- **Pescatore’s media connections: *Us Weekly*, *Life & Style*, *In Touch*, *Good Morning America*, *Today*, *The Rachael Ray Show*, *Entertainment Tonight*, *Access Hollywood*, and *Know the Cause***
- **Coverage in *Woman’s World* and *First for Women***
- **Author is president of International and American Association of Clinical Nutritionists; hosts annual symposium attended by hundreds of nutrition thought leaders**
- **DrFredPescatore.com (40K unique hits per day)**



FRED PESCATORE, MD, MPH, CCN, is one of the nation’s foremost authorities on diet, nutrition, complementary medicine, and a wide range of wellness and lifestyle topics. He has a private medical practice in New York City, was the former Associate Medical Director at the Atkins Center for Complementary Medicine, and has written several books, including the *New York Times* bestseller *The Hamptons Diet*, *Feed Your Kids Well*, and *The Allergy & Asthma Cure*. Residence: New York, N.Y.

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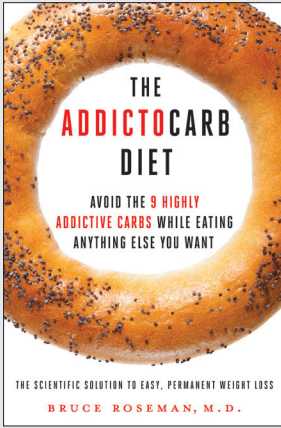
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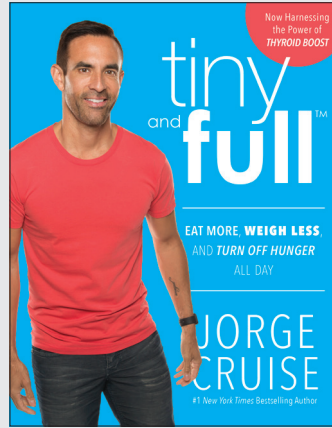


THE ADDICTOCARB DIET

BRUCE ROSEMAN, MD

There's a reason diets don't work. Science has shown that a class of carbohydrates, called "Addictocarbs," light up the brain's pleasure and addiction centers and make it almost impossible to eat them in moderation. If you've experienced overwhelming, irresistible cravings for things like bread, cookies, soda, or potatoes, then you've encountered these Addictocarbs firsthand. If you're struggling to lose weight, counting calories and shrinking portions are not the answers. The answer lies in how your brain reacts when you eat these Addictocarbs—and how you can use this knowledge to help you break the addictive cycle. It's called the Addictocarb Diet, and it's a cure—not a fad.

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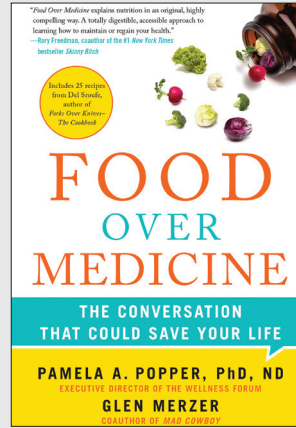


TINY AND FULL

New Edition
JORGE CRUISE

Scientists and researchers have discovered "tiny calorie foods," or foods low in calorie but big in size, that can help you stay tiny but full. These foods allow you to turn off hunger by filling up and staying satisfied while cutting calories. Paired with more than 80 delicious recipes—everything from pizza to ice cream, a 12-week easy-to-follow meal planner, shopping lists, and at-home workouts too—you have all the tools you need to reach your weight-loss goals. This special edition of *Tiny and Full* now includes a brand new gluten-free Thyroid Boost meal planner designed to heal and boost your thyroid to its highest potential.

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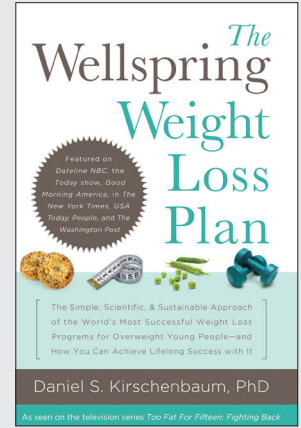


FOOD OVER MEDICINE

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

In *Food Over Medicine*, Pamela A. Popper, PhD, ND, and Glen Merzer invite the reader into a conversation about the dire state of American health—the result of poor nutrition choices stemming from food politics and medical misinformation. But, more important, they share the key to getting and staying healthy for life. Backed by numerous scientific studies, *Food Over Medicine* details how dietary choices either build health or destroy it. Including recipes from Chef Del Sroufe, author of the bestselling *Forks Over Knives—The Cookbook* and *Better Than Vegan*, *Food Over Medicine* reveals the power and practice of optimal nutrition in an accessible way.

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THE WELLSPRING WEIGHT-LOSS PLAN

DANIEL S. KIRSCHENBAUM, PhD

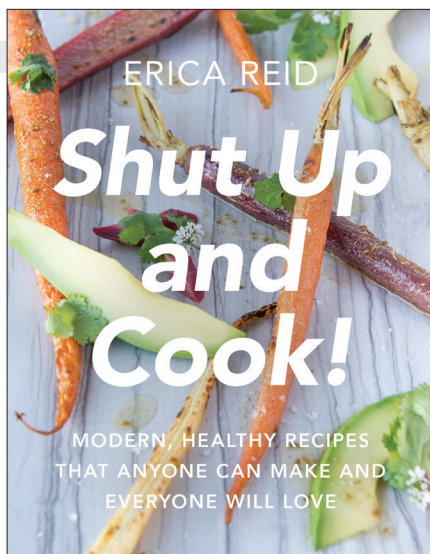
The Wellspring Weight-Loss Plan outlines the weight-loss program of the same name that has helped thousands of teens lose weight and find happiness. Hundreds of news and television stories around the world have followed the development of Wellspring's programs, starting with two camps in the summer of 2004 and expanding to 12 programs in the summer of 2010. From Wellspring Camps to Wellspring Academies (the world's first boarding schools for overweight teenagers) to Wellspring Vacations and Retreats (eight-day programs for adults), Wellspring participants learn to master the approach described in *The Wellspring Weight-Loss Plan*.

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SHUT UP AND COOK!

Modern, Healthy Recipes That Anyone Can Make and Everyone Will Love

ERICA REID



Erica Reid, author and wife of music producer LA Reid, gives us a cookbook and kitchen companion that encourages you to embrace cooking fun, fast, healthy meals.

WE ALL WANT to eat healthier and feel better, but we don't always know where to start—and stepping into the kitchen can feel overwhelming. Sound familiar? *Shut Up and Cook!* provides simple, healthy recipes for all lifestyles, dietary habits, and tastes.

After noticing how certain chemicals and ingredients were impacting her family's energy and well-being, author Erica Reid realized prioritizing health begins in the kitchen. In *Shut Up and Cook!*, Erica—a healthy-living expert, mother, and wife to legendary music mogul LA Reid—shows you that creating nourishing meals can be inspiring and fun! *Shut Up and Cook!* features 101 healthy, everyday recipes with adaptations to suit your health needs that are easy for any level of experience including:

- **Outside PR Firm overseeing national campaign**
- **Coverage planned in upcoming issues of *Glamour* and *People***
- **Possible speaking tour**
- **Industry influencers expected to promote the book to their audiences: Chef Jean Georges, Chef Marcus Samuelsson, Alice Waters, Mariah Carey, Beyonce, Gwyneth Paltrow, Jennifer Lopez, CBS Medical Correspondent Dr. Holly Phillips, Baby Face, Rachel Zoe, Tory Burch, Randee St. Nicholas, Simon Cowell, Rihanna, Steve Harvey, Queen Latifah, Holly Robinson Peete, Bethenny Frankel, P!NK, Ciara, Brooke Burke, and Mark Hyman**
- **EricaReidCooks.com**
- **Instagram: @EricaHReid (~5K followers)**
- **Twitter: @EricaReid (23K followers)**

- Chocolate Chip Cookies with Crispy Kale
- Saturday Morning Spelt and Oat Pancakes
- Rice-Free Cauliflower Sushi Rolls
- Scrumptious Sweet Apple Pie
- Game-Day Buffalo Chicken Wings
- Zucchini Chips
- And more!

With the right tools and Erica by your side, you can cook wholesome, delicious food. Set aside the reasons why you can't be healthier and shut up and cook!



ERICA REID is married to music mogul and visionary Antonio “LA” Reid and is the head of a health-conscious lifestyle brand and conscious-living movement geared at simple everyday ways to improve and nurture your life for yourself and your loved ones. She is mother to Arianna and Addison, and her commitment to health and dedication to mothering led her to write her first book, *The Thriving Child*—a much needed nourishment guide for parents and those with day-to-day involvement with children. Erica's roots go back to Colorado, where she was one of three daughters raised by a single mom. She worked three jobs to put herself through college and fed her gypsy spirit by learning how to survive on her own in Atlanta, Paris, California, and Greece before finally settling in New York, where she lives with her husband and two children. Residence: New York, N.Y.

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Chicken in the Garden, LA's Favorite

Serves 4

Get your camera ready for this chicken's close-up. The before and after moments of this beauty are so pretty. I like using fresh herbs, seasoning the chicken with flavors from my garden, and allowing it to slow cook. It's perfect for a Sunday or holiday dinner.

1 (4-pound) chicken	1½ teaspoon sea salt or Sea Veg	1 small bunch fresh rosemary
½ cup white distilled vinegar	2 lemons, quartered	1 small bunch fresh thyme sprigs
2 tablespoons olive oil	6 garlic cloves, peeled	1 small bunch fresh sage leaves

Rinse the chicken in cold water and then put it in a bowl. Add the white distilled vinegar, cover the chicken with cold water, and let it sit for 30 minutes. Then pour out the vinegar water and wash the chicken thoroughly under cold running water, patting it dry with a few paper towels.

Preheat oven to 250 degrees F. Remove the chicken from the bowl and transfer it to a large pot (with an oven-safe lid) or Dutch oven. Rub the chicken with olive oil and sprinkle with sea salt or Sea Veg. Sprinkle salt in the cavity of the chicken and stuff the cavity with a few of the lemon pieces, some garlic pieces, and some sprigs of rosemary and thyme, as well as some sage leaves. Place the remaining quarters of lemon around the chicken, along with the remaining garlic cloves and herbs. The chicken should be completely covered with herbs. Cover the pot with a lid and transfer to the oven to roast for 4 hours, basting it with its own juices every 30 minutes or so.

After 4 hours, uncover the pot, remove the herbs that are covering the top of the chicken (so the herbs do not burn while broiling), and reserve for later. Turn the broiler on high for 5 to 10 minutes or until the chicken is golden brown. Keep a close eye on it while it's broiling. Set a timer as a reminder if needed so the chicken does not get scorched and you do not burn down the house! Serve the chicken alongside the reserved herbs.

Intuitive Moments

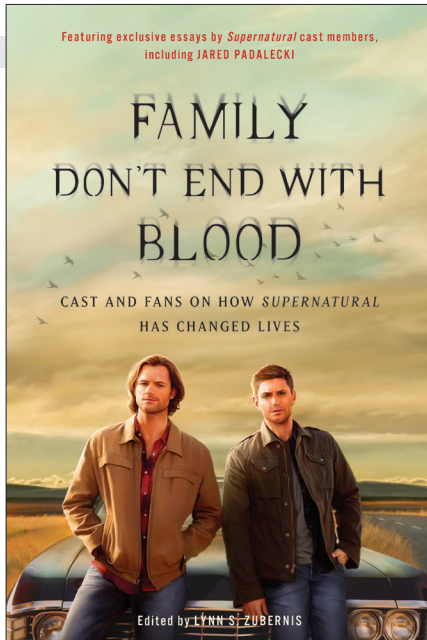
This recipe was seemingly the perfect mistake. I knew I wanted to add fresh herbs to make my typical baked chicken more colorful and flavorful. But I'll admit that I didn't have a plan the first time I made this. I just added a bunch of fresh herbs that I had left over in the refrigerator. And then I decided to slow cook the dish, simply because I knew we wouldn't be able to eat for many hours. Well, I created something that was beyond my imagination. And my husband absolutely loves it.



FAMILY DON'T END WITH BLOOD

Cast and Fans on How *Supernatural* Has Changed Lives

EDITED BY LYNN S. ZUBERNIS



- **Contributing *Supernatural* actors will promote on social media and at conventions: Jared Padalecki, Jensen Ackles, and Misha Collins**
- **Zubernis will be speaking at 13 fandom and *Supernatural* conferences in 2017**
- **Extensive media outreach to outlets covering *Supernatural*, fandom, and pop culture**
- **Promotion through Smart Pop Books' website, newsletter (6K subscribers), and social media**
- **FangasmtheBook.WordPress.com (1.5M readers)**
- **Twitter: @FangasmSPN (45K followers)**
- **Facebook: /FangasmSPN (~9K fans)**

Written by popular cast members and super fans, this collection of essays examines the real-world impact of the TV show *Supernatural* and its loyal fanbase.

SUPERNATURAL, a three-time People's Choice Award winner for Favorite Sci-Fi/Fantasy TV Show and Tumblr's 2015 Most Reblogged "Live Action TV," has made a name for itself by supporting and encouraging its fans to "always keep fighting," and a memorable line from early in the show's run, "Family don't end with blood," became an inspiring mantra for many who found 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 for more than a decade. *Supernatural* has inspired fans to change their lives, from getting "sober for Sam" to escaping a cult to pursuing lifelong dreams. But fans aren't the only ones who have been changed. The actors who bring the show to life have also found, in the show and its community, inspiration, courage, and the strength to keep going when life seemed too hard.

Including essays and special messages from *Supernatural*'s cast:

- | | |
|--|---|
| • Jared Padalecki ("Sam Winchester") | • Kim Rhodes ("Sheriff Jody Mills") |
| • Jensen Ackles ("Dean Winchester") | • Briana Buckmaster ("Sheriff Donna Hanscum") |
| • Misha Collins ("Castiel") | • Matt Cohen ("Young John Winchester") |
| • Mark Sheppard ("Crowley") | • Gil McKinney ("Henry Winchester") |
| • Jim Beaver ("Bobby Singer") | • Rachel Miner ("Meg Masters") |
| • Ruth Connell ("Rowena MacLeod") | |
| • Osric Chau ("Kevin Tran") | |
| • Rob Benedict ("Chuck Shurley aka God") | |

Collected and edited by Lynn S. Zubernis, a clinical psychologist, professor, and passionate *Supernatural* fangirl, *Family Don't End with Blood* provides an insightful and often uplifting look into the way international fan communities become powerful, positive forces in the lives of so many.

In keeping with the show's message to "always keep fighting," a portion of the proceeds from the book will be donated to Random Acts, a nonprofit founded by Misha Collins, and Attitudes in Reverse, whose mission is to educate young people about mental health and suicide prevention.

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DR. LYNN ZUBERNIS is a clinical psychologist, a mom of two, a university professor—and a passionate fangirl. Her writing celebrates all the positive things that come with being a fan—inspiration, creativity, self-expression, validation, and a support system that extends across the globe. She has written for publications including *Slate*, *The Conversation*, and *Supernatural Magazine* about fandom, chairs the stardom and fandom area of the Southwest Popular Culture Association, and has contributed to many articles, podcasts, and documentaries on fandom—including NPR's piece on *Supernatural*. Residence: Philadelphia, Pa.

IDENTITY DEVELOPMENT, BELONGING, VALIDATION. A support system, intellectual stimulation, creativity. Far from being unimportant and frivolous, the shows we fan are an integral part of our identity, contributing to self-concept and self-esteem.

The personal stories fans share in this book are examples of the self-expression and good feelings that being part of fandom makes possible. They are courageous, inspiring, and powerful. For many television shows, that would be the whole story . . . but not for *Supernatural*.

Over the past decade-plus, the cast—and the writers, producers, directors, and crew—have come to know the fans. Not just through Twitter and Facebook exchanges, which happen with many shows, but in person. *Supernatural* has the most extensive convention calendar of any television show in history. Last year, there were more than 20 *Supernatural* conventions all over the world. That's more than even *Star Trek* had in the show's convention heyday!

The reciprocal relationship that has developed as a result is unusual. Despite the conventions maintaining boundaries and a celebrity/fan hierarchy, the fans and actors involved have gotten to know each other. With that familiarity comes trust and respect. The same thing has happened online, as fans and actors have interacted on Twitter and Facebook and Tumblr and Snapchat. This greater-than-average amount of contact at conventions and on social media has brought fans and actors closer. When both cast and fans call themselves the SPNFamily, they all mean it.

This unusual level of reciprocity has increased the show's ability to influence its fans. Some of that influence is found in the show's canon, through which writers and producers regularly "speak to" fans. Sometimes that influence is found in the actors' direct communications on social media. Lead actors Jared Padalecki, Jensen Ackles, and Misha Collins have a hugely successful mental-health awareness campaign that uses their characters' mantras to encourage fans to remain hopeful and stay alive: "Always Keep Fighting." "You Are Not Alone." A reminder that "I Am Enough." Collins's Random Acts charity has brought fans together as a force for good in the world. Cast members Kim Rhodes and Briana Buckmaster spread the message that it's okay to be "Wayward AF" with their charity campaign.

The show inspires the fans. The actors inspire the fans. The fan community supports each other. But even that is not the whole story.

During the past decade of researching fandom and *Supernatural*, I met tens of thousands of fans. I was witness to many powerful stories of fans whose lives have been changed by their love of this show and the support of the fandom. I heard story after story of how *Supernatural* changed—and, in some cases, saved—lives. Fans talked about finding themselves in the fan community; rediscovering a spark of creativity; finding the courage to change jobs or partners or cities, or to leave the house for the first time in years. To get and stay sober when nothing else had helped. To leave a cult behind and start to live in the world again. To stay alive when they had decided there was no reason for living. They talked about their passion for Sam and Dean and Castiel, and how their favorite characters inspired them to do all these things. I nodded, because I understood. After all, I had been changed, too.

But I had never stopped to consider that the impact could be equally life-changing on both sides of the fence. A year or so ago, Jared Padalecki asked if I was planning to write another book about the show. I said maybe, because I wanted to share all those powerful fan stories I'd heard. I wanted the world to know that a television show could be a positive, healthy, life-changing force in people's lives. To my surprise, Jared said that his life had been changed, too—and he wanted to share his story as much as the fans wanted to share theirs. I contacted the other *Supernatural* actors I'd gotten to know over the years. Had their lives also been changed by their experiences on the show and with the fandom? The answer was a resounding yes.

So much for that one-way relationship. So much for the idea that television can offer nothing to viewers and fans but a fleeting escape from reality. So much for the idea that being a fan is something negative and dangerous. The personal stories shared in this book, by both fans and actors, make clear television and fandom's potential for positive change through inspiration, support, hope, and belonging.

Improbable as it sounds, a television show really can change lives.



IN THE HUNT: UNAUTHORIZED ESSAYS ON *SUPERNATURAL*

EDITED BY SUPERNATURAL.TV

Featuring essays from three lucky fans as well as leading writers and pop culture experts, this insightful anthology sheds light on a variety of issues, including why such a male-centric show has such a large female fan base, how *Supernatural* can be interpreted as a modern-day Brothers Grimm, and the questionable nature of John Winchester's parenting habits.

TRADE PAPERBACK: 9781933771632 • EBOOK: 9781935251132 • US \$14.95 • FEBRUARY 2009

SWEET, SAVORY, AND FREE

Insanely Delicious Plant-Based Recipes without Any of the Top 8 Food Allergens

DEBBIE ADLER



Owner of LA's Sweet Debbie's Organic Cupcakes shares delicious allergen-, gluten-, and oil-free vegan recipes.

"Sweet, Savory, and Free allows you to make everything from condiments to pizza to cookies, without using any of the eight top food allergens. The genius part? It's all delicious. My family doesn't know the difference because, believe me, if they did, I'd hear about it."

—RAY ROMANO

"Sweet, Savory, and Free proves that allergen-free, healthful plant-based cooking can be delicious—and fun! Debbie Adler makes it possible to prepare wonderful worry-free dishes for anyone, anytime."

—JJ VIRGIN, CELEBRITY NUTRITION AND FITNESS EXPERT AND
AUTHOR OF *THE VIRGIN DIET* AND *SUGAR IMPACT DIET*

- **Adler owns Sweet Debbie's Organic Cupcakes in LA**
- **Extensive outreach to LA media including CBS Los Angeles, Eyewitness News, and Los Angeles Nightly News**
- **Aggressive outreach to vegan, vegetarian, and allergy outlets**
- **Possible cross promotion with brands including So Delicious, Nutiva, and Manitoba Harvest**
- **Author has frequent speaking and demo engagements, including at Whole Foods culinary kitchens**
- **www.DebbieAdler.tv**
- **Facebook: /SweetDebbieAdler (5K fans)**
- **Twitter: @OrganicCupcakes (13K followers)**

IN 2013, Debbie Adler's *Sweet Debbie's Organic Treats: Allergy-Free and Vegan Recipes From the Famous Los Angeles Bakery* proved that baking for those with allergies and food sensitivities doesn't mean giving up dessert.

Now, *Sweet Debbie* goes savory with more than 100 plant-based recipes free of wheat and gluten, eggs, dairy, soy, peanuts, tree nuts, fish, and shellfish—*plus* free of refined sugars and oils.

Motivated by her own son's life-threatening allergies, Adler has spent the last six years creating meals to nourish and delight her entire family—meals that are both savory *and* safe—including:

- Lemon Streusel Basil Blackberry Muffins
- Sweet Miso Forbidden Rice Ramen Noodle Bowl
- Veggie Lentil Enchilada Rounds
- Yam Gnocchi with Sriracha Pesto
- Tex-Mex Fakiin Bacon Burgers
- Spanakopita Enchiladas with Roasted Red Pepper Cream Sauce
- Cinnamon Raisin Bread
- Caramel Macchiato Sandwich Cookies

Debbie's super satiating, divinely delicious, and accessibly easy-to-prepare recipes show just how incredible, versatile, and flavorful allergy-free, plant-based cooking can be! Her entrees, pastas, soups, sides, breads, and sweets are a guaranteed—and guaranteed *safe*—hit for school, kids' parties, work events, and more.

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DEBBIE ADLER is the owner of the nationally renowned, allergy-free, vegan, gluten-free, and sugar-free bakery Sweet Debbie's Organic Cupcakes in Los Angeles. She is also author of the critically acclaimed, award-winning cookbook *Sweet Debbie's Organic Treats*. Debbie has appeared on national television and radio shows such as NBC's *Nightly News* and NPR's *Here & Now*, as well as in the *Los Angeles Times* and other national publications. Residence: Sherman Oaks, Calif.

Sunflower Butter & Jelly Doughnuts

Makes 6 doughnuts | Serving size: 1 doughnut | Calories 275; Total Fat 13.0g; Protein 8.1g; Cholesterol 0.0g; Sodium 95mg; Fiber 4.5g; Sugars 10.0g; Total Carbohydrate 57.0g

I believe if a food item has sufficient nutritional value and you'd really like it to escort your morning coffee to your nervous system, then it qualifies as breakfast. And with that logic, I introduce to you my Sunflower Butter & Jelly Doughnuts. They are far more nutrient dense than your typical garden variety jelly-filled fried dough, and you can really drive that nutritional nail home with the suggested toppings below. Sunflower seed butter replicates the taste of peanut butter so well that the whole experience is also quite nostalgic.

Doughnuts

1 cup all-purpose gluten-free flour mix
½ cup sweet white rice flour
¼ cup amaranth flour
¼ cup cacao powder
1½ teaspoons sodium-free baking powder
½ teaspoon baking soda
¼ teaspoon guar gum
¼ teaspoon sea salt

¾ cup Sunflower Seed Butter, divided
¾ cup jelly (I use grape), divided
½ cup coconut milk
¼ cup applesauce
¼ cup coconut nectar
⅜ teaspoon stevia powder

Fudge Frosting

½ cup coconut nectar
2 tablespoons mashed avocado
½ cup cacao powder

1 cup powdered erythritol (I use confectioner's Swerve brand)
1 tablespoon warm water
⅛ teaspoon stevia powder
⅛ teaspoon sea salt

Toppings

Trail Mix Granola
Roasted sunflower seeds, chopped
Roasted pumpkin seeds, chopped
Shredded coconut
Chopped mango

Preheat the oven to 325°F.

To make the doughnuts: Whisk together the all-purpose flour, sweet white rice flour, amaranth flour, cacao powder, baking powder, baking soda, guar gum, and salt in a large bowl. Make a well in the middle.

Add ¼ cup of the sunflower seed butter, ¼ cup of the jelly, the coconut milk, applesauce, coconut nectar, and stevia, and stir to combine.

Fill the wells of a 6-hole doughnut pan halfway with the batter. Spread the remaining ½ cup sunflower seed butter around the top of the batter, dividing it evenly. Do the same with the remaining ½ cup jelly and spread it on top of the sunflower seed butter.

Pour the remaining batter on top of the jelly, dividing it evenly. Each of the doughnut wells should be full.

Bake the doughnuts until they spring back lightly to the touch, about 17 minutes. Rotate the doughnut tin halfway through baking.

Transfer the doughnut tin from the oven to a wire rack, and let it sit for 10 minutes before removing the doughnuts to cool completely.

To make the fudge frosting: Add the coconut nectar and avocado to a medium bowl and stir to combine. Add the cacao powder, powdered erythritol, water, stevia, and salt, and stir until smooth.

Frost the completely cooled doughnuts.

Dip into your favorite toppings.

Inside Scoop

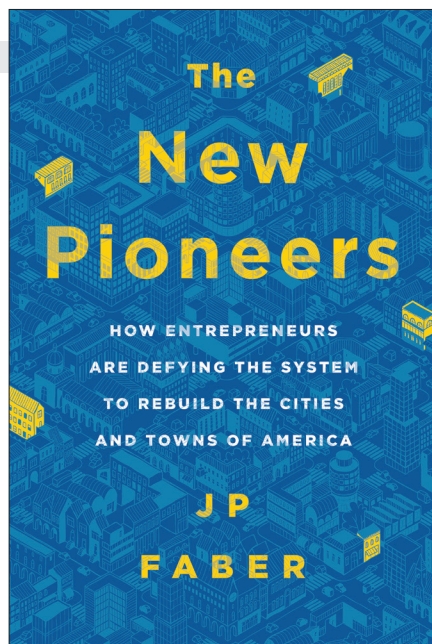
Be sure to thoroughly combine the mashed avocado into the frosting. Otherwise, you'll have green flecks sticking out and it might scare people.



THE NEW PIONEERS

How Entrepreneurs Are Defying the System to Rebuild
the Cities and Towns of America

JP FABER



***The New Pioneers* details how Americans find ways to work around the sea of confusing and expensive rules regarding “free enterprise,” and offers solutions for the future.**

IMAGINE A WORLD where there are no building codes, no licensing requirements, no permit fees, no inspectors—no rules or regulations, only common sense and the desire to build something better. This is the world that forged America, the land where the early pioneers and town developers thrived.

But this type of open environment is long gone.

It's prohibitively expensive for young entrepreneurs to start a bricks-and-mortar business today. In fact, it is almost impossible to build anything unless you are part of a larger organization that has the expertise and resources to navigate the system. Our municipal, state, and federal codes, from business permitting and OSHA compliance to occupational licenses and tax requirements, have spiraled out of control.

Today's innovators and builders must ignore the rules, go to places where the rules are not enforced, or figure out how to get around them. *The New Pioneers* is the story of Americans—millennials, immigrants, artists, and entrepreneurs—who are doing just that in cities across the nation, including Detroit, San Diego, New Orleans, Phoenix, and many more.

Written by journalist JP Faber, *The New Pioneers* shows would-be entrepreneurs of today, especially those in urban areas, how they can work around obstacles to create wealth and revive our cities. Small business owners and individual builders have the power to fix what's broken in society—if only they are allowed to do so.

This book is an optimistic look at how we can rebuild our cities and jump-start the creation of more small businesses. It shows how we might make far better use of our resources, both human and physical. *The New Pioneers* paves a road to success in a crumbling world. It's time for the little guy to have a fighting chance to get ahead again.

- **The Atlas Society to support a documentary based on the book intended for film festivals, then TV, streaming, and DVD**
- **Organized regionally (one city per chapter), with an opportunity to market locally**
- **Outreach to national and local New Urbanism and Lean Urbanism communities (Congress for the New Urbanism, Urban Land Institute, Strong Towns, and Preservation Green Lab), small-business groups (Small Business Administration, National Federation of Independent Business, and the Startup America Partnership), and state-wide agencies/NGOs with small-business initiatives (Enterprise Florida, the California Governor's Office of Business and Economic Development, and the US Congress of Mayors)**

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JP FABER is an award-winning editor and writer with more than 25 years of journalism experience. Most of those years were spent editing business magazines, focusing on stories about how individual business leaders and entrepreneurs succeeded—or failed. Among his past publications, Faber was editor-in-chief of international business magazines *China Trade*, *Latin Trade*, and *Latin CEO*; city regional business publications *South Florida CEO* and *Miami Business*; and city regional lifestyle monthly *South Florida Magazine*. Faber is also the author of *The Peebles Principles*, written about Donahue Peebles, a former Senate page who became one of the wealthiest African American businessmen in the US. Two years ago, Faber was hired by the Knight Foundation to report on the phenomenon of Lean Urbanism, situations in which entrepreneurs and small builders are able to create new businesses because of lighter—and leaner—regulations. That reporting and additional research, supported by The Project for Lean Urbanism and Center for Applied Transect Studies (CATS), inspired *The New Pioneers*. Residence: Miami, Fla.

WHEN I WAS A STUDENT at New York University, my best friend and I rented an industrial loft in an old brick building. The entire loft was 4,000 square feet and occupied the whole floor. We only wanted half of it, the front half that had huge circular windows straight out of Captain Nemo's *Nautilus* submarine.

Unfortunately, the half we wanted had no bathroom. The loft was a commercial space used previously as a sweatshop for seamstresses. All of the bathrooms were clustered at the far end.

It was not legal for us to live in the loft. The zoning was strictly for industrial use. But why should we care? We were in our 20s and had what you would call an extremely high tolerance for risk. We had nothing invested so we had nothing to lose. If someone showed up to evict us, we would simply move on.

As for the lack of bathroom, we hired a maverick plumber named Leo Press. He was a slovenly man who lived illegally in his basement shop on Houston Street. He arrived one day with a bag of tools and an assistant who spoke no English. They punched holes in the wall until they found the requisite pipes. Leo and his subaltern then installed a toilet, a sink, and eventually a bathtub. We were in business, living in a run-down business district used by egg wholesalers, odd-lot jobbers, rag sellers, and cardboard manufacturers.

Others soon joined the community—students, artists, musicians, and bohemians of all stripes—attracted by incredibly low rents and huge spaces. We rode up and down in freight elevators, our heat in winter was questionable, and we sometimes shared electricity by dropping extension cords out the windows to friends above and below.

As the years went by, we slowly improved the places in which we lived. We added walls and kitchens and carpets. We spackled and painted and insulated. We turned a raw and edgy neighborhood into a coven of galleries and studios and artists' lofts. Today this neighborhood—dubbed SoHo because it lies south of Houston Street—is among the city's most trendy and expensive, including in its midst a Trump hotel.

What I didn't realize at the time was that this phenomenon—the arrival of risk-oblivious urban pioneers, willing to rebuild forgotten neighborhoods with nothing but elbow grease and youthful energy—was a blueprint for creating new businesses and revitalizing dead zones. What we saw was opportunity. What we didn't comprehend was the overarching principle at hand: that the absence of oversight and code enforcement makes it possible for young, undercapitalized urban homesteaders to build their dreams.

America has always cherished the idea that any individual, given sufficient freedom, can create wealth and personal prosperity. We call it the American Dream. Hand that immigrant an axe and a bag of seeds, open the frontier, and just watch as the ingenuity and hard work of the lone citizen creates a new world.

The reality is that America today is a highly regulated country. There are laws that control virtually everything we do. You can't set up a lemonade stand these days without violating local and state ordinances. The land of the free? No so much anymore. The land of Lincoln is now the land of litigation.

In 2014, I was approached by a group of architects who were exploring an idea called Lean Urbanism. It was based on a simple premise: half a century ago the building regulations in the average American city were minimal, whereas today they are, relatively speaking, "the size of a room compared to the size of a pea," said their leader, architect Andrés Duany.

Backed by a grant from the Knight Foundation, Duany and his cohorts set out to provide entrepreneurs with a toolbox of tactics to overcome, escape, or work around the worst of the regulations that were killing small-scale enterprises. For my part, they asked me to visit 10 places in the US—five large cities and five small towns—where examples of Lean Urbanism were already underway.

"I predicted years ago that the idiotic and unreformable overburden of building and zoning codes would eventually have to be ignored by anyone seeking to rebuild this country at the small scale . . . This book is the first herald of that momentous revolution."

—JAMES HOWARD KUNSTLER
AUTHOR OF *THE GEOGRAPHY OF NOWHERE* AND
THE LONG EMERGENCY

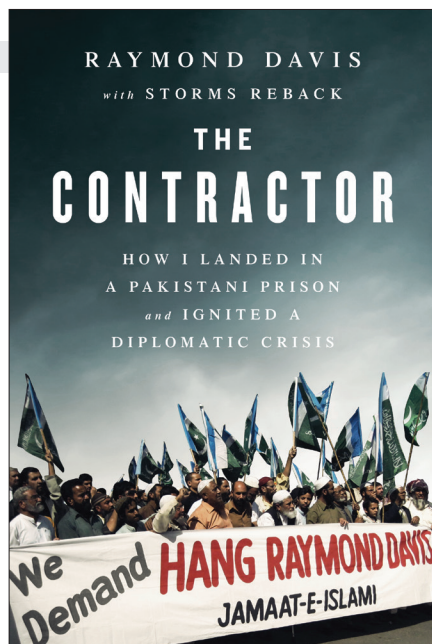
"This book is one of the few collections of real world case studies showing that if you reduce regulations and move toward a more libertarian model, huge creative energies will be released wealth created."

—JENNIFER GROSSMAN
CEO OF THE ATLAS SOCIETY

THE CONTRACTOR

How I Landed in a Pakistani Prison and Ignited a Diplomatic Crisis

RAYMOND DAVIS WITH STORMS REBACK



- **Intense page-turner with the inside story of a widely reported—but misunderstood—incident**
- **Event was covered by national news**
- **National publicist hired for national broadcast and print outreach**

The Raymond Davis behind “The Raymond Davis Incident” gives his account of being accused of and imprisoned for shootings in Pakistan that caused international tensions and headlines.

THE ECONOMIST: The Raymond Davis Case: Blood for Money for Blood

TIME MAGAZINE: Pakistan: How Shari’a Freed American Ray Davis

A LOT HAS BEEN WRITTEN about the time contractor Raymond Davis spent in a Pakistani jail in 2011. Unfortunately, much of it is misleading—or downright false—information.

Now, the man at the center of the controversy tells his side of the story for the very first time. In *The Contractor: How I Landed in a Pakistani Prison and Ignited a Diplomatic Crisis*, Davis offers an up-close and personal look at the 2011 incident in Lahore, Pakistan, that led to his imprisonment and the events that took place as diplomats on both sides of the bargaining table scrambled to get him out.

How did a routine drive turn into front-page news? Davis dissects the incident before taking readers on the same journey he endured while trapped in the Kafkaesque Pakistani legal system. As a veteran security contractor, Davis had come to terms with the prospect of dying long before the January 27, 2011, shooting, but nothing could prepare him for being a political pawn in a game with the highest stakes imaginable.

An eye-opening memoir, *The Contractor* takes the veil off Raymond Davis’s story and offers a sober reflection on the true cost of the War on Terror.



RAYMOND DAVIS is a former United States Army soldier and military contractor who became the center of an international maelstrom after his involvement in a shooting in Lahore, Pakistan, on January 27, 2011. Born and raised in Big Stone Gap, Virginia, Davis spent 10 years in the Army, the last six of which he spent as a member of the Special Forces. After being discharged from the Army in 2003 because of an injury, Davis worked as a private contractor providing operational security in Afghanistan and Pakistan.



STORMS REBACK is the author of three books, *All In: The (Almost) Entirely True History of the World Series of Poker*, *Farha on Omaha: Expert Strategy for Beating Cash Games and Tournaments*, and *Ship It Holla Ballas!: How a Bunch of 19-Year-Old College Dropouts Used the Internet to Become Poker’s Loudest, Craziest, and Richest Crew*. He lives in Austin with his wife and children. Residence: Austin, Texas.

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SIMPLY ELECTRIFYING

The Technology that Transformed the World, from Benjamin Franklin to Elon Musk

CRAIG R. ROACH

One of the foremost electricity experts brings to life the 250-year history of electricity, an element essential to all aspects of modern life.

IMAGINE YOUR LIFE without the Internet. Without phones. Without television. Without sprawling cities. Without the freedom to continue working and playing after the sun goes down.

Electricity is at the core of all modern life. It has transformed our society more than any other technology. Yet, no book offers a comprehensive history about this technological marvel.

Until now.

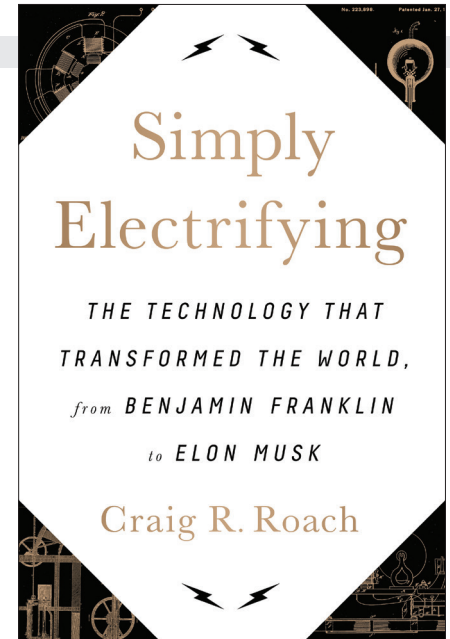
Simply Electrifying: The Technology that Transformed the World, from Benjamin Franklin to Elon Musk brings to life the 250-year history of electricity through the stories of the men and women who used it to transform our world: Benjamin Franklin, James Watt, Michael Faraday, Samuel F.B. Morse, Thomas Edison, Samuel Insull, Albert Einstein, Rachel Carson, Elon Musk, and more. In the process, it reveals for the first time the complete, thrilling, and often-dangerous story of electricity's historic discovery, development, and worldwide application.

Electricity plays a fundamental role not only in our everyday lives but in history's most pivotal events, from global climate change and the push for wind- and solar-generated electricity to Japan's nuclear accident at Fukushima and Iran's pursuit of nuclear weapons.

Written by electricity expert and four-decade veteran of the industry Craig R. Roach, *Simply Electrifying* marshals, in fascinating narrative detail, the full range of factors that shaped the electricity business over time—science, technology, law, politics, government regulation, economics, business strategy, and culture—before looking forward toward the exhilarating prospects for electricity generation and use that will shape our future.



CRAIG R. ROACH, PhD, is a nationally recognized expert on the electricity business. Over the course of his 40-year career, Dr. Roach has been vetted and accepted officially as an expert in regulatory courts and courts of law across North America. He has served in cases involving one of the biggest bankruptcies ever, a first-of-a-kind clean coal investment, a federal preemption case resolved ultimately by the Supreme Court, and the design and implementation of electricity auctions worth billions of dollars. What sets Dr. Roach apart is that he brings both top academic credentials and hard-won, hands-on practical knowledge of the electricity business to *Simply Electrifying*. He earned his PhD in Economics from the University of Wisconsin, consistently ranked among the top 10 research institutions in economics in America. He is the founder and President of Boston Pacific Company, Inc., a consultancy specialized in the electricity business. He and his firm have become trusted advisors to regulators as well as electric utilities and investors. Dr. Roach brings to *Simply Electrifying* a reputation for an objective and unbiased eye for the evidence—and a commitment to honestly balance the evidence from all sides. Residence: Washington, District of Columbia.



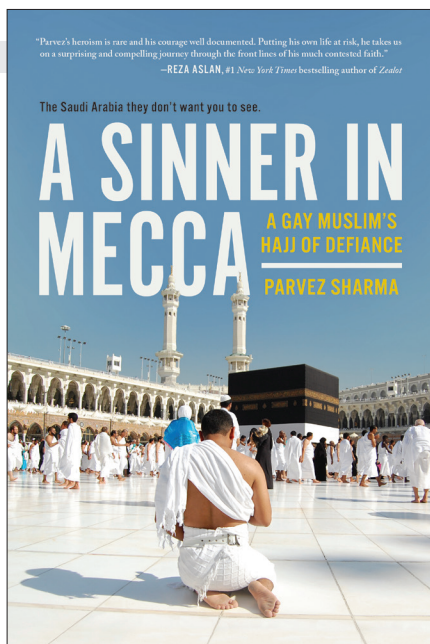
- **Author is a seasoned public speaker and plans to reach out to speak and present to federal agencies (the Federal Energy Regulatory Commission, the Department of Energy, and the Environmental Protection Agency), state agencies (National Association of Regulatory Utility Commissioners), electric utilities organizations (the Edison Electric Institute, the top lobbying group for utilities) and other energy businesses, universities, and history venues (including the Smithsonian Institute, World Bank)**
- **Media and op-ed outreach**
- **Company website and blog: BostonPacific.com**

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A SINNER IN MECCA

A Gay Muslim's Hajj of Defiance

PARVEZ SHARMA



- **Author is a prominent speaker, frequently appearing on TV, online, and in live events around the world, including universities and workshops conducted with the US State Department and Department of Homeland Security**
- **Author's work has been featured or acclaimed by The Huffington Post, The Daily Beast, CNN, The Guardian, New York Times, LA Times, The Washington Post, BBC, and NPR**
- **Author has two documentaries: *A Jihad for Love* (2007) and *A Sinner in Mecca* (2015)**
- **Plans for an "Augmented Reality" multi-media exhibit**
- **ASinnerinMecca.com**
- **Facebook: /ASinnerinMecca**
- **Twitter: @ParvezSharma (2.5K)**

Based on the award-winning documentary, Parvez Sharma shares his remarkable journey from his home in New York, the mecca of freedom, to a Mecca that is anything but home.

THE HAJJ PILGRIMAGE is a journey every Muslim is commanded by God to go on at least once in a lifetime if they are able and, like millions, Parvez Sharma believes his spiritual salvation lies at Islam's ground zero, Mecca. But unlike the journeys of his fellow Muslims, the consequences of his own could be deadly.

In *A Sinner in Mecca*, author and filmmaker Parvez chronicles his pilgrimage as a very openly gay Muslim to Saudi Arabia, where Islam's heart beats . . . and where being true to himself is punishable by death. Risking his life, Parvez embarks on a Jihad of the self—filming his experience along the way. Already under fire for his documentary *A Jihad for Love*, which looks at the coexistence of Islam and homosexuality, he would undoubtedly face savage punishment if exposed—from being thrown off a cliff to public beheading.

Parvez's odyssey is at once audacious, global, and remarkable. He meets everyone from extremists to explorers of the spiritual kind and the world they open up is frightening . . . yet breathtaking. In Mecca, Parvez comes out to a pilgrim, who then asks him why he would want to be part of something that wants no part of him. This book is his answer to this question and many more. Parvez provides an unflinching look at our troubling unfolding history, including Hizbullah, ISIS, Trump, the race-wars, an embattled Europe, and more. He offers real solutions, borne of his efforts to get his hands dirty to find them. This is a *lived* history—and its author is no armchair theorist.

Following the *New York Times* Critics' Pick hit documentary of the same title, *A Sinner in Mecca* unflinchingly showcases parts of the dangerous ideology that governs today's ISIS and how much it has in common with Saudi Arabia's sacred, yet treacherous dogma, Wahhabi Islam.

A Sinner in Mecca is simultaneously one man's personal odyssey as well as a groundbreaking, provocative revelation of a clandestine world and its fastest growing and most contested religion.



PARVEZ SHARMA is an award-winning filmmaker and writer. His film *A Sinner in Mecca* has garnered worldwide media attention and was a *New York Times* Critics' Pick. He also directed and produced the multiple award-winning *A Jihad for Love*. He was named one of "50 Visionaries who are Changing your World," in a list headed by the Dalai Lama. His writings have appeared on The Huffington Post, The Daily Beast and *The Guardian*. Residence: New York, N.Y.

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STRANGE BEAUTIFUL MUSIC

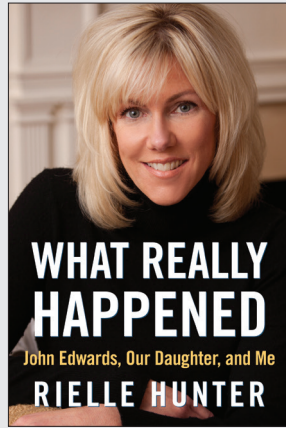
Updated Edition

JOE SATRIANI AND JAKE BROWN

Go behind the scenes with the musician the *New York Times* called “a guitar God!” Oft-hailed as the Jimi Hendrix of his generation, living guitar legend Joe Satriani has long transcended stylistic boundaries with a sound that raises the bar like a new horizon for the broader genre of instrumental guitar rock. Featuring previously unpublished photos and hours of exclusive, firsthand interviews with Satriani, *Strange Beautiful Music: Updated Edition* offers a unique look inside the studio with Joe, giving fans a chance to get up close and personal like never before.

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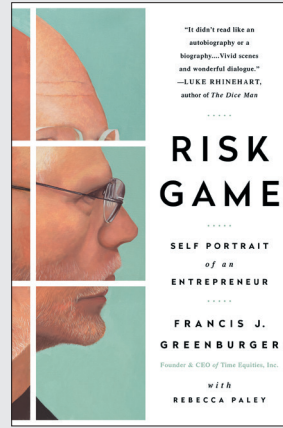


WHAT REALLY HAPPENED

RIELLE HUNTER

Rielle Hunter offers a personal account of her relationship with John Edwards: the facts of how they met, how their accidental love started and escalated, what it was like to fall in love with a married man who decided to run for president, the surprise of becoming pregnant during the campaign, and what happened in the years after Edwards publicly admitted to being the father of their daughter. This book doesn't spin the truth to achieve a prettier picture or a better story. It's simply the facts, the truth of what really happened.

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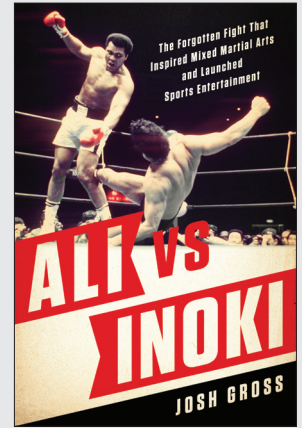


RISK GAME

FRANCIS J. GREENBURGER

Today, 50 West is a striking 780-foot skyscraper with curved glass windows that has become an iconic feature on the city skyline—but it took much more than a financial investment to get there. It required Greenburger to do what he does best—take huge risks at every turn. Now, with Rebecca Paley's gripping prose, he takes us behind the scenes in *Risk Game* and reveals firsthand how he has become a self-made force in the competitive world of New York real estate—and a champion for nonprofit organizations in the fields of art, education, and, most recently, social and criminal justice.

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ALI VS. INOKI

JOSS GROSS

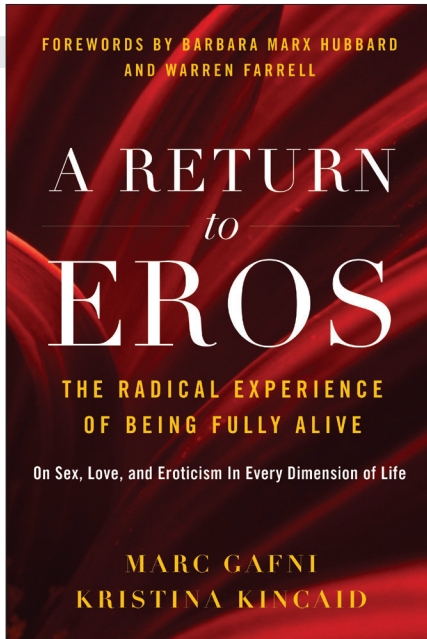
On June 26, 1976, Muhammad Ali, possibly the most famous athlete in the world, flew to Japan to fight Antonio Inoki, Japan's iconic pro wrestling champion, for the so-called “martial arts championship of the world.” Broadcast to 1.4 billion people in 34 countries, the boxer-versus-grappler spectacle foreshadowed and, in many ways, led to the rise of mixed martial arts as a major sport. Josh Gross gets inside Ali's head leading up to the match and introduces us to Inoki, little known in the US but hugely influential in Japan. After the fight, Inoki became a household name throughout Asia.

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JUNE 2016

A RETURN TO EROS

The Radical Experience of Being Fully Alive

MARC GAFNI AND KRISTINA KINCAID



Experts reveal the radical thoughts and ancient secret teachings on the relationship between the sexual, the erotic, and the holy—and how it can change your life.

DISCOVER THE SECRET RELATIONSHIP between erotic, the sexual, and the sacred

Sex is not negative or positive. Sex is not just neutral, nor is it merely sacred because it creates babies. None of these old sexual stories work for us anymore. We need a new sexual narrative. This book gives the new sexual narrative, what the authors call Sex Erotic.

Erotic Mystics from the hidden tradition of Solomon's temple taught a secret doctrine: sex is the source of all wisdom. It's an expression of the erotic impulse of existence itself alive in us—the yearning for contact, pleasure, and aliveness. The sexual, however, is not the sum total of the erotic. Rather, the sexual teaches us how to live an erotic life in all dimensions of our existence. That is Sex Erotic.

A Return to Eros, from Drs. Marc Gafni and Kristina Kincaid, reveals the radical tenets of the relationships between the sexual, the erotic, and the holy. They share what Eros actually means and also the 12 core qualities of the erotic, which are modeled by the sexual. These include being on the inside, fullness of presence, yearning, allurements, fantasy, surrender, creativity, pleasure, and more.

A Return to Eros shows why these qualities of the erotic modeled by the sexual are actually the same core qualities of the sacred. The relationship between the sexual and the erotic becomes clear, teaching you how to live an erotically suffused existence charged with purpose, potency, and power. To be an empowered lover—not just in sex but also in all facets of your life—you must listen to the whisperings of the sexual. Transform your understanding and experience of love, sex, and Eros inside these pages.

- **An expanded reprint of *The Mystery of Love***
- **Gafni has existing platform from previous book, *Your Unique Self*, workshops, and lectures**
- **Possible appearance on *Dr. Phil***
- **Outside publicist leading national media campaign**
- **MarcGafni.com**
- **Facebook: /DrMarcGafni (13K fans)**



DR. MARC GAFNI is a thought leader, social innovator, passionate philosopher, and author of 10 books, including the award-winning *Your Unique Self*. He holds a doctorate in philosophy from Oxford University, and is the cofounder of The Center for Integral Wisdom, an activist think tank dedicated to evolving and articulating a shared global vision of ethics, eros and meaning. Residence: Pacific Grove, Calif.



DR. KRISTINA KINCAID is the Director of Integral of Evolutionary Tantra Institute in New York City. Kristina is on faculty at The Institute of Core Energetics and holds an M.A. in Energy Medicine and a Doctorate in Theology from Holos University. She is also the Chairperson and creator, along with Dr. Gafni, of the Outrageous Love Projects. Residence: New York, N.Y.

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THE ONE PEACEFUL WORLD COOKBOOK

Over 200 Vegan, Macrobiotic Recipes for Vibrant Health and Happiness

ALEX JACK AND SACHI KATO

Drawing on the unparalleled experience of professional macrobiotic cooking, this cookbook will put at the reader's fingertips the same practical techniques used by experts around the world.

Eating a balanced, plant-based diet is not only the best choice for your health and the planet—these foods are also essential for your mental and emotional well-being.

Marrying traditional wisdom and modern scientific and medical research, a vegan macrobiotic approach recognizes the profound effects food, environment, activities, and attitude can have on your physical and emotional health. Drawing upon traditional and contemporary cuisines from around the globe, *The One Peaceful World Cookbook: Over 200 Vegan, Macrobiotic Recipes for Vibrant Health and Happiness* shows you how to prepare delicious, satisfying meals that nourish your body and mind.

Based on the authors' decades-long experience as teachers, dietary counselors, and chefs; on scientific; and medical studies documenting the health benefits of a vegan macrobiotic way of eating, and on other cutting-edge research on health, vitality, and fitness, this book features 200-plus easy-to-follow recipes, including:

- Roasted Beet Salad with Orange Mustard Dressing
- Vegetable Paella
- Tofu Lasagna with Carrot Marinara Sauce
- Pad Thai with Tempeh
- Mochi Waffles with Lemon Syrup
- Tiramisu with Cashew-Amazake Cream

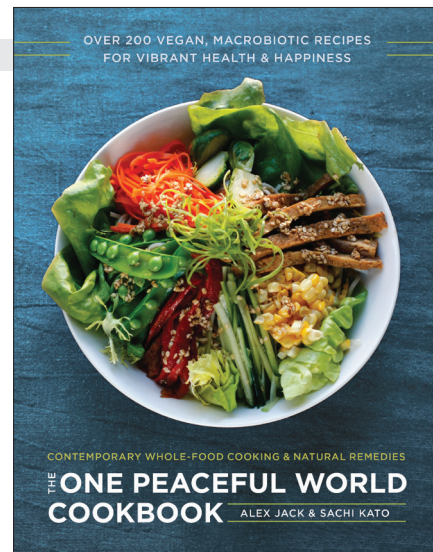
These gourmet recipes, both savory and sweet, are designed for an on-the-go lifestyle and will both nourish and delight you. *The One Peaceful World Cookbook* empowers you with the tools and recipes you need on your path to optimal health and well-being.



ALEX JACK, a macrobiotic teacher and counselor, is former executive director of Kushi Institute and founder and president of Amberwaves, a grassroots network devoted to promoting whole grains and other natural foods. He is the coauthor with Aveline Kushi of *Aveline Kushi's Complete Guide to Macrobiotic Cooking* (Time-Warner, 1985), the world's bestselling macrobiotic cookbook. Residence: Becket, Mass.



SACHI KATO is an accomplished macrobiotic chef, cooking teacher, and dietary counselor. She is also a photographer specializing in food, portraiture, and still life. Sachi serves as a head chef and cooking teacher at Kushi Institute. Residence: Becket, Mass.



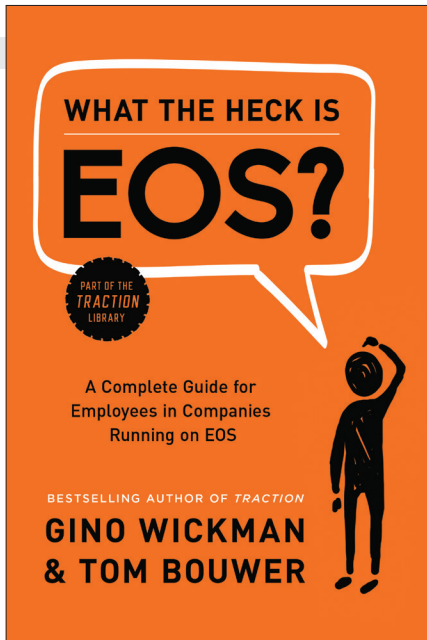
- **Jack has coauthored many bestselling books, including *The Cancer Prevention Diet*, *Diet for a Strong Heart*, and *The Macrobiotic Path to Total Health*, among others**
- **Aggressive outreach to vegan and vegetarian outlets**
- **Planned blog tour**
- **Promotion through the BenBella Vegan website, newsletter (10K subscribers), and social media**

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WHAT THE HECK IS EOS?

A Complete Guide for Employees in Companies Running on EOS

GINO WICKMAN AND TOM BOUWER



The author of the bestselling *Traction* and his coauthor share a simple how-to guide for the 50,000 companies around the world who run on EOS (Entrepreneurial Operating System).

HAS YOUR COMPANY struggled to roll EOS out to all levels of your organization? Do your employees understand why EOS is important or even what it is?

What the Heck Is EOS? is for the millions of employees in companies running their businesses on EOS. An easy and fast read, this book answers the questions many employees have about EOS and their company:

- What is an operating system?
- What is EOS and why is my company using it?
- What are the EOS foundational tools and how do they impact me?
- What's in it for me?

Designed to engage employees in the EOS process and tools, *What the Heck Is EOS?* uses simple, straightforward language and provides questions about each tool for managers and employees to discuss creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

- **Targeted marketing to leadership of companies who use or are considering using EOS**
- **Back ads in top-selling backlist EOS titles, including *Traction***
- **Promotion at EOS Worldwide's quarterly meeting in late August**
- **Promotion at ProfitWorks' (Bouwer's company) conference where Wickman is keynote speaker; conference is in April and 125 companies will be represented**
- **EOSWorldwide.com**
- **Facebook: /EOSWorldwide (2K fans)**
- **Twitter: @EOSWorldwide (2K followers)**
- **LinkedIn page: EOS Worldwide (2K followers)**



GINO WICKMAN, bestselling author of *Traction*, has a passion for helping people get what they want from their businesses. To fulfill that passion, he created the Entrepreneurial Operating System® (EOS), which helps leaders run better businesses, get better control, have better life balance, and gain more traction—with the entire organization advancing together as a cohesive team. Wickman is the founder of EOS Worldwide, a growing organization of successful entrepreneurs collaborating as certified EOS Implementers to help people experience all the organizational and personal benefits of implementing EOS.

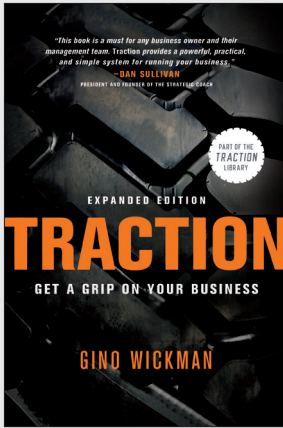


TOM BOUWER has a passion for helping entrepreneurs and their leadership teams simplify, clarify, and achieve their vision. In addition to starting and running three of his own companies in Turkey, Tom has worked with a diverse range of companies from start-ups to Fortune 50 companies. His nearly three decades of global management and consulting experience in multiple industries help him quickly identify and solve chronic issues that keep a company from achieving optimal success. As a teacher, facilitator, and coach, Tom spends most of his time as a Certified EOS® Implementer—helping leadership teams implement EOS in their companies.

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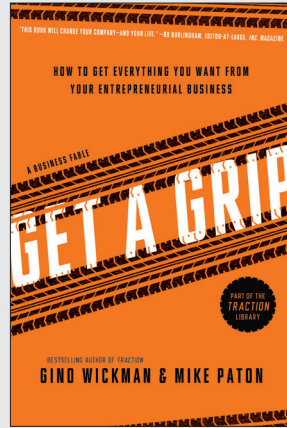
Check out other titles from Gino Wickman and coauthors.



TRACTION GINO WICKMAN

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. But there is a solution. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 2,000 companies have discovered what EOS can do. In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too.

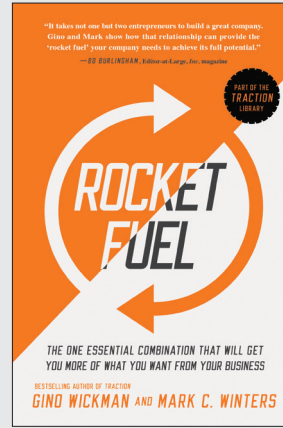
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APRIL 2012



GET A GRIP GINO WICKMAN AND MIKE PATON

Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was in a rut. Meetings were called and discussions held, but few decisions were made and even less got done. The company Eileen and Vic had founded and built for 10 years was a different place. The challenges they were facing are common, predictable, and solvable. *Get A Grip* tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients.

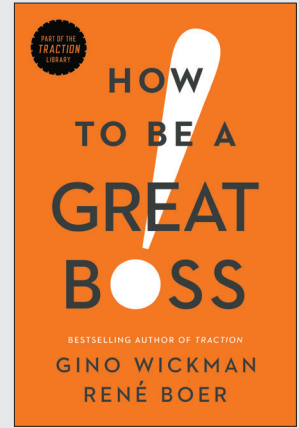
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ROCKET FUEL GINO WICKMAN AND MARK C. WINTERS

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.

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APRIL 2016



HOW TO BE A GREAT BOSS GINO WICKMAN AND RENÉ BOER

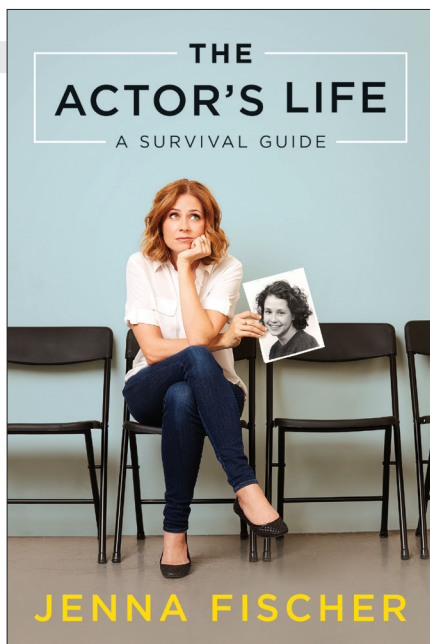
If your employees brought their “A-Game” to work every day, what would it mean for your company’s performance? Studies have repeatedly shown that the majority of employees are disengaged at work. But it doesn’t have to be this way. Often, the difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss. In *How to Be a Great Boss*, Gino Wickman and René Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people. They share time-tested tools that have worked for more than 30,000 bosses in every industry.

TRADE CLOTH
9781942952848
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SEPTEMBER 2016

THE ACTOR'S LIFE

A Survival Guide

JENNA FISCHER



- Fischer regularly travels to Dallas, Chicago, St. Louis, and Santa Fe
- Possible college tour and/or bookings at universities and high schools
- Promotion to national TV, radio, and print entertainment outlets
- Los Angeles and New York City signings and regional media for both markets
- Promotion to book industry media
- Promotion to entertainment websites/bloggers
- Promotion to acting and actor organizations and groups
- Instagram: @MsJennaFischer (580K followers)
- Twitter: @JennaFischer (570K followers)

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Emmy-nominated actress Jenna Fischer offers honest and friendly advice on how to make it in Hollywood, along with funny, personal anecdotes and stories.

JENNA FISCHER'S HOLLYWOOD JOURNEY began at the age of 22 when she moved to Los Angeles from her hometown of St. Louis. With a theater degree in hand, she was determined, she was confident, she was ready to work hard. What could go wrong?

Uh, basically everything. The path to being a professional actor was so much more vast and competitive than she'd imagined. It would be eight long years before she landed her Emmy-nominated role of Pam Beesly on *The Office*, nearly a decade of frustration, struggle, rejection, and doubt.

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 candor and wit, Fischer spells out the nuts and bolts of getting established in the profession, based on her own memorable and hilarious experiences. She tells you how to get the right headshot, what to look for in representation, and the importance of joining forces with other like-minded artists and creating your own work—invaluable advice personally acquired from her many years of struggle. She provides helpful hints on how to be gutsy and take risks, the tricks to good auditioning and callbacks, and how not to fall for certain scams (auditions in a guy's apartment are probably not legit—or at least not for the kind of part you're looking for!).

Her inspiring, helpful guidance feels like a trusted friend who's made the journey and has now returned to walk beside you, pointing out the pitfalls as you blaze your own path towards the life of a professional actor.



JENNA FISCHER is best known for playing Pam Beesly for nine seasons on the acclaimed television show *The Office*, for which she received an Emmy nomination for Best Supporting Actress and two SAG Awards for Outstanding Performance by an Ensemble Comedy. Fischer then starred in the Off-Broadway play *Reasons to Be Happy*, written and directed by Neil LaBute and costarring Josh Hamilton, Leslie Bibb, and Fred Weller. Most recently, Fischer starred along with Rob Lowe and Megan Mullally in the NBC limited series *You, Me, and the Apocalypse*. She also had a recurring role on NBC's *Mysteries of Laura* and made guest star appearances on Fox's *The Grinder* and Comedy Central's *Drunk History*. Fischer's films credits include *The Giant Mechanical Man* (which she also produced), The Farrelly Brothers' comedy *Hall Pass*, *Solitary Man*, opposite Michael Douglas, *Walk Hard: The Dewey Cox Story*, produced by Judd Apatow, *The Promotion*, Matt Weiner's *Are You Here*, and *Blades of Glory* opposite Will Ferrell. In 2004, the Screen Actors Guild awarded Fischer with the Emerging Actor Award at the St. Louis Film Festival. Residence: Los Angeles, Calif.

I GREW UP IN ST. LOUIS, MISSOURI. When you grow up in a place like St. Louis, saying you want to be a professional actor is the equivalent of saying you want to be a professional surfer. Not very realistic. But apparently no one ever told me, because as early as I can remember, I had big dreams of being an actor.

At some point in my formative years, it dawned on me that an acting career wouldn't happen in St. Louis. There were only a handful of movies that shot there during my entire childhood, among them *American Flyers*, *Planes, Trains, and Automobiles*, and—for you trivia buffs—*Escape From New York*. But the idea of moving from St. Louis to Los Angeles (La La Land) or New York (The City of Broken Dreams) was daunting and scary. Hollywood in particular seemed like a million miles away, almost like another country, with its own customs and currency. And if I was able to somehow get to Tinseltown, how would I even begin to break into show business? I didn't know anyone. No fancy connections. No idea how the business worked. I'd heard stories of girls being discovered at the mall. *Did that mean I should go shopping more often?* I'd heard that most movie stars had that special "it" quality. *Did I have "it"?* *Not likely. I'd only been in the dancing chorus.* I'd heard about a stand-up comedian being offered a starring role on a hit TV show. *So, that's the secret? Should I start doing standup?* (Actually, I tried standup once. The lesson I learned was to sit back down.) And it seemed like the only people starring on Broadway were movie stars. *So, before I could become a successful theater actor, I had to break into film?* Nonetheless, after college I collected my theater degree, packed up my Mazda 323 hatchback, and, along with my cat, Andy, started on the long journey from St. Louis to Los Angeles.

I arrived in LA on a typical California day. The sun was shining, the sky was blue, the palm trees were swaying in the breeze. I pulled off the 101 Freeway and drove into Hollywood. It was my first day in Los Angeles and everything felt perfect. Then, nothing happened for six years. Well, some stuff happened, a lot of which you'll read about in this book. But six years is how long it took before I was finally earning a living as an actor. Six very long years. Six years of crying and accumulating debt and living in crappy apartments. Six years of small successes followed by heaps of rejection. And it would be two additional years before I landed the role of Pam Beesly on *The Office*. Eight years, then. Eight grueling years before I'd get my first big break.

During all that time in the trenches, I wish I'd had a mentor to give me advice. Someone who'd been through the struggle, the heartache, the tears, and the rejection,

I pulled off the 101 Freeway and drove into Hollywood. It was my first day in Los Angeles and everything felt perfect. Then, nothing happened for six years. And it would be two additional years before I landed the role of Pam Beesly on *The Office*.

I wish I'd been told that there's a unique and personal inspiration that can come from struggling, when you're forced to dig deep, look honestly at yourself, and question your artistic resolve. Because I've found that the struggle is a natural part of the process, the profession's unique way of testing your artistic desire and creativity.

and made it through to the other side. Someone who could help me put the whole daunting experience in context. Because being an aspiring actor can be very difficult, but it can also be very inspiring, especially when it's put into perspective. I wish I'd been told that there's a unique and personal inspiration that can come from struggling, when you're forced to dig deep, look honestly at yourself, and question your artistic resolve. Because I've found that the struggle is a natural part of the process, the profession's unique way of testing your artistic desire and creativity. After all, actors are artists. We're sensitive creatures. (Okay, in addition to being needy, self-involved, and constantly seeking the approval of others.) And amid all the confusion and rejection, it would have been helpful for me to have someone to pump me up, put things in context, and pass along relatable stories of struggle. So, if you're an aspiring actor (and I'm guessing you are, since you're reading this book), I'd like to be that person for you.

I had an acting teacher who once said, "If you can think of anything else you're passionate about besides acting, do that. Your life will be better for it." I actually think that's very good advice. I didn't follow it because I couldn't think of anything else to do. So if you can't think of anything else either, this book is for you. And I'm

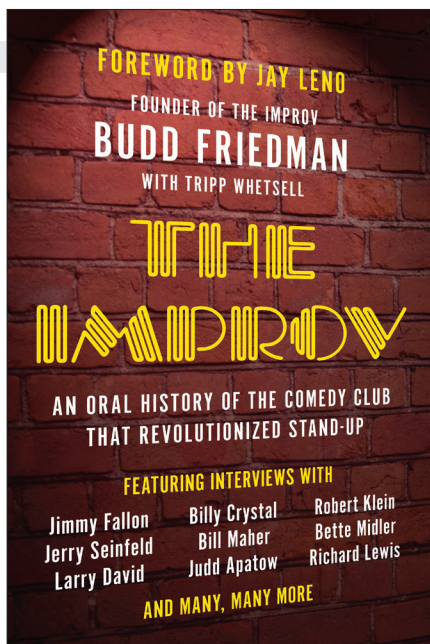
here to tell you that you've made a noble choice; acting is a worthwhile pursuit. I can't tell you how to make it. I can't tell you if you will be successful. But, hopefully, I can make the journey a little less painful. And perhaps, slightly enjoyable.

Good luck. I have faith in you.

THE IMPROV

An Oral History of the Comedy Club that Revolutionized Stand-Up

BUDD FRIEDMAN WITH TRIPP WHETSELL; FOREWORD BY JAY LENO



- Possible publicity on *The Tonight Show Starring Jimmy Fallon*, *Today*, *CBS Sunday Morning*, *Entertainment Tonight*, *Charlie Rose*, *All Things Considered*, and *Closer Weekly*
- Foreword by Jay Leno
- Includes exclusive interviews from Jerry Seinfeld, Larry David, Bill Maher, and more comedy legends
- Extensive promotion and possible book tour at Improv club locations
- Outreach to events including Just for Laughs Comedy Festival in Montreal and the Cabo Comedy Festival, which Budd helped create
- Improv.com
- Facebook: /TheImprov (66K fans)
- Twitter: @TheImprov (10K followers)

9781942952435

EBOOK: 9781942952442

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Discover the oral history of the Improv and how Budd Friedman's world-famous comedy club revolutionized stand-up.

HAVE YOU HEARD the one about the aspiring Broadway producer who bought a closed restaurant and changed the course of American comedy?

It's no joke—his name is Budd Friedman, and his legendary club helped shape the stand-up comedy that is still a staple of entertainment today.

From the microphone to the iconic brick wall, the Improv has been the launching pad of the nation's most talented comedians. By providing a stage for them to riff on everything from race and religion to politics and sex, the Improv not only generated legions of comedy fans, it reinvented the art form by overturning the comedy traditions of the Borscht Belt.

Budd Friedman's legendary comedy club wasn't the first to feature comedians, but it was the first of its kind to present comedians in a continuous format, and the first one to give unknown performers the opportunity to try out new material in front of a live audience—with the opportunity to be discovered by talent agents and late-night TV bookers.

The Improv is an oral history of the most important comedy club in America, emceed by Budd Friedman himself, and featuring in-depth interviews with some of the most important names in comedy—including Jay Leno, Michael Keaton, Bill Maher, Larry David, Larry Miller, Jeff Garlin, Jerry Stiller, Kevin Nealon, Gilbert Gottfried, Joe Piscopo, Tim Reid, Wil Shriner, Roseanne Barr, Judd Apatow, Robert Klein, Richard Lewis, Leslie Moonves, Howie Mandel, Bill Engvall, Lily Tomlin, Rick Newman, Norman Lear, Billy Crystal, Alan Zweibel, Dick Cavett, Fred Willard, Jimmie Walker, David Steinberg, and many more!

The Improv gives readers an exclusive, insider look at what really happened onstage and off-mike. From the revelry and the rivalry to the smash hits, near misses, love affairs, show biz politics, chemical experimentation, exhilarating rises, tragic downfalls and just plain fun, *The Improv* features true insiders' accounts of a unique institution in America's cultural history and the man who unofficially provided the laugh track for an entire nation.



BUDD FRIEDMAN, the man who could well be called the father of the modern comedy club, obtained a degree in advertising and marketing from New York University. Less than enthralled with advertising, he hit upon the idea that was to become the Improvisation. He became Jay Leno and Bette Midler's first manager, and in 1975, he opened a West Coast branch of the Improv on Melrose Avenue in Los Angeles. Residence: Los Angeles, Calif.



TRIPP WHETSELL is a New York-based author, entertainment journalist, and critic. His work has appeared in such publications as *VanityFair.com*, *Wall Street Journal*, *New York Post*, *New York Times*, *New York* magazine, *New York Daily News*, *LA Times*, and *The Hollywood Reporter*. His areas of expertise are comedy, TV, film, celebrity profiles, and reviews. Residence: New York, N.Y.

JAY LENO (*from the foreword*):

[Budd] was the first person to elevate stand-up to an art form by giving comedians a stage they could call their own in front of a willing audience. In that sense, he's the father of the comedy club, and to this day one of my greatest pleasures is going to the Hollywood Improv on Melrose Avenue, even though the original New York club is long gone. It just feels like coming home.

I think that almost anyone else who has ever performed at the Improv for any length of time over the years and knows Budd feels the same way. After hearing him tell the Improv's story, complemented, and in some cases contradicted, straight from the mouths of the people who also lived it, perhaps you'll understand why our bond remains so strong.

JERRY SEINFELD, *comedian, actor, writer, and producer*:

On a national level, I started out doing stand-up in New York, but you really had to go to LA to prove you could go onstage amidst those guys. They were the real killers, and the West Coast comics were honestly much stronger—especially in the mid-'80s. Back then, the Hollywood Improv on Melrose Avenue was *the* spot, and I can't tell you what being welcomed and finding a home there still means to me. It's where I was born.

JIMMY FALLON, *comedian, writer, and current host of The Tonight Show*:

Budd Friedman is one of the greatest influences in comedy ever, bar none. He changed pop culture forever. For every person he's started, seen rise and fall, and then seen rise again, he's been through it all. He's like the Godfather. He's *the* guy. I'm so lucky I got to work with him and have him involved with my career.

BILL MAHER, *talk show host, commentator, writer, comedian, and actor*:

Of course he was—and still is—a true patron of the comedy arts, and Budd Friedman should be considered a giant because he is a giant. Before the Improv came along, comedy came out of the Catskills. That's where comics were coming from and their acts reflected it. By moving it into the city, he changed everything, and it just made comedy so much more hip and so different.

BETTE MIDLER, *singer, songwriter, actress, producer, and comedian*:

The thing about the Improv was that if you were just starting out in show business, you were basically a student of professionals who were coming there to work in the way they worked. They taught you how it was done, and your reward for being in the audience was that you got to get up there and try and do it. It was like a master class every night.

PAUL REISER, *comedian, actor, and writer*:

Everyone got these introductions back then that sounded so impressive to me. They'd say stuff like, "You've seen this comedian on such and such talk show." The fact that somebody could be in this club and then emerge the next week on national television was just staggering to me. I always said that if it wasn't for the pipeline that the Improv created, I never would have figured out how to be a comedian.

ROBERT KLEIN, *comedian, singer, actor, and writer*:

It had a wonderful aura that was steeped inside the old Greenwich Village tradition. Anything could happen and people like Lily Tomlin would drop in, even though Budd had a hierarchy and you couldn't just walk in and go on. I had gone to the Yale School of Drama for three years, but they didn't teach stand-up comedy, so the Improv kind of became my training ground.

LILY TOMLIN, *actress, comedian, writer, and singer*:

A singer could just get up there and sing, but a comedian had to have someone vouch for them. You didn't always know what Budd was thinking if you were new, but you knew he was the one who was going to say yes or no.

BILLY CRYSTAL, *actor, writer, producer, comedian, and television host*:

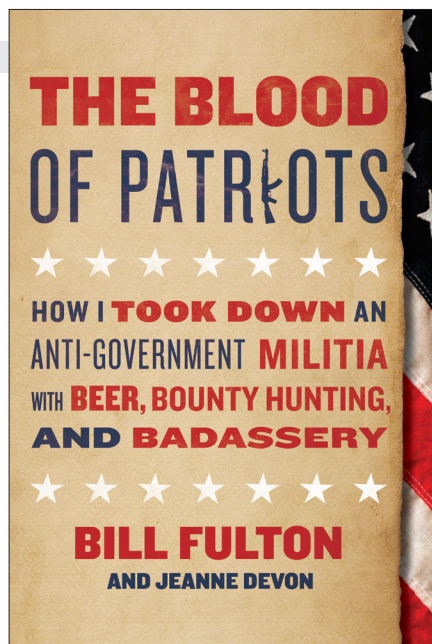
You really wanted to be ready to go on at the Improv because you really wanted to do well once you did. Then again, Budd's one of those guys that you'd say to yourself, "He really was there in the beginning of the rise of stand-up comedy." If the movie *Boys Town* was about comedians, then Budd would have been Father Flannigan because he gave you the chance to grow.

THE BLOOD OF PATRIOTS

How I Took Down an Anti-Government Militia with
Beer, Bounty Hunting, and Badassery

BILL FULTON AND JEANNE DEVON

38



Set in the Alaskan frontier, this crazy, true story follows an Army veteran who went undercover to take down one of the nation's most dangerous domestic terrorists.

WHEN BILL FULTON arrived in Alaska, he was filled with optimism and big dreams. When he left, it was under FBI escort.

Bill was an Army Infantryman and when his knees, back, and ankles gave out, he opened the Drop Zone, a military surplus supply store in Anchorage. He started hiring fellow vets. Sharpshooting hippies, crew-cutted fundamentalists, PTSD sufferers—all seeking purpose and direction.

Alaska gave it to them.

The Last Frontier is vast. The perfect refuge for fugitives; the perfect place for vets seeking a mission. More than 400 fugitives would meet Bill and company on the wrong side of a gun, and he would learn many lessons along the way—like even tiptoeing through snow can get you shot, and removing a gun from the butt crack of a 300-pound man is not as easy as it sounds.

Bill was just enjoying the ride until, one day, he went to the FBI to report a domestic terrorism threat . . . and ended up being tapped to go undercover.

Schaeffer Cox was a private militia commander building an arsenal and plotting to kill judges and law enforcement officers. Fulton would soon learn of “sovereign citizens,” who believe themselves to be above the law. The FBI classifies some of these extremists as domestic terrorists and the number-one threat to law enforcement in the country.

The Blood of Patriots traverses a wide swath of rugged territory. Raucously funny and stark, it depicts men who were once brothers in arms serving their country—often on opposite sides in a deadly test of the intricacies of liberty, the proper role of government, and the true meaning of patriotism. It offers a witty and unsettling look at political rhetoric gone awry, all set in the beautiful, terrifying landscape of our 49th State.

- Campaign to big media that originally covered the story, including: NPR, NBCNews.com, Los Angeles Times, The Huffington Post, Politico, Salon, and The Week
- Connections to New York Times and other big media
- Many of the authors' high-profile connections have offered to promote the book, including: Rachel Maddow, Brad Meltzer, Tom Kizza, John Cusack, and Keith Olbermann
- Devon is a New York Times bestselling author
- TheMudflats.net
- Facebook: /TheMudflats (11K fans)
- Twitter: @Mudflats (5K followers)

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BILL FULTON is an Army veteran with extensive and ongoing training in anti-terrorism; weapons and explosives; hazardous materials; nuclear, biological, and chemical weapons; WMDs; public health and safety; emergency management; surveillance and operations; law enforcement; and military justice. He owned and operated a fugitive recovery service in Anchorage that took more than 400 criminals off the streets. Fulton has worked with the Army Criminal Investigation Division, the FBI, and other governmental agencies, while working undercover to apprehend domestic terrorists.



JEANNE DEVON is a New York Times bestselling author, political writer, and the founding editor of the multiple-award winning blog, *The Mudflats*. *The Mudflats* is a two-time Bloggers' Choice Award winner for best political blog in the nation, and has also been honored by The Alaska Press Club. Devon is also a regular contributor to The Huffington Post. Her reporting has been featured on CNN, Daily Kos, and TruthOut. Residence: Anchorage, Alaska.

“BEAR SECURITY? What the fuck is that?” said Sunshine. “We supposed to guard a bear?”
“Um, bears don’t really need guards, dude. We have to guard people *from* bears. There’s a crew filming a commercial out by Matanuska Glacier. They want us.”

“Bears? Fuck that, man. Did you hear about that guy out in Katmai last fall who was filming them? They fucking ate him, man. ATE him. Him and his girlfriend. Fuck bears. No way, I’m not doing it.”

“Timothy Treadwell? They ate him because he was a dumbass from California, who was trying to be friends with them,” I said. “He didn’t have a gun. He didn’t even have bear spray for fuck’s sake. We’re not out there to hug them. If one gives us trouble, we shoot it.”

Sunshine wasn’t finished. “AND . . . Do you know that pilot’s name? The one that flew out there to pick them up, and then found the guy’s head at the campsite?” He raised his eyebrows and stared at my face. “His name is William Fulton, man. I shit you not. Bad juju, don’t do it.”

“Look, we get to spend the day outside, we get to carry guns, and they’re paying us \$300 each. It’s not always the worst-case scenario that happens.”

“\$300? Damn . . . fine. I’ll go, I guess, but don’t say I didn’t warn you. Fucking bears . . .”

“That was seriously his name?”

“Yes!”

“I’m ready to pay,” said a man who had been listening to our conversation as he wandered around the store. He had two Drop Zone T-shirts on the counter. In a rare moment of artistic creativity, I’d done the logo myself—a skull, handcuffs, and Army jump wings. Triple badassery. Black was the only color option.

“Do you take American money?”

“Umm. Yeah,” I said.

“Well, you know . . . with that NAFTA trade thing, I wasn’t sure.”

“You do know Alaska is part of America, right?”

He stared blankly. The stupid was strong.

“We’re a *state*. The 49th *state*. As in the ‘United *States*.’ We’ve been a state since 1959, man. Catch up.”

Sometimes I felt like I was leading a tourist-education program. No, we don’t live in igloos. No, there aren’t six months of total darkness and then six months of total light. Yes, my English is very good. No, we don’t train the moose to cross at the “Moose Xing” signs. No, chicks don’t wear much makeup here, and most of them could kick your ass and out-fish you blindfolded. We kind of like that. And yes, people are friendly, and strangers will help you—you’ll just have to get used to it. That last one killed me. “Why are people so friendly here?” tourists would ask, as if these sneaky Alaskans were up to something. It’s because we’re all basically on a big isolated island (no, not like in that box on the map next to Mexico) and you help people out, because next time it’ll be you that slides off the road and into the ditch, and you’ll need somebody. And because we don’t like tourists doing dumb shit like trying to commune with bears and getting themselves killed; it makes us look bad. Alaska plays by the unwritten “pay it forward” rule—always do something nice for strangers.

The day of the commercial shoot was perfect for filming. The air was crisp and clear, cobalt sky, and golden autumn leaves on the birches and aspen. I could feel my blood pressure dropping as we sped north on the Glenn Highway out of Anchorage. The traffic thinned, the sky got bigger, and the world felt at peace.

“I have a bad feeling about this,” Sunshine said.

“You have a bad feeling about puppies and ice cream,” I said.

“If this were a novel, you’d love the rocking read. But it’s for real, and that really makes it rattle your cage. A brilliant, quirky keyhole into the armed and dangerous brains of America’s fringe—which is no longer fringe.”

—GREG PALAST
NEW YORK TIMES BESTSELLING
AUTHOR OF *THE BEST
DEMOCRACY MONEY CAN BUY*

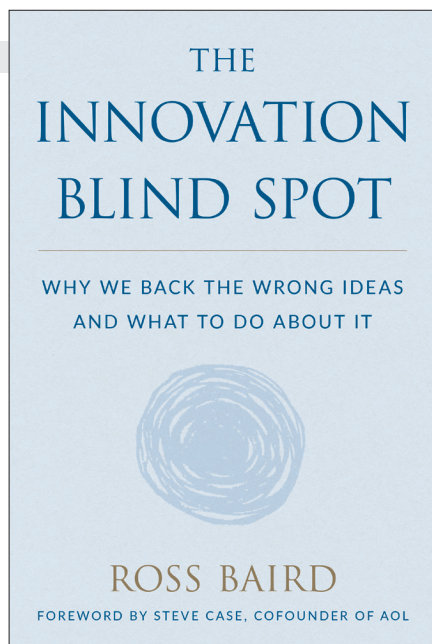
“This reads like an Elmore Leonard yarn and wakes you up like a Jon Stewart bit. A fascinating and hilarious dive into the alt-right wing.”

—THOM HARTMANN
NEW YORK TIMES
BESTSELLING AUTHOR
AND INTERNATIONALLY
SYNDICATED RADIO HOST

THE INNOVATION BLIND SPOT

Why We Back the Wrong Ideas—and What to Do About It

ROSS BAIRD



Founder of Village Capital identifies the “blind spots” in the current innovation economy and reveals how investors can find the groundbreaking opportunities that too often go overlooked.

WE’RE MISSING OUT on the world’s best ideas—but we can find them.

The world’s innovation economy is broken. Even if you have a great idea, depending on who you are or where you live, you might never get a shot. A handful of people in a handful of cities are deciding, behind closed doors, which entrepreneurs get to succeed. The determining factor? Potential profit. The idea that the people investing in innovation today are “changing the world” is a myth. Most investors are two-pocket thinkers—maximizing financial returns in one pocket and giving a small amount away to charity in another pocket. We’re living in a world where we are struggling to feed, provide energy, and provide quality jobs for a growing population, yet the innovation economy continues to prioritize investing billions in photo-sharing apps and on-demand food delivery services.

The result is a system that doesn’t support most entrepreneurs—entrepreneurial activity is at a 30-year low—and a system that doesn’t work for investors. Venture capital is not delivering returns, and the economy has never been so concentrated in a few big conglomerates in our lifetime, stifling innovation. Ultimately, the current system is bad for society, creating rising income inequality, social distrust, and political uncertainty.

In *The Innovation Blind Spot*, venture capitalist Ross Baird demonstrates how to fix the problem by helping us find better ideas, looking at people, places, and industries often overlooked. Baird also explores “one-pocket thinking,” which ensures ideas are not just benefiting a few people from the top down, but broadly benefiting entrepreneurs, business, and society from the bottom up. Ross’s firm, Village Capital, is at the vanguard of a new way to finding ideas that is much more democratic and inclusive, and his method promises to dramatically increase success for everyone involved.

The Innovation Blind Spot provides an insider perspective on a new approach to innovation and has the potential to revolutionize entrepreneurship. The smartest entrepreneurs, investors, and firms will exploit society’s blind spots, finding success in opportunities that are currently being overlooked. This book reveals where these opportunities are and how to pursue them.



ROSS BAIRD is the founder and CEO of Village Capital, a firm that finds and invests in entrepreneurs solving the most important problems in society. Since founding Village Capital in 2009, Ross has supported hundreds of entrepreneurs in over 50 countries. Ross has spent his entire career on the founding team of start-up enterprises or investing in startups. In addition to his work with entrepreneurs worldwide, Ross also serves on the faculty of the University of Virginia, where he teaches entrepreneurship and impact investing. He has an MPhil from the University of Oxford, where he was a Marshall Scholar, and a BA from the University of Virginia, where he was a Truman Scholar and Jefferson Scholar. Residence: Alexandria, Va.

- **Village Capital has partners in 35 US cities and 6 international cities (including Mexico City; Nairobi, Kenya; London; and Mumbai/Bangalore, India) with speaking engagements in many over the year following the book’s release**
- **Outreach through Village Capital’s email list (20K) and events**
- **Baird was named one of Washington’s top 40 Under 40 professionals by the *Washington Business Journal* and his work has been featured in MIT’s *Innovations*, TechCrunch, NextBillion, *Forbes*, and more**
- **Organization partnerships include Marshall Scholarship, Truman Scholarship, University of Virginia, Phillips Exeter Academy, and the Young Entrepreneurs’ Collaborative**

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THE FORGETTING MACHINE

Memory, Perception, and the “Jennifer Aniston Neuron”

RODRIGO QUIAN QUIROGA

The neuroscientist who discovered the “Jennifer Aniston neuron” offers an exploration of human memory and consciousness.

IF WE LOSE our memories, are we still ourselves? Is identity merely a collection of electrical impulses? What separates us from animals, or from computers?

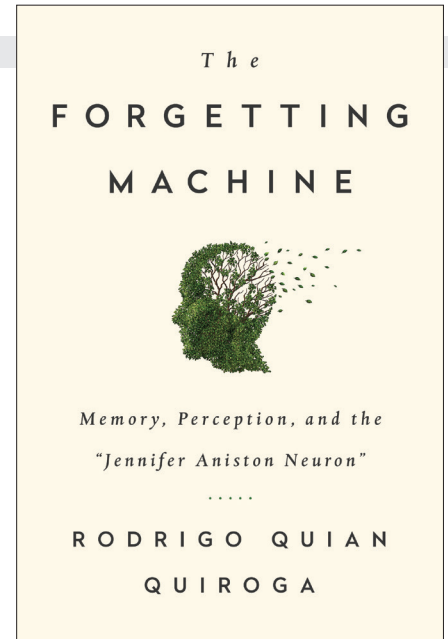
From Plato to *Westworld*, these questions have fascinated and befuddled philosophers, artists, and scientists for centuries. In *The Forgetting Machine*, neuroscientist Rodrigo Quiroga explains how the mechanics of memory illuminates these discussions, with implications for everything from understanding Alzheimer’s disease to the technology of Artificial Intelligence.

You’ll also learn about the research behind what Quiroga coined “Jennifer Aniston neurons”—cells in the human brain that are responsible for representing specific concepts, such as recognizing a certain celebrity’s face. The discovery of these neurons opens new windows into the workings of human memory.

In this accessible, fascinating look at the science of remembering, you’ll learn how we turn perceptions into memories, how language shapes our experiences, and the crucial role forgetting plays in human recollection. You’ll see how electricity, chemistry, and abstraction combine to form something more than the human brain—the human mind. And you’ll gain surprising insight into what our brains can tell us about who we are.

The Forgetting Machine takes us on a journey through science and science fiction, philosophy and identity, using what we know about how we remember (and forget) to explore the very roots of what makes us human.

RODRIGO QUIAN QUIROGA holds a Research Chair at the University of Leicester, UK. He is the director of the Centre for Systems Neuroscience and the head of bioengineering at the University of Leicester. He graduated in physics at the University of Buenos Aires, Argentina; obtained his PhD in applied mathematics at the University of Luebeck, Germany; and held fellowships at the Research Center Juelich, Germany; the California Institute of Technology, USA; RIKEN, Japan; and the University of Nijmegen, The Netherlands. He has held visiting positions at the Leibniz Institute for Neurobiology in Magdeburg; the International School for Advanced Studies (SISSA) in Trieste, Italy; the University of California Los Angeles; the California Institute of Technology; the University of Buenos Aires; and CONICET. He obtained a young investigator award by the American Epilepsy Society, in 2010 a Royal Society Wolfson Research Merit Award, and in 2014 he was selected as one of the 10 UK RISE Leaders in Science and Engineering. 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,” a finding that was selected as one of the top 100 scientific stories of 2005 by *Discover* magazine. His work has been published in nearly 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*. Residence: Leicester, U.K.



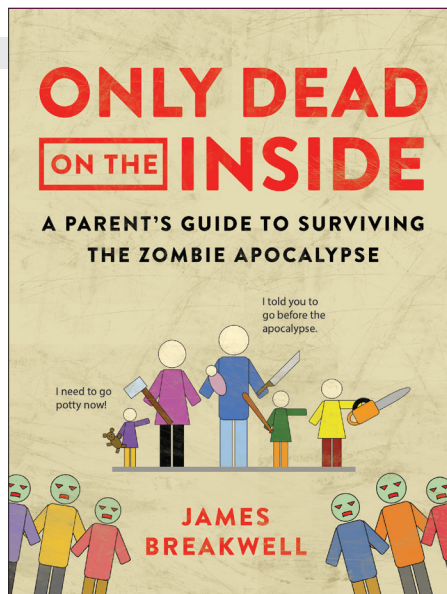
- **Author’s research was featured on a cover article in *Discover* magazine, and he was named one of the top 100 scientific stories of 2005 (for discovering the “Jennifer Aniston neuron”)**
- **In 2014, the author was selected as one of the “10 UK RISE Leaders in Science and Engineering”**
- **Author’s work has been published in big-media outlets, including: the *New York Times*, *Washington Post*, *Scientific American*, *Daily Mail*, *New Scientist*, and the *Independent***
- **Author has a platform and has given lectures to promote his previous book, *Borges and Memory***
- **Local market includes Waterstones and other large UK bookstores**

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ONLY DEAD ON THE INSIDE

A Parent's Guide to Surviving the Zombie Apocalypse

JAMES BREAKWELL



- Breakwell has an extensive social media platform across Twitter, Facebook (138K+ likes), Instagram, Periscope, and Snapchat, in addition to his web comics (JamesBreakwell.com, 403K monthly views; Unfridgeworthy.com, 247K monthly views)
- Main Twitter account is @XplodingUnicorn (751K followers), plus 13 other humor accounts with sizable followings, including @VeryLonelyLuke (351K followers)
- Author's humor has been featured on or in *USA Today*, *Us Weekly*, *The Huffington Post*, *BuzzFeed*, *DailyMail.com*, *9GAG*, and *CollegeHumor.com*
- Author's articles have appeared in *Reader's Digest*, *the Federalist*, and *AskMen.com*

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The dad behind the viral social media account Xploding Unicorn presents a humorous guide for how to survive the zombie apocalypse when you have kids.

IT'S NOT EASY being a parent these days. There are bills to pay. Children to feed. Hordes of undead monsters to keep at bay.

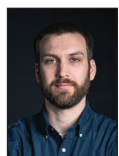
There are countless guides out there about how to survive the zombie apocalypse, but all of them assume the reader is young, fit, and unencumbered by children. In that scenario, the only living humans left will be Millennials. That's hell on earth, even without the zombies.

Only Dead on the Inside is the answer for the rest of us.

Written by four-time parent and comedy writer James Breakwell (@XplodingUnicorn), *Only Dead on the Inside*'s mash-up of traditional parenting advice with zombie survival tips brings together two totally unrelated genres in a book no one asked for but everyone needs.

This step-by-step manual teaches you how to raise happy, healthy children in a world overrun by the undead. To keep things simple for moms and dads on the go, Breakwell's life- and child-saving advice is enhanced with easy-to-understand graphs, tables, flowcharts, and comics that look like they were drawn by a toddler . . . but were actually created by an adult man.

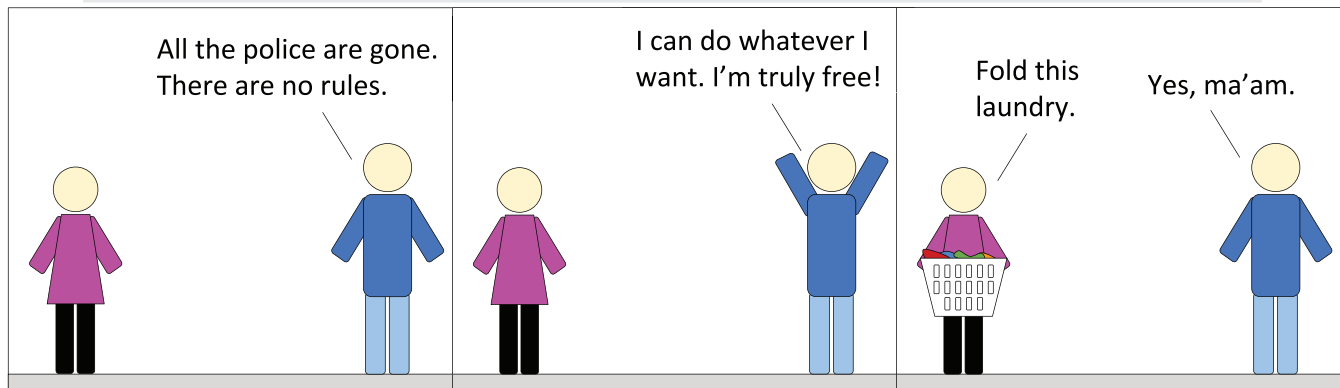
If you want to make sure your family is apocalypse-ready, *Only Dead on the Inside* is your single best chance at survival. No pressure, but if you don't read this book, your children will die.



JAMES BREAKWELL is a professional comedy writer and amateur father of four girls ages 6 and under. His Twitter account @XplodingUnicorn has more than 751,000 followers who check in with him daily as he fails as a parent and a human being. Breakwell's comedy went viral in April 2016 when BuzzFeed featured his kid-centric jokes in an article that quickly drew more than 2 million views. His @XplodingUnicorn account grew by more than 400,000 followers in the following months. His jokes have been featured by *USA Today*, *Us Weekly*, *DailyMail.com*, *Metro.co.uk*, *The Huffington Post*, *9GAG*, *theCHIVE.com*, *CollegeHumor.com*, various ABC and Fox TV news affiliates, and countless other TV, radio, and Internet outlets. His articles have appeared in *Reader's Digest*, *Federalist*, and *AskMen.com*. He has been a guest multiple times on HLN's *The Daily Share*, and they haven't banned him yet. He can open most jars on the first try and is only a little afraid of the dark. He still can't load the dishwasher right. Residence: Indianapolis, Ind.

IF YOU'RE READING THIS, congratulations: You're still alive. Only uninfected humans can read. Illiteracy is one of the worst side effects of zombieism, second only to the insatiable hunger for human flesh. In those places where school is still in session, the undead have a devastating effect on standardized test scores. If you're a zombie, you're no doubt looking at this page with confused disinterest. Perhaps you'll bite it in the fleeting hope it might be edible, only to be disappointed. If it makes you feel better, people who read it will have the same reaction. Letting people down is what I do best. I'm a dad.

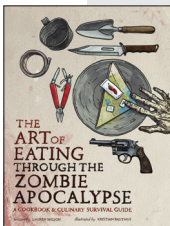
It's not easy being a parent these days. There are bills to pay, children to feed, and hordes of undead monsters to keep at bay. How a person juggles these duties separates a good provider from a dead one. Make no mistake: The zombie apocalypse is real. If it hasn't reached you yet, it's on its way as surely as autumn follows summer or regret follows vodka. As the unstoppable masses of undead march forward, national governments will crumble and local leaders will flee. Only the basic family unit will survive. In the anarchy of the post-apocalyptic world, parents will be the highest ranking authority figures by default. That thought is more terrifying than any walking corpse. Once the zombie apocalypse begins in earnest, the fate of the world will rest on your spit-up covered shoulders. Now is a good time to panic.



That's why this book matters. There are lots of guides out there about how to survive when the dead walk the earth. All of them assume readers are young, fit, and unencumbered by miniature versions of themselves. According to that scenario, the only humans left will be smug, outdoorsy Millennials. That's the textbook definition of hell on earth, even without the zombies.

But contrary to what Generation Y will tell you, children are kind of important. Without them, the human race will go extinct. *Homo sapiens* have passed their genes from one generation to the next through eons of ice ages, plagues, and wars. It seems ungrateful to throw in the towel now because of one measly zombie apocalypse.

For the human race to survive, children must survive. And for them to make it, moms and dads have to up their game.



THE ART OF EATING THROUGH THE ZOMBIE APOCALYPSE: A COOKBOOK AND CULINARY SURVIVAL GUIDE

LAUREN WILSON AND KRISTIAN BAUTHUS

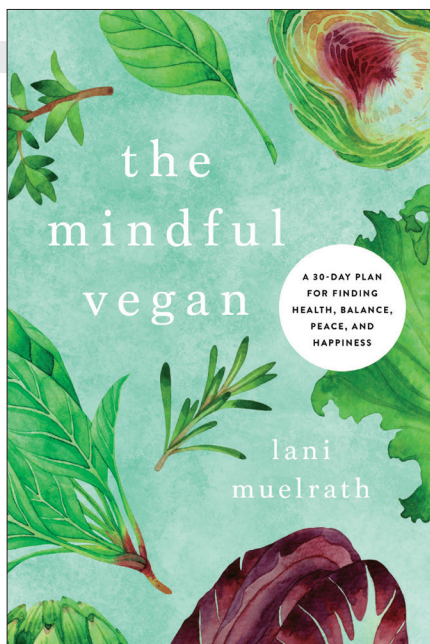
When the zombie apocalypse tears down life and society as we know it, it will mean no more take out, no more brightly lit, immaculately organized aisles of food just waiting to be plucked effortlessly off the shelves. No, when the undead rise, eating will be hard, and doing it successfully will become an art. *The Art of Eating through the Zombie Apocalypse* is the ideal handbook for efficient food sourcing and inventive meal preparation in the event of an undead uprising, including more than 80 recipes and scads of gastronomic survival tips.

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THE MINDFUL VEGAN

A 30-Day Plan for Finding Health, Balance, Peace, and Happiness

LANI MUELARTH



Certified mindfulness meditation teacher and longtime top vegan lifestyle coach Lani Muelrath shows how practicing mindfulness brings freedom and a new joy to vegan eating and living.

READY TO GET to the roots of your challenges around food—whether it’s gratuitous snacking, compulsive or emotional eating, indulging cravings, overeating, or other disheartening habits? Be ready to get mindful.

Mindfulness can be the deciding factor between your successful adoption of a healthy vegan diet and repeated frustrating attempts. This simple technique goes under the surface of what is hampering your happiness, providing a sought-after solution to many of life’s ups and downs by rewiring your reactivity to challenges.

Certified mindfulness meditation facilitator, award-winning teacher, and vegan advocate Lani Muelrath has been practicing mindfulness meditation for 25 years. In *The Mindful Vegan*, she teaches you how to practice mindfulness and shows how it can bring freedom and a new joy to your eating—and living—experience.

With step-by-step instructions, personal stories, positivity, humor, and a handful of delicious recipes, *The Mindful Vegan* will help you emancipate yourself from the stranglehold that mindless and compulsive eating have on your weight, health, food choices, and, most of all, peace of mind. With Lani’s guidance, you’ll learn the techniques of mindfulness meditation, opening the door to creating a more resilient vegan lifestyle. You’ll discover why eating in a way that lines up with your convictions about health, the environment, and ethics reduces stress and increases happiness. What’s more, you’ll even learn to navigate conversations with others about eating—and living—vegan, with greater clarity, equanimity, and presence of mind.

The Mindful Vegan sets you on a path to cultivating your capacity for genuine happiness and a more peaceful life—in a way that is personally satisfying and aligned with your deepest values. This book is for anyone who wants to be free of frustrating and baffling eating behaviors, experience a new ease around eating, and discover their naturally healthy weight.

Stop stressing. Start living—and eating—mindfully. Your body and mind will thank you.

- **Author’s previous book *The Plant-Based Journey* has sold over 12K copies across all formats**
- **Author has regular ongoing speaking engagements and Skype, radio, and podcast interviews in connection with continued promotions of *The Plant-Based Journey***
- **Author will actively speak and promote her book**
- **Promotion to the author’s 12K social media followers via Facebook, Instagram, and Twitter**
- **Promotion to the author’s newsletter (10K subscribers)**
- **LaniMuelrath.com**



LANI MUELARTH, MA, is an award-winning teacher, author, TV host, and top plant-based vegan lifestyle coach. Certified specialist in behavior change, plant-based nutrition, and mindfulness meditation instruction, Lani has been featured on or in CBS TV, ABC TV, *Prevention*, *USA Today*, The Huffington Post, and *Saturday Evening Post*. Presenter for Physician’s Committee for Responsible Medicine, PlantPure Nation, The Complete Health Improvement Program, and guest lecturer at San Francisco State University, Lani is Associate Faculty at Butte College where her book has been adopted as a required text. She is the author of the doctor and dietitian recommended *The Plant-Based Journey*, recognized by *VegNews* as Top Media Pick for 2015, and *Fit Quickies: 5 Minute Workouts*. Residence: Magalia, Calif.

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TWO ASPECTS OF MINDFULNESS

Mindfulness has been described as the opposite of automaticity. As awareness with a quality of attentiveness, mindfulness training strengthens your “attentional muscles” so that you can more skillfully direct your attention. The awareness that emerges is a by-product of cultivating the following two components—the combination of which is unique to mindfulness training.

Self-Regulation of Your Attention

First, you train your mind to focus through the use of a particular phenomenon, such as the feeling of the breath. This results in an increased awareness of moment-by-moment events as they unfold—in your thoughts and emotions, in your body, and in the world around you. You start to notice your habits of reactivity to these events. By steadying your awareness on your immediate experience, you learn to let go of thoughts and feelings that distract you from the present moment and pull you into ruminations about the past—or worries about the future. Such distractedness breeds confusion, anxiety, stress, and emotional turmoil.

Orientation to Your Experience

The second aspect of mindfulness training involves keeping an attitude of kindness, openness, and acceptance about where the mind wanders whenever it drifts away from the breath or other center of focus, as it inevitably will. You cultivate curiosity about thoughts, feelings, and sensations that arise. By acknowledging and observing them, you create a stance of acceptance that opens you to the possibilities of the present moment.

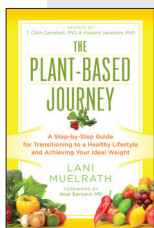
Together, with these two aspects of mindfulness practice, you not only cultivate your capacity to see things just as they are from moment to moment but also to be present with them with greater ease. The ability to sustain your attentive awareness—mindfully, with curiosity and calmness—brings greater clarity and insight. This allows you to acknowledge many activities of your mind without getting caught up with them. Through this process, you unearth the ability to make more skillful choices of thought, word, and deed. This ability to choose is what makes change possible.

Doing vs. Being

In contrast to the modern habit and cultural urge to go, do, have, acquire, produce, distract, and otherwise stay busy, mindfulness invites you to breathe and be in the present. You learn to use your attention to shift between a doing mode of mind and a being mode of mind as needed. Striving, perceiving thoughts as facts, avoiding unpleasant experiences, and brooding over future events are all aspects of a “doing” mode of mind. In contrast, “being” is characterized by being consciously aware and making choices, seeing thoughts as mental events, and remaining in the present moment. The ability to recognize these modes of your mind and developing the skill to shift between them opens up choices. Being aware of the mind’s tendencies and habits strengthens your ability to choose how to respond in the moment—the only time you can really make a different choice. In these choices lies your freedom.

Most people find the notion of meditation—the idea of discovering how to simply “be”—highly appealing. Intuitively we respond to the idea somewhat like a thirsty person to the sound of a distant stream. Yet nothing in our culture or schooling has taught us how to steady our attention in order to be in this stillness. By cultivating mindfulness, you learn how to shift into “being” mode. Growing this awareness extends the ability we all already have to know what is actually happening, as it is happening, to the mind itself, including thoughts, feelings, and reactivity. You become engaged in a way that helps you change troubling behaviors and reactivity. By giving you specific tools of acknowledging and being present with your feelings and thoughts—including unsettling tension and anxiety—mindfulness assists you in living more skillfully with all of life’s ups and downs.

As you learn to be present with thoughts, emotions, and physical responses as they arise, you disarm the potential they have to overwhelm you. Rather than having them continue to drive you to diffuse anxiety and tension through reactivity, mindless eating, short-tempered outbursts, or any other way you have of playing out stress, you restore equanimity and gain back the freedom to make more skillful choices and live with greater ease.



THE PLANT-BASED JOURNEY: A STEP-BY-STEP GUIDE FOR TRANSITIONING TO A HEALTHY LIFESTYLE AND ACHIEVING YOUR IDEAL WEIGHT

LANI MUELARTH

Lani Muelrath has been on her own plant-based journey for more than 40 years and has helped thousands of clients lose weight and live more healthy and plant-filled lives. In this comprehensive, foolproof, and accessible five-step guide, Muelrath will empower you as you make your own dietary transition.

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CELLS ARE THE NEW CURE

The Cutting-Edge Medical Breakthroughs That Are Transforming Our Health

ROBIN L. SMITH, MD, AND MAX GOMEZ, PhD

The Cutting-Edge Medical Breakthroughs
That Are Transforming Our Health

CELLS ARE THE NEW CURE

ROBIN SMITH, MD • MAX GOMEZ, PhD

Foreword by Sanjay Gupta

- **Foreword by Sanjay Gupta**
- **Possible preface by Joe Biden**
- **Smith is the founder, president, and CEO of the Stem for Life Foundation**
- **Gomez is a prominent journalist and health correspondent for CBS**
- **Smith maintains a regular column for The Huffington Post**
- **Aggressive outreach to national media**

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Featuring the latest results and studies in regenerative medicine, this book details the fascinating ways adult stem cells are healing our bodies.

THE FUTURE OF MEDICINE is happening now. Revolutionary new science is providing cures that were considered science fiction five years ago—and not with pills, surgery, or radiation—but with human cells! Promising treatments now in more than 35,000 clinical trials could have dramatic impacts on cancer, autoimmune diseases, organ replacement, heart disease, and even aging itself. These treatments, which are saving the lives of patients in the trials, will soon be rolled out to the medical community at large.

The key to these breakthroughs is the use of *living cells* as medicine instead of traditional drugs. Research has found that our bodies are virtual treasure troves of adult cells that act as agents of remarkable healing and repair. These cells have been called *adult stem cells* because they resemble embryonic cells in their ability to transform into many other cell types but without the ethical and moral concerns of embryonic cells.

Adult cells can reprogram cells to work more efficiently. They can also carry edited genetic code to repair mistakes and deliver targeted therapies, allowing them to address and even cure many diseases affecting children and adults.

The applications of these cellular therapies are broad and growing. Regenerative medicine allows doctors to repair injured and aging tissues and, incredibly, to create artificial body parts and organs in the lab. New technologies make it possible to harness the immune system to fight cancer and reverse autoimmune diseases like multiple sclerosis, type 1 diabetes, and rheumatoid arthritis. We're also seeing advances to alleviate the effects of strokes, Alzheimer's disease, and even allergies. CRISPR, a new technology for targeted gene editing, promises to eradicate genetic diseases, allowing us to live longer lives—possibly beyond age 100 in good health.

Cells Are the New Cure takes you on a tour of the most exciting and leading-edge developments in medicine. You'll meet the doctors performing the lifesaving research and the patients who have survived illnesses that, before today, were considered a death sentence. The content inside these pages could save your life or the life of someone you love.



DR. ROBIN L. SMITH is a global thought leader in the regenerative medicine industry. She received her MD from Yale University and an MBA from the Wharton School of Business. During her tenure as CEO of the NeoStem family of companies (NASDAQ: NBS), she pioneered the company's innovative business model, combining proprietary cell therapy development with a successful contract development and manufacturing organization. Residence: New York, N.Y.



DR. MAX GOMEZ has produced award-winning health and science segments for network stations in New York and Philadelphia. He has reported for *Dateline*, *Today*, and *48 Hours*, and has earned nine Emmy Awards, three NY State Broadcaster's Association awards, and UPI's "Best Documentary" award during his career. Residence: New York, N.Y.

I F YOU HAVE HEARD of an American getting stem cell treatments, it is usually a wealthy individual who has run out of options and is willing to try anything, even if it is untested and unproven. That doesn't inspire a lot of confidence, but it is the story we have often heard in the mainstream and scientific media, almost since I started my careers in journalism and neurosurgery.

That was the backdrop when I first received a call from the authors of this book, Drs. Robin Smith and Max Gomez. They wanted me to participate in Cellular Horizons, a conference focused on cell-based therapies taking place in the Vatican City. That's right, the Vatican City. After 15 years of bearing witness to the constant collisions of science and theology, the impact on federal funding, and several-year cycles of optimism and pessimism, things were coming full circle. I would hear from scientists, ethicists, and Pope Francis himself about their faith in stem cells.

Make no mistake, the Catholic Church continues to oppose research or therapies that involve the destruction of embryos. It does, however, support adult stem cell research and asked scientists from all over the world to present their data. These were reputable scientists and regulators from Germany, China, Japan, India, and Australia. The United States was also well represented with researchers from major hospitals and universities presenting compelling data on a variety of ailments.

Dr. Sabrina Strickland of the Hospital for Special Surgery in New York City is using stem cells as a viable alternative for painful osteoarthritis. Dr. Eduardo Marban at Cedars-Sinai Heart Institute in Los Angeles used them to reduce scar tissue size in the muscle after a heart attack. One of the more provocative trials I heard described is taking place at Duke, where Dr. Joanne Kurtzberg is looking into the use of stem cells for children with autism. While not all stem cell researchers agree this is a rational application of stem cell therapy, there is an increasing number of children going to profit-driven clinics that offer up no data. The Duke trial will at least produce some answers about the impact of cellular therapy on neurons in the brain at various stages of development.

As a journalist, I was particularly interested in meeting the patients behind all the data. Having seen the enormous challenges of autoimmune disease in my own family, I agreed to moderate a panel with Dr. Richard Burt from Northwestern University and his beautiful young patients Grace Meihaus and Elizabeth Cougentakis. At age 17, Grace developed rapidly progressive systemic scleroderma that not only hardened her skin but caused multiple internal organs to become scarred and inflamed. Out of options, she found Dr. Burt and underwent an autologous hematopoietic stem cell transplant. Her symptoms improved within months, and she was able to return to college and her way of life. Elizabeth's myasthenia gravis, another autoimmune disease, first affected the small muscles of her eyes, then progressed to a point where she could no longer feed herself or walk. Within six months, she was on a breathing machine and being fed with a tube. If I hadn't heard her describe it as vividly as she did, I would not have believed that Elizabeth started to feel better immediately after treatment as she regained control of her eyes and other motor functions. Eight years later, she is completely healthy and requires no medications. As a father of three daughters myself, I was buoyed and encouraged by what the future could hold for them and other children around the world if they ever became ill.

We are a long way from seeing these therapies become widely applied. There are still appropriate scientific, regulatory, and cultural hurdles to overcome. And yet, it has become increasingly clear that someday soon even the most ardent critics will come to support the belief that our greatest healing tools may lie within the human body itself. As this field is still very much in its infancy, it is hard to gather all the knowledge in one place. Books like this should be seen as part of a living, breathing body of knowledge that will grow, evolve, and be reborn. What will never change, however, is the measured yet relentless optimism these pages bring.

THE COLORFUL KITCHEN

Simple Plant-Based Recipes for Vibrancy, Inside and Out

ILENE GODOFSKY MORENO



Creator of the popular blog *The Colorful Kitchen* shares easy-to-follow recipes that anyone can make and everyone (vegans and omnivores alike) will be excited to eat.

YOU DON'T NEED fancy equipment or expensive, exotic ingredients to make delicious, healthy, vegan meals at home. Let *The Colorful Kitchen* take the mystery out of plant-based cooking and make the experience of cooking and eating easy and delicious.

Certified health coach and plant-based food blogger Ilene Godofsky Moreno's cooking philosophy is "colorful, not complicated." When you fill your plate with color, you're not only adding flavor and visual appeal—you're filling your plate with health. Her recipes emphasize vivid combinations of wholesome, plant-based ingredients full of essential vitamins and minerals—because counting colors is way more fun than counting calories and carbs.

Ilene guides readers through easy-to-follow preparations that will make every meal as exciting as it is nourishing.

The Colorful Kitchen's vibrant, sustaining recipes include:

- Pink Peanut Butter Smoothie
- Avocado Lemon Toast
- Sweet and Savory Watermelon Basil Salad
- Roasted Rainbow Bowl with Maple Mustard Dressing
- Kale-Lentil Green Burger with Cashew Cheese Spread
- Strawberry Coconut Loaf
- Chocolate Hummus
- Mini-Pumpkin Cheesecake Bites

For too long, vegan food has had a bad reputation: tasteless, boring. Mostly brown. Full of unfamiliar ingredients that take way too long to prepare. Not in *The Colorful Kitchen*!

- **Author's blog has over 70K visitors per month and her newsletter has over 5K subscribers**
- **Recipes have been included in the *New York Times*, *The Huffington Post*, *BuzzFeed*, *MindBodyGreen*, *Elite Daily*, *Refinery29*, *Greatist*, *Today Food Club*, *Shape*, *Fitness*, and *Redbook***
- **Author has collaborated with health food companies including Organic Girl Greens, Madhava Sweeteners, Vegan Cuts, Go Veggie, So Delicious, Simply Straws, and Farm to People**
- **Author's publicity team will assist with promotion to TV, print, local media, restaurants, food/kitchenware stores, and conferences**
- **TheColorfulKitchen.com**
- **Instagram: @TheColorfulKitchen (37K followers)**
- **Facebook: /TheColorfulKitchen (6K fans)**



ILENE GODOFSKY MORENO is a health coach, recipe developer, food photographer and the author of the blog *The Colorful Kitchen*. From her small (but colorful!) kitchen in Queens, New York, she combines her background in design with her passion for plant-based food to create and share recipes that are "colorful, not complicated." Residence: New York, N.Y.

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Coconut-Crusted Avocado Fries

Makes 4 servings | Total time: 35 minutes | Active time: 15 minutes

Coconut and avocado are two of my all-time favorite ingredients. Together, they make crispy, creamy magic in this super recipe!

2 ripe avocados

Batter

¼ cup non-dairy milk

1 tablespoon tamari

1 tablespoon olive oil

1 tablespoon maple syrup

1 cup shredded coconut

Salt and pepper, to taste

Serve with

Ketchup

Cashew Sour Cream

Preheat the oven to 400°F. Grease a baking sheet.

Peel and cut the avocados into 1/2" thick slices.

In a small bowl, stir together the milk, tamari, olive oil, and maple syrup. Spread the shredded coconut out on a plate.

Dip the avocado slices into the bowl, then roll them in shredded coconut to coat. Place on baking sheet and sprinkle with salt and pepper.

Bake for 15 minutes, then flip the fries and bake for another 5 minutes. Enjoy fresh out of the oven.



Strawberry Mango Salsa

Makes 6–8 servings | Total time: 10 minutes | Active time: 10 minutes

Hello summer! Sweet and spicy, this salsa tastes like sunshine on a chip.

2 mangos, diced (about 2 cups)

2 cups diced strawberries

2 tablespoons diced red onion

2 tablespoons chopped cilantro

½–1 jalapeño pepper, seeded

and minced

Juice of 1 lime

1 tablespoon maple syrup

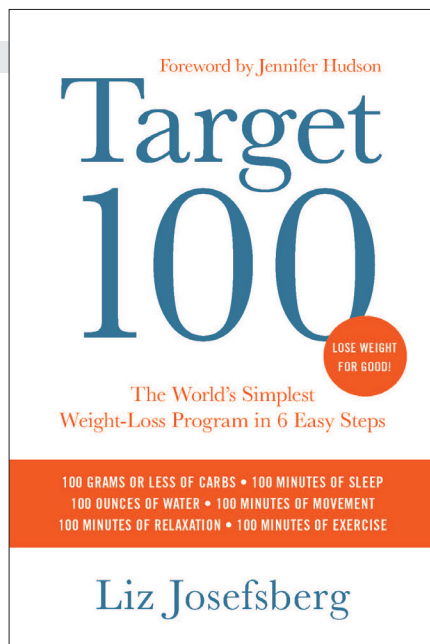
Dash of salt

Toss all ingredients together in a bowl. Serve fresh with chips.

TARGET 100

The World's Simplest Weight-Loss Program in 6 Easy Steps

LIZ JOSEFSBERG



COVER NOT FINAL

Celebrity weight-loss coach and expert details a simple health plan that makes slimming down foolproof, easy, and fun.

WHEN DID WEIGHT LOSS get so complicated? Today, it feels like there are a million different apps, tools, workouts, and eating plans designed to help you lose weight. Some promise success via drastic, unlivable restrictions; others are so complex they turn losing weight into a second job.

In *Target 100*, celebrity weight-loss coach Liz Josefsberg shows you don't have to be a slave to your weight-loss program. 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. It can even be . . . *fun*.

A 15-year veteran of the weight-loss industry who lost—and kept off—65 pounds herself, Liz has accrued a high-profile clientele. She helped Oscar-winner Jennifer Hudson lose weight and transform her life and coached Jessica Simpson to shed over 50 pounds of baby weight (twice!). But along with the likes of Charles Barkley and Katie Couric, Josefsberg has also coached thousands of others, everyone from stay-at-home moms to office jockeys. Along the way, she's learned what works—and what doesn't—when it comes to lasting weight loss, and she's ready to share her secrets with the rest of us.

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. Josefsberg offers tips, worksheets, and powerful insights to help you fine-tune a range of weight-related behaviors, from battling stress to getting more sleep, setting the stage for permanent, long-term weight loss.

Instead of counting calories, you'll learn how simple changes come together to jumpstart your health and wellbeing, such as:

- Drinking 100 ounces of water a day
- Exercising for 100 minutes a week
- Adding 100 minutes of sleep a week
- De-Stressing for 100 minutes a week
- And more!

Warm and no-nonsense, encouraging and informative, *Target 100* is 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 can lose weight for good, with the world's simplest weight loss program.

- **Josefsberg has a platform from Weight Watchers, including 2 books that sold nearly 500K copies**
- **Celebrity clients include Jennifer Hudson, Katie Couric, Suze Orman, Charles Barkley, and Jessica Simpson**
- **Contacts at QVC, Vanity Fair, Oprah, The Dr. Oz Show, Good Morning America, People, the New York Times, and Woman's World**
- **Health TV show with AOL, produced by Charles Barkley, is on deck**
- **Possible series of motivational seminars and Target 100-related products (app, scale)**
- **Potential brand partnership with Aloha and Spark People**
- **Author has created a 10-week online program of the book**

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LIZ JOSEFSBERG is a health, wellness, and weight-loss expert with over 15 years in the industry. Liz worked for 11 years as the Director of Brand Advocacy and a Leader for Weight Watchers. Liz is best known for her hands-on involvement helping Oscar-winning actress and musician Jennifer Hudson lose weight and transform her life. She also helped Jessica Simpson shed over 50 pounds of baby weight. Other celebrity clients include Charles Barkley, Katie Couric, and Amber Riley. She is the author of the revolutionary *Success Handbook* (Weight Watchers) and *Find Your Fingerprint*, sold nationally in all Weight Watchers locations. Residence: South Orange, N.J.

A T WEIGHT WATCHERS I worked with the scientists, dietitians, and exercise experts who revised and updated the program. Because of my ability to distill complicated scientific concepts into everyday language, the development team began turning to me to lead focus groups. These focus groups allowed me to sit alongside a brilliant team as we listened to what people really wanted and needed from a weight-loss program, and then incorporated the science of bodies and behavior into plans and strategies that would make sense to and work for real people. Over and over I heard that people want simplicity in their program, but they also want it to be flexible, and a little bit fun. The comments from those focus groups rang in my ears as I set out to create my own plan, as did the lessons I'd learned from coaching individual clients, from researching and building new programs and new technologies. I put every bit of my experience into the development of the Target 100. These principles emerged over years of watching and studying the weight-loss process.

My clients trust me, in part, because they know that I don't just talk the talk, I walk the walk with them every day. I struggle through highs and lows as I continue to maintain my own weight loss, and because of this I understand them in a way many others do not. My personal weight-loss strategies have changed over the years—I've created a simple, personalized approach based on what I have learned works for me, and I continue to fine-tune it, applying new knowledge to my own life just as I put it into action with my clients. The plan I follow has evolved as I've gotten older, had children, changed my exercise goals, and so on. This evolution is the soul of Target 100: Continuing to personalize our own weight-loss plans is the key to continuing success.

Over the course of this book, I will guide you through simple but dramatic changes to help you create a foolproof weight-loss plan that fits your individual personality, schedule, health goals, and lifestyle. Within these pages you'll find personal coaching, individual attention, and the specific advice you need to solve the mystery of weight loss and address the issues that have held you back in the past. The book is filled with activities and worksheets that you will never regret filling out—they are designed to move you closer to your own program, and so to lasting success. I have journaled through nearly every weight loss attempt I have made over the

years—the successful and the frustrating—and I am glad that I did. I look back on these journals for reminders of what's worked (and what hasn't!) and to access motivation when it is running low. Take the time to write notes in the margins of this book; highlight passages, bookmark pages, make it your own. Take pictures and send them to me on social media! If you've tried to lose weight before, I'll bet you've invested a lot of time in memorizing rules and food lists, point values and calories. Target 100 asks you to try something different. Allow yourself to put more time into understanding yourself than you do into understanding the rules of a program designed by someone else.

When we set out to lose weight following a standardized program—whether it be Weight Watchers, the Paleo Diet, or any other plan—we tend to assume that if the program doesn't work, it's because we have failed. I wholeheartedly disagree with this. If a weight-loss plan doesn't work, it's the plan that needs fixing, not the person. My goal—in life and in this book—is to help you find the fixes you need to succeed: to help you identify which tools work best, which habits need un-learning, which thinking processes need reframing. I won't tell you what to eat; I'll give you

the information you need to experiment and discover what works best for you. I will inspire, inform, and motivate, but ultimately you will create your own plan and your own best life.

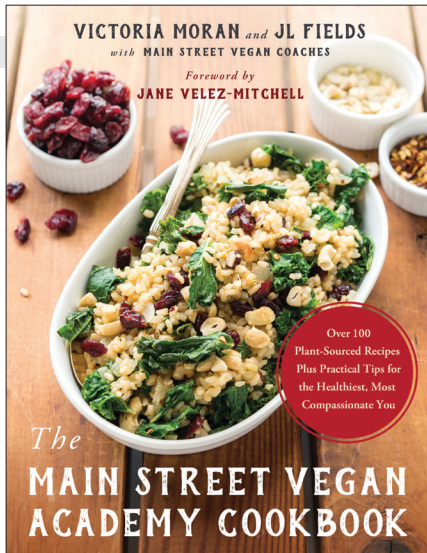
Losing weight is a mission of self-discovery, not a blind devotion to somebody else's rules. Once I truly understood this, I felt driven to share what I had learned. Target 100 is the result.

My clients trust me, in part, because they know that I don't just talk the talk, I walk the walk with them every day. I struggle through highs and lows as I continue to maintain my own weight loss, and because of this I understand them in a way many others do not.

If a weight-loss plan doesn't work, it's the plan that needs fixing, not the person. My goal—in life and in this book—is to help you find the fixes you need to succeed: to help you identify which tools work best, which habits need un-learning, which thinking processes need reframing.

THE MAIN STREET VEGAN ACADEMY COOKBOOK

Over 100 Plant-Sourced Recipes Plus Practical Tips for the Healthiest, Most Compassionate You
VICTORIA MORAN AND JL FIELDS



Experts from the Main Street Vegan Academy coach readers through the plant-based transition and provide more than 100 delicious recipes.

WHEN SOMEONE goes vegan on Park Avenue or Beverly Drive, they have a private chef and a personal assistant to do the troubleshooting.

When we make the shift on Main Street, we could use some help, too.

For nearly six years, acclaimed author, speaker, podcaster, and Main Street Vegan Academy director Victoria Moran has trained individuals to become vegan lifestyle coaches and educators. Now, Victoria has teamed up with one of her Academy alums turned faculty member, cookbook author, culinary instructor, and radio host, JL Fields, to bring that very same coaching to you.

In *The Main Street Vegan Academy Cookbook*, Victoria and JL, along with over a hundred certified vegan lifestyle coaches, join you in the kitchen as you navigate more than 100 of their favorite plant-sourced recipes. Whether you're new to the diet or a seasoned plant-based eater, vegan or just veg-curious, their tips, tricks, shortcuts, and strategies will transform your cooking, your eating, and your life.

Inside, you'll find wholesome, delectable, and accessible recipes like:

- PB&J Sammie Smoothie
- Sweet Red Chili Potato Skins
- Pepperoni Pizza Puffs
- Sicilian Orange Salad
- Best Split Pea Soup
- Smoky Black Beans & Greens
- Crisp Mocha Peanut Butter Bars
- And more!

The Main Street Vegan Academy Cookbook is more than a cookbook; it's a complete guide to going vegan, from FAQs, troubleshooting, and menu plans to inspiration and innovations for navigating the culinary, nutritional, and social landscape of plant-based eating.

Embrace a healthier, more compassionate you—with Victoria, JL, and the rest of the Main Street Vegan Academy coaches by your side.

- **Authors have substantial platforms from previous books, including *Main Street Vegan* (40K copies sold), *Vegan Pressure Cooking* (~17K copies sold), and *Vegan for Her* (~15K copies sold)**
- **Promotion to the *Main Street Vegan* radio and podcast (20K+ downloads per month, 12K Facebook fans); Fields also hosts the popular *Easy Vegan* radio show (12K Facebook fans)**
- **Moran has been featured in major vegan publications (*VegNews*, *Germany's Welt Vegan*, and *Vegan Health & Fitness*), vegan podcasts/radio (*Our Hen House* and *The Marilu Henner Show*), and mainstream media (*Oprah*, *Today*, *All Things Considered*, *USA Today*, *Los Angeles Times*, *Cosmopolitan*, and *Glamour*)**
- **Potential collaboration with Vitamix, BlendTec, Cuisinart, Earth Balance, Daiya Cheese, and Sweet Earth Foods**



VICTORIA MORAN is a vegan of over three decades, an obesity survivor, and the 2016/17 winner of the "PETA's Sexiest Vegan Over 50." Listed by *VegNews* among the Top 10 Living Vegetarian Authors, her books include *The Love-Powered Diet*, *The Good Karma Diet*, the international bestseller *Creating a Charmed Life*, and the iconic *Main Street Vegan*, whose fans range from Bill Clinton to Ellen DeGeneres. Victoria was also featured twice on *Oprah*. Residence: New York, N.Y.



JL FIELDS is a newspaper writer, magazine columnist, speaker, culinary instructor, lifestyle coach, activist, and radio personality. She is the author of *Vegan Pressure Cooking: Delicious Beans, Grains, and One-Pot Meals in Minutes* and coauthor of *Vegan for Her: The Woman's Guide to Being Healthy and Fit on a Plant-Based Diet*. The blogger of *JL Goes Vegan*, she is a Main Street Vegan Academy-certified Vegan Lifestyle Coach and Educator and a certified Food for Life instructor with Physicians Committee for Responsible Medicine (PCRM). Residence: Colorado Springs, Colo.

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CROSSING AGAINST THE LIGHT

A Memoir of Breaking Barriers

LESLEY VISSER

Discover the true story of the most acclaimed female sportscaster of all time, and hear in her own words how she defied the odds to achieve her dreams.

WHEN LESLEY VISSER was 11, she told her mother that she wanted to be a sportswriter. The job didn't exist for women in 1964, but her mother—instead of suggesting she become a teacher or a nurse—replied, “Great! Sometimes you have to cross when it says, ‘Don’t walk.’”

That answer changed Lesley's life. Even though no one had done it before, it gave her the strength and self-confidence to try—permission to cross against the light.

Before Michele Tafoya and Suzy Kolber, before Erin Andrews became a household name, Lesley Visser covered sports for more than 40 years, pioneering women's journalistic presence in men's professional sports, from inside the locker room to out on the field. She's the first and only woman to be enshrined in the Pro Football Hall of Fame and to ever present the Vince Lombardi Trophy at the Super Bowl. And she's the only sportscaster in history to have worked on the network broadcasts of the Final Four, Super Bowl, World Series, NBA Finals, Triple Crown, Olympics, US Open, *and* the World Figure Skating Championship. Lesley currently appears on CBS's “We Need to Talk,” the first-ever nationally televised all-female weekly hour-long sports show.

Lesley's had her share of hurdles and stumbles. But with passion, perseverance, and dedication, she found a way to achieve her dream, learning valuable lessons along the way. (Hint: Humor goes further than anger, and no, we can't all look like Beyoncé.)

In *Crossing Against the Light*, Lesley Visser shares her historic journey through the world of sports broadcasting with innate wisdom and good humor. For sports fans who grew up with Lesley, her memoir reads like a walk down memory lane, full of behind-the-camera, VIP-access stories involving John Madden, Jerry Jones, Bill Belichick, Joe Torre, and many more famous sports figures. But even those hearing her story for the first time, no matter what their background, will be inspired to chase their dreams, blaze new trails, and pursue the life they want.

LESLEY VISSER is the most highly acclaimed female sportscaster of all time. She is the first and only woman in the pro football hall of fame; the only female sportscaster to have carried the Olympic torch; the only woman to have presented the championship Lombardi trophy at the super bowl; the first woman on the network broadcasts of the final four, the super bowl, the NBA finals and the final four. She was voted the outstanding female sportscaster of all time by the national sportscasters of America, and was also elected to the Sportswriters Hall of Fame for her work at the *Boston Globe*, national magazines, and CBS.com. Visser was the first and only woman to win the Billie Jean King “outstanding journalist” award, was honored as the first woman Lombardi fellow, named a sports business journal “champion” and was also elected to the sports museum of Boston. Residence: Bay Harbor Islands, Fla.



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COVER NOT FINAL

- **Author is an established speaker and public figure with connections to many media outlets, especially at CBS, and will seek media in major metros**
- **At the Super Bowl in February 2018, the author will have dozens of interviews on Radio Row—a convention center with outlets from St. Louis radio to Baltimore to Dallas to the BBC to China**
- **Next Super Bowl, 52, will be the 25th anniversary of the author being the first/only woman to present the Lombardi Trophy to the championship team**
- **LesleyVisser.com**

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THE DR. SEARS T5 WELLNESS PLAN

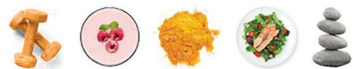
Transform Your Mind and Body, Five Changes in Five Weeks

WILLIAM SEARS, MD, AND ERIN SEARS BASILE

TRANSFORM YOUR MIND AND BODY

The Dr. Sears T5 Wellness Plan

FIVE CHANGES
IN FIVE WEEKS



William Sears, MD
INTERNATIONAL BESTSELLING AUTHOR OF *THE BABY BOOK*
and Erin Sears Basile

- **Dr. Sears' platform from previous books; *The Baby Book* has sold over 1.5 million copies**
- **Planned promotion through the Dr. Sears Wellness Institute (3.5K health and wellness coaches in 31 countries) and on AskDrSears.com (90K visitors per day)**
- **Authors are frequent speakers (2 large health talks per month)**
- **Dr. Sears has had extensive previous media coverage, including the top morning shows, *The Doctors*, *Dateline*, *Prevention*, and *Time***
- **International interest: previous books have been translated into 21 languages; China is the Sears' largest market**
- **FitPlus5.com**

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Written by the bestselling author and medical expert behind *The Baby Book* and his daughter, a certified health coach, this book provides a five-week makeover for both the mind and body.

THE BEST OF TODAY'S science-based nutrition and lifestyle research is finally available in one crystal-clear plan. All you need is five steps and five weeks.

Maybe you've just received a wake-up call: your own health crisis, or a sick parent or friend. Or maybe you're just tired of feeling tired and sick of feeling sick.

You don't need a diet plan. You need a health transformation—from the inside out.

For more than 20 years, *The Baby Book* author William Sears' advice has been trusted by millions of parents across the country, and around the world. Now, along with his daughter Erin, a health coach and fitness instructor who went through her own transformation, losing 70 pounds and radically improving her health, Sears turns his science-based guidance to creating better health for everyone. *The Dr. Sears T5 Wellness Plan* is a book for all ages and all ailments. Decrease inflammation, protect your brain and heart, strengthen your gut, balance your hormones, and even make your own medicine.

The Dr. Sears T5 Wellness Plan's five-step, five-week mind and body makeover—field-tested by the authors in their medical and health-coaching practices—changes your body's biochemistry to help you feel better, look better, and enjoy the New You!

From its lively illustrations to motivating transformer testimonies, T5 is fun to read and fun to do—which means it's the program you'll stick with. Your mind and body will thank you.

You Will Thrive on T5!



WILLIAM SEARS, MD, has been advising busy parents on how to raise healthier families for over 40 years, and now turns his attention to the specialty of lifestyle medicine. As a father of 8 children, he coached Little League sports for 20 years, and together with his wife Martha has written more than 40 books and countless articles on parenting, nutrition, and healthy aging. He serves as a consultant for TV, magazines, radio and other media, and his website AskDrSears.com is one of the most popular health and parenting sites. Dr. Sears and his contribution to family health were featured on the cover of *Time* magazine in May 2012. Residence: Capistrano Beach, Calif.



ERIN SEARS BASILE, or "Sears kid number five," as she will joke, has experienced firsthand the magical benefits of a happy, healthy household. After a health crisis led Erin through her own mental and physical transformation, a spark was ignited in her to focus her life towards helping others, and is honored to guide people through the journey of healthy living. She is a certified health coach, yoga teacher, group exercise instructor, and co-founder of the Transform 5 healthy living plan. She is also an advocate and speaker for whole-food nutrition and assists families all over the world in living life to the fullest. Residence: San Jose, Calif.

BILLIONAIRE DEMOCRACY

The Hijacking of the American Political System

GEORGE R. TYLER

Economist and former Treasury staff member provides an in-depth analysis of how America's political system fails the majority of voters and offers solutions on how to make the system work for us.

THIS ISN'T YOUR AMERICA. No matter who the president is.

We're told that when we vote, when we elect representatives, we're gaining a voice in government and the policies it implements. But if that's true, why don't American politics actually translate our preferences into higher-living standards for the majority of us?

The answer is that, in America, the wealthy have built a system that works in their favor, while maintaining the illusion of democracy. The reality is that the quality of democracy in the United States is lower than in any other rich democracy, on par with nations such as Brazil or Turkey.

In the US, voters have little influence on eventual policy outcomes engineered by lawmakers. Political scientists call it the *income bias* and attribute it to the power of wealthy donors who favor wage suppression and cuts to important government programs such as public education and consumer protection. It causes American lawmakers to compete to satisfy preferences of donors from the top one percent instead of the middle class.

It's also why our economy has been misfiring for most Americans for a generation, wages stagnating and opportunity dwindling. The election of Donald Trump shocked the world, but for many Americans, it came as a stark reflection of mounting frustrations with our current system and anger at the status quo. We need to find a way to fix the way our government serves us.

The only realistic pathway to improve middle-class economics is for Congress and the Supreme Court to raise the quality of American democracy. In *Billionaire Democracy: The Hijacking of the American Political System*, economist George R. Tyler lays out the fundamental problems plaguing our democracy. He explains how the American democratic system is rigged and how it has eroded the middle class, providing an unflinching and honest comparison of the US government to peer democracies abroad. He also breaks down where we fall short and how other rich democracies avoid the income bias created by the overwhelming role of money in US politics. Finally, Tyler outlines practical campaign finance reforms we can adopt when we finally focus on improving the political responsiveness of our government.

It's time for the people of this nation to demand a government that properly serves us, the American people.



GEORGE R. TYLER is an economist who has extensive private- and public-sector exposure to international issues and foreign economics and political systems. Author of *What Went Wrong*, he worked in the United States Senate for 18 years. Tyler served as senior economist to former Vice President Hubert H. Humphrey and to Sen. Lloyd M. Bentsen (D-TX). Appointed by President Clinton as a Deputy Assistant Secretary of the Treasury, Tyler has worked closely with top policymakers like Lawrence Summers and Treasury Secretary Timothy Geithner. His international exposure was intensified when working at the World Bank in Washington. Residence: Arlington, Va.

Why the rich always win, regardless of your vote.

BILLIONAIRE DEMOCRACY



THE HIJACKING OF
THE AMERICAN
POLITICAL SYSTEM

GEORGE R. TYLER

- **Media-driven campaign for this timely book about voting in our current plutocratic political climate**
- **Building on the author's platform from *What Went Wrong* and position as a well-respected economist**
- **National outreach to publications that cover various topics, including government, politics, elections, policy, economics, and democracy**
- **Author was appointed by President Bill Clinton as a Deputy Assistant Secretary of the Treasury, and has extensive experience working with top policymakers**
- **Outreach to academic political science courses and political book clubs**
- **GeorgeRTyler.com**

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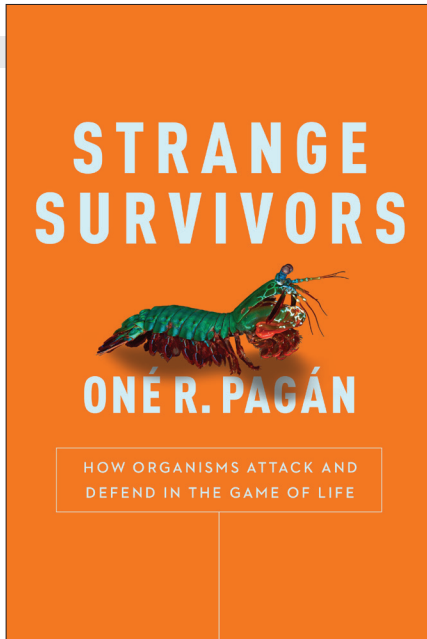
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STRANGE SURVIVORS

How Organisms Attack and Defend in the Game of Life

ONÉ R. PAGÁN

56



A biologist explores the strange, surprising, and truly bizarre strategies that enable a host of creatures to avoid extinction.

LIFE IS BEAUTIFUL, ruthless, and very, very strange.

In the evolutionary arms race that has raged on since life began, organisms have developed an endless variety of survival strategies. From sharp claws to brute strength, camouflage to venom—all these tools and abilities share one purpose: to keep their bearer alive long enough to reproduce, helping the species avoid extinction. Every living thing on this planet has developed a time-tested arsenal of weapons and defenses. Some of these weapons and defenses, however, are decidedly more unusual than others.

In *Strange Survivors*, biologist Oné R. Pagán takes us on a tour of the improbable, the ingenious, and the just plain bizarre ways that creatures fight for life. Learn the strange and wonderful ways of organisms such as:

- Electric fish
- Immortal jellyfish
- Venomous lizards
- Poisonous frogs
- The slow loris
- Mantis shrimp (see cover)
- Leeches
- Toxic birds
- Platypuses
- Echidnas
- Slime molds
- And many more!

Inside this funny, fascinating field guide to nature's most colorful characters, you'll meet killer snails, social bacteria, and an animal with toxic elbows. But *Strange Survivors* is more than a collection of curiosities—it is a love letter to science and an argument for the continuing relevance of this evolutionary battle as we face the threat of resistant bacteria and the need for novel medical therapies. Whether discussing blood-thinning bats and electric fish or pondering the power of cooperation, Pagán reveals the surprising lessons found in some of life's natural oddities, and how the tactics they employ to live might aid our own survival.

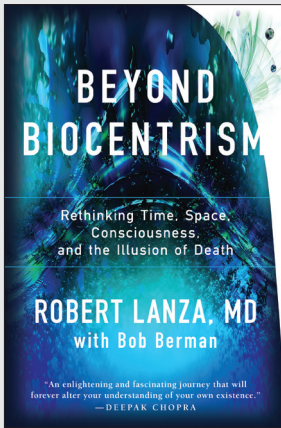
DR. ONÉ R. PAGÁN is a husband and a father, as well as a biology professor, scientist, blogger, and a writer. He is in absolute awe of the natural world, and he is especially happy that the natural world can be understood through science. He wants to share this feeling of wonder with as many people as he can, so he spends quite a bit of his time explaining science to family, students, and essentially anyone within earshot. Also, he loves learning about nature firsthand through his scientific research. He holds an undergraduate degree in natural sciences and a master's degree in biochemistry, both from the University of Puerto Rico, and a doctorate in pharmacology with a strong emphasis in neurobiology, from Cornell University. This is his second book. He likes worms. He is bald. Residence: West Chester, Pa.

- **Pagán's blog, started in 2010, is linked to aggregator sites like ScienceSeeker and the Nature Blog Network**
- **Author has network of like-minded scientist friends and colleagues, and connections to scientific journals and media, such as *Society of Neuroscience*, *Mental Floss*, and *Decoded Science***
- **Academic outreach**
- **International interest: Author is fluent in Spanish and is from Puerto Rico**
- **BaldScientist.Wordpress.com**

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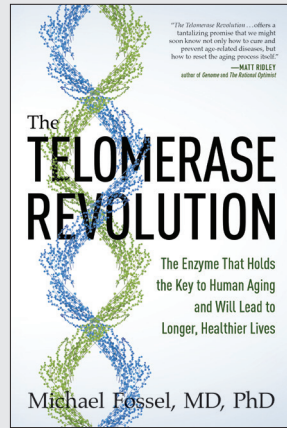


BEYOND BIOCENTRISM

ROBERT LANZA, MD

Biocentrism shocked the world with a radical rethinking of the nature of reality. But that was just the beginning. In this follow-up to the international bestseller, 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 life, death, and the universe. 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.

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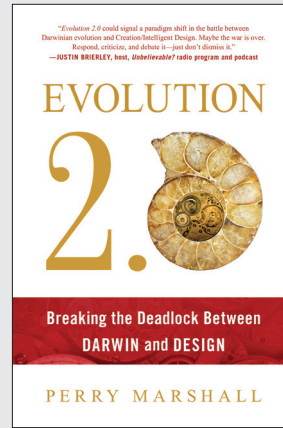


THE TELOMERASE REVOLUTION

MICHAEL FOSSEL, MD, PhD

One of the Wall Street Journal's "Best Books for Science Lovers" in 2015. We now understand more about aging—and how to prevent and reverse it—than ever before. In recent years, our understanding of the nature of aging has grown exponentially, and dramatic life extension has moved from science fiction to real possibility. Dr. Michael Fossel has been in the forefront of aging research for decades and is the author of the definitive textbook on human aging. *The Telomerase Revolution* describes how telomerase will soon be used as a powerful therapeutic tool, with the potential to dramatically extend life spans and even reverse human aging.

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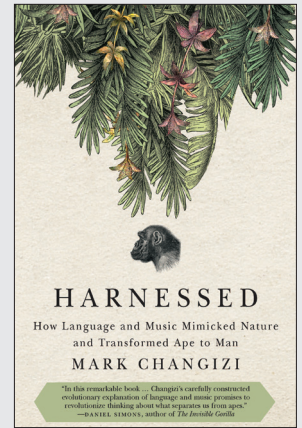


EVOLUTION 2.0

PERRY MARSHALL

Perry Marshall approached evolution with skepticism for religious reasons. As an engineer, he rejected the concept of organisms randomly evolving. But an epiphany—that DNA is code, much like data in our digital age—sparked a 10-year journey of in-depth research into more than 70 years of under-reported evolutionary science. This led to a new understanding of evolution—an evolution 2.0 that not only furthers technology and medicine, but fuels our sense of wonder at life itself. *Evolution 2.0* pinpoints the central mystery of biology, offering a multimillion dollar technology prize at NaturalCode.org to the first person who can solve it.

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HARNESSED

MARK CHANGIZI

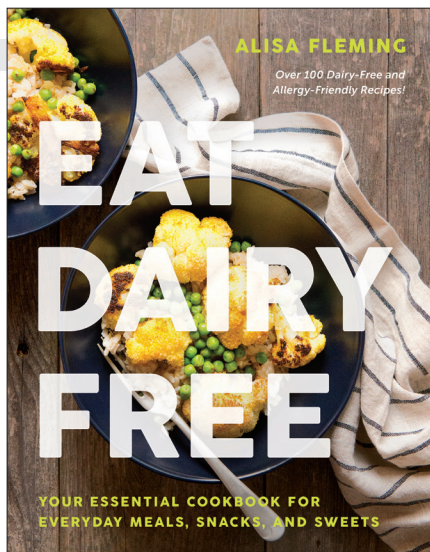
We learn to understand speech before we can even walk, and can seamlessly absorb enormous amounts of information simply by hearing it. Surely we evolved this capability over thousands of generations. Or did we? In *Harnessed*, cognitive scientist Mark Changizi demonstrates that human speech has been very specifically “designed” to harness the sounds of nature, sounds we’ve evolved over millions of years to readily understand. Long before humans evolved, mammals have learned to interpret the sounds of nature to understand both threats and opportunities. Our speech—regardless of language—is very clearly based on the sounds of nature.

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EAT DAIRY FREE

Your Essential Cookbook for Everyday Meals, Snacks, and Sweets

ALISA FLEMING



Author of *Go Dairy Free* offers her first full-color cookbook to help readers remove all milk products, as well as common allergens, from their diets.

YOU ALREADY KNOW the one thing the paleo movement, the revolutionary Whole30 diet, and plant-based eaters all agree on: eating dairy-free!

That's because this *one* simple change has the power to resolve most of your symptoms and prevent a number of illnesses. For millions of people, simply cutting out milk and other dairy products resolves most, if not all, of their symptoms and helps to reduce the risk of many common health concerns, including allergies, skin conditions, and even cancer. And it need not be daunting.

Eat Dairy Free is the cookbook you've been craving for your everyday, dairy-free diet. From Alisa Fleming, author of the bestselling dairy-free guide and cookbook *Go Dairy Free*, this new book dives deeper into breakfasts, lunches, dinners, snacks, and healthier desserts that fulfill and nourish.

This practical collection is stuffed with more than 100 satisfying yet nutritious dairy-free recipes. Every bite contains easy-to-find, budget-friendly whole foods, and each dish has been tested and approved by both kids and adults.

Completely free of milk, including casein, whey, and lactose, its recipes are safe for those with milk allergies and other dairy-related health issues. And for those with further special diet needs, there are also fully tested gluten-free and egg-free options, as well as many soy- and nut-free dishes. *Eat Dairy Free* even includes menu plans for busy weekdays, make-ahead meals, and entertaining.

Inside, discover delectable foods such as:

- Chocolate Banana Split Muffins
- Southwestern Sunrise Tacos
- Peanut Power Protein Bars
- New England Fish Chowder
- Sous Chef's Salad
- Cheesy Twice Baked Potatoes
- Shake 'n' Bake Buttermilk Chicken
- Mushroom Pesto Pizza
- Strawberry CheeseShakes
- Mylk Chocolate Cupcakes

Live well and eat dairy-free!



ALISA FLEMING is the founder of GoDairyFree.org, the leading website and online magazine for dairy-free living since 2004. She is also the author of *Go Dairy Free: The Guide and Cookbook for Milk Allergies, Lactose Intolerance, and Casein-Free Living* and editor for the international publication *Allergic Living* magazine. Alisa is an expert in recipe creation, lifestyle topics and informational writing for the special diet industry.

She has spoken at several events and continuously works with leading natural food brands to ensure that dairy-free consumers have a never-ending supply of delicious options. Residence: Reno, Nev.

- **Self-published version of *Go Dairy Free* has sold over 50K copies**
- **Author's site is the top resource for dairy-free living worldwide**
- **Author has hundreds of brand partners, including White Wave Foods, Silk, and Bob's Red Mill**
- **Plans for lifestyle tour to support *Eat Dairy Free*, including classes, dinners, and talks**
- **Planned cross-promotion with bloggers and brands in the dairy-free space**
- **International interest: Books have interest in major English-speaking countries (UK, Australia, Canada; author works with Canadian-based magazine), Spanish-speaking countries (author speaks some Spanish), and parts of Asia**
- **GoDairyFree.org (600K page views per month and 3M readers)**

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Shake ‘n’ Bake Buttermilk Chicken

Makes 4 to 8 servings

After numerous attempts that were delicious, but not quite perfect, I finally achieved this spot-on recipe. It tastes amazing fresh from the oven and just as scrumptious when cold the next day. I recommend serving this flavorful, crispy chicken with my Strawberry Spinach Salad and Easy Roasted Corn on the Cob.

1 cup cold unsweetened plain dairy-free milk alternative	$\frac{1}{8}$ teaspoon plus $1\frac{1}{2}$ teaspoons salt, divided	$\frac{3}{4}$ teaspoon black pepper
2 tablespoons lemon juice	8 chicken thighs or drumsticks, bone-in, skinned	Cooking oil spray (such as an olive oil spray) or
2 teaspoons non-GMO cornstarch	$\frac{3}{4}$ cup whole wheat flour, oat flour, or brown rice flour (for gluten-free)	1 tablespoon olive oil
$\frac{1}{4}$ cup regular or vegan mayonnaise (for egg-free)	2 $\frac{1}{4}$ teaspoons paprika	
3 garlic cloves, crushed (about 1 $\frac{1}{2}$ teaspoons)	1 $\frac{1}{2}$ teaspoons baking powder	

In a saucepan or small skillet, whisk the milk alternative, lemon juice, and cornstarch until the starch is dissolved. Turn the heat on to medium and bring to a boil. Once boiling, whisk continuously for 2 to 3 minutes, or until it begins to thicken to a light cream consistency. Let cool for 10 to 15 minutes. Whisk in the mayonnaise, garlic, and $\frac{1}{8}$ teaspoon salt.

Place the chicken in a 9x13-inch baking dish and pour on the mayonnaise marinade, flipping the pieces to thoroughly coat. Cover and refrigerate for 8 hours or overnight.

When you're ready to cook the chicken, preheat your oven to 425°F. Place a wire rack over a baking sheet with high sides and grease with cooking spray.

Add the flour, paprika, 1 $\frac{1}{2}$ teaspoons salt, baking powder, and pepper to a large zip-top baggie, seal, and shake to mix.

Add one piece marinated chicken to the baggie, seal, and shake to coat. Place the chicken piece on the greased wire rack. Repeat with the remaining pieces.

Spray the tops of the chicken with cooking oil until no dry spots remain, or drizzle with the 1 tablespoon olive oil.

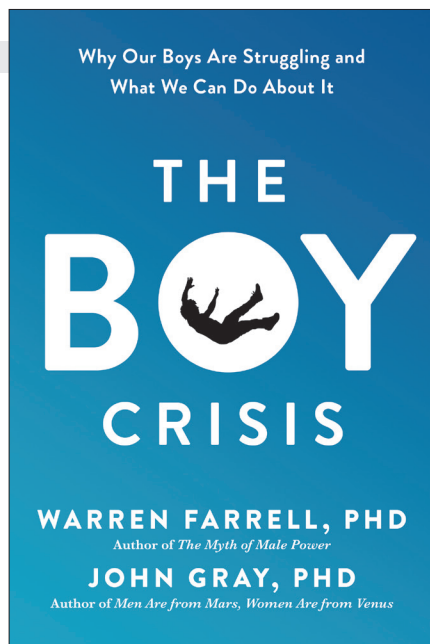
Bake for 35 to 45 minutes or until the coating looks crispy and the juices run clear (a thermometer inserted into the center of the meat should read 180°F).



THE BOY CRISIS

Why Our Boys Are Struggling and What We Can Do About It

WARREN FARRELL, PhD, AND JOHN GRAY, PhD



- **Promotion at speaking engagements, workshops, signings, and events for both authors**
- **Promoting to thought leader groups and organizations including Boys to Men and Mankind**
- **Farrell's previous books have sold a million copies**
- **Gray's books have sold over 50 million copies, with one currently selling 300,000 copies per year**
- **Publicist hired for national media**
- **Aggressive online campaign to parenting, health and health professionals, general interest, and news blogs and podcasts**

Bestselling authors Warren Farrell and John Gray examine the issues plaguing young males and provide solutions for raising boys to grow up healthy and productive members of society, benefiting us all.

WHAT IS THE BOY CRISIS?

It's a crisis of education. For the first time in American history, our sons will have less education than their dads.

It's a crisis of mental health. As boys become young men, their suicide rates go from equal to girls to six times that of young women.

It's a crisis of sexuality. Sex is a minefield for our sons. They're bombarded with mixed messages, afraid of being either too sensitive or not sensitive enough.

It's a crisis of fathering. Boys with less-involved fathers are more likely to drop out of school, drink, do drugs, become delinquent, and end up in prison.

It's a crisis of purpose. Boys' old senses of purposes—being a warrior, a leader, or a sole breadwinner—are fading. Many bright boys are experiencing a “purpose void”—feeling alienated, withdrawn and addicted to immediate gratification. Compounding this issue are addicting video games that lead to distraction and ADHD.

So, what is *The Boy Crisis*? A comprehensive blueprint for what parents, teachers, and policymakers can do to renew our sons' sense of purpose to help them become men, fathers, and leaders worthy of our respect.



DR. WARREN FARRELL is the author of books published in 17 languages. They include two award-winning international bestsellers: *Why Men Are The Way They Are* plus *The Myth of Male Power*. Warren has been chosen by the *Financial Times* as one of the world's top 100 thought leaders. Dr. Farrell is currently the Chair of the Commission to Create a White House Council on Boys and Men. He is the only man in the US to have been elected three times to the board of the National Organization for Women (NOW) in New York City. He started more than 300 men and women's groups, including ones joined by men from John Lennon to John Gray. Dr. Farrell has appeared repeatedly on *Oprah*, *Today*, and *Good Morning America*, and been the subject of features on *20/20*, in *Forbes*, *Wall Street Journal*, *People*, *Parade*, and *New York Times*. Residence: Mill Valley, Calif.



DR. JOHN GRAY is the author of *Men Are from Mars, Women Are from Venus*. *USA Today* listed Mars/Venus as number six among the most influential books of the last quarter century. In hardcover, it was the number one bestselling nonfiction book of the nineties. John Gray's books are translated into approximately 45 languages in more than 100 countries. Dr. Gray's more recent books include *Mars and Venus in the Bedroom*, *Why Mars and Venus Collide*, and *Work With Me* (with Barbara Annis). John has appeared repeatedly on *Oprah*, as well as on *The Dr. Oz Show*, *Today*, *CBS This Morning*, *Good Morning America*, etc. He has been profiled in *Time*, *Forbes*, *USA Today*, *TV Guide*, and *People*. He was also the subject of a three-hour special hosted by Barbara Walters. Residence: Mill Valley, Calif.

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HISTORICALLY, A BOY'S JOURNEY to prove himself gave him a “sense of purpose”—what the Japanese call *ikigai*, or “a reason for being.” We now know Japanese men with *ikigai* are less likely to die of heart disease. And both sexes with *ikigai* live longer. Whether we call it *ikigai*, or a “sense of purpose,” if we are pursuing what we believe gives life meaning, it gives us life.

BOYS' NEED TO SERVE

In the past, boys learned, “You exist, therefore you serve.” Today, many boys learn, “I exist, therefore I deserve.”

Being needed to serve creates a sense of purpose. Being served creates a sense of entitlement. Most parents know this intellectually, but if we need our children to feel needed by us, it seduces us into serving our children rather than teaching them to serve.

For both sexes, this creates a purpose void. But with the loss of thousands of farms and ranches, the loss of male-type chores, and therefore the loss of discipline for a purpose especially damaged our sons. And then there's Ethan...

Ethan's Story

“Who will be my role model, now that my role model is gone?” —Paul Simon

Ethan was eight. His mom and dad had just gotten divorced. He yearned to see his dad—to rough-house and play catch; to chase him and be chased; to go camping and kayaking. But his mom had moved him and his sister away to another state, and his dad was living in a small apartment and could only afford to fly out and see him for a couple of days a month. When he pressed his dad as to why, his dad finally explained that he was going to court to ask the judge if he could see him more, but he didn't have enough money to hire a good lawyer.

When Ethan was acting up at school, the school assigned him to a therapist. When she asked Ethan to draw some pictures of his family, Ethan drew a picture of a small box. He drew his dad alone in the box. On the other side of the paper, he drew a picture of a house, with his mom looking away from his dad's small box, but he and his sister looking out the windows toward the box. Between the house and the box was a fence so big it was taller than the house.

When the therapist asked Ethan to explain the picture, he said the little box was like the apartment his dad lived in. “I know my dad wants to be with us—he's looking out the windows to see us. And we're looking out our windows, but with that big fence we can't see him.”

When asked if he would like to be a dad someday, Ethan hesitated. “Maybe not.” Then only his eyes spoke, with sadness. When the therapist asked why he was sad, Ethan said, “I would want to

have children, but I'd want to see them, and they'd probably be too far away and they couldn't get over the big fence to see me.”

Ethan saw his future in his dad, and it wasn't a future he wanted.

Just like a boy whose dad is a Marine officer imagines the same for himself—and that becomes his purpose—Ethan, with a dad who couldn't be a dad, was experiencing a “purpose void.”

Paul Simon sang, “Who will be my role model, now that my role model is gone?” But your son's sense of purpose lies in being a role model himself: the true purpose of a dad as role model is preparing his son to become a role model too.

In the past, boys learned, “You exist, therefore you serve.” Today, many boys learn, “I exist, therefore I deserve.”
Being needed to serve creates a sense of purpose.

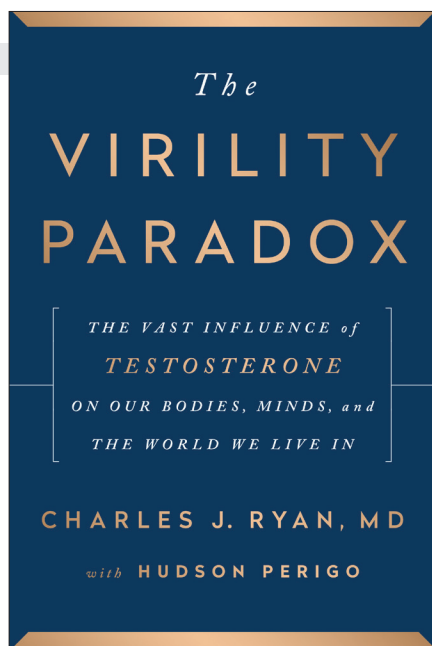
When the therapist asked Ethan to explain the picture, he said the little box was like the apartment his dad lived in. “I know my dad wants to be with us—he's looking out the windows to see us. And we're looking out our windows, but with that big fence we can't see him.”

Ethan saw his future in his dad, and it wasn't a future he wanted.

THE VIRILITY PARADOX

The Vast Influence of Testosterone on Our Bodies, Minds, and the World We Live In

CHARLES J. RYAN WITH HUDSON PERIGO



- **Author has connections to promotional outlets, including “Doctor Radio” on SiriusXM, Men’s Health Magazine, Guardian, and KQED (San Francisco NPR station)**
- **Author has lectured at top universities (Harvard and Stanford) and is a faculty member at UCSF**
- **CEO of UroToday.com (178K visits per month) has offered free advertisement of the book with buy links, a video book ad, and email blast to 25K**
- **Promotion through the Prostate Cancer Foundation and the American Society of Clinical Oncology, where Dr. Ryan serves on the communications committee**
- **Possible speaking opportunities through UsToo.org, the world’s leading prostate cancer support group**

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Explore the broad, unexpected, and sometimes perilous influence of testosterone on human lives and the human body, told through the lives of individuals uniquely affected by it.

TESTOSTERONE MAKES US stronger, happier, and smarter. It also makes us meaner, more violent, and more selfish. *The Virility Paradox* offers a scientific look into the vast and unexpected influence testosterone has on our behavior, our society, and our bodies.

The brain of every man—and every woman—is shaped by this tiny molecule from before birth: It propels our drive for exploration and risk, for competition and creation, and even our survival. The effects of testosterone permeate the traditions, philosophy, and literature of every known culture—without it, the world would be a drastically different place.

Testosterone also has a role in humanity’s darker side, contributing to violence, hubris, poverty, crime, and selfishness. Recent revelations of the science of testosterone show that high levels will deplete compassion and generosity, and even reduce the affection we show our children.

In *The Virility Paradox*, internationally renowned oncologist and prostate cancer researcher Charles Ryan explores this complex chemical system responsible for a diverse spectrum of human behaviors and health in both men and women. Ryan taps his vast experience treating prostate cancer with testosterone-lowering therapy, observing that this often leads to profound changes in the patients’ perspectives on their lives and relationships. Often, for the better.

Ryan uses the journeys of these patients and others to illustrate the vast and sometimes unexpected influence testosterone has on human lives. Through the stories of real men and women, he also explores the connections between testosterone and conditions like dementia, autism, and cancer, as well as the biological underpinnings of sexual assault and the effects it has on everything from crime to investing to everyday choices we make.

Integrating the molecular and the medical, sociology and storytelling, *The Virility Paradox* offers a fascinating look at how one hormone has shaped history, and the connections between our biology, our behavior, and our best selves.



CHARLES J. RYAN, MD, is The Thomas Perkins Distinguished Professor of Clinical Medicine and Urology at the Helen Diller Family Comprehensive Cancer Center at the University of California, San Francisco (UCSF). He is the Program Leader for genitourinary medical oncology at UCSF and is Chair of the UCSF Committee on Human Research, which oversees the ethical conduct of research on humans at the institution. He serves as co-chair of the National Cancer Institute’s Prostate Cancer Task Force and the leader of the Advanced Prostate Cancer Cadre in the Alliance for Clinical Trials in Oncology, a national clinical trials group. Dr. Ryan’s research focuses on the development of new treatments for advanced prostate cancer and he has published over 100 articles and chapters in the world’s leading medical journals, including the *New England Journal of Medicine*. Residence: Mill Valley, Calif.

HUDSON PERIGO is a writer/editor and has collaborated with physicians, educators, scientists, and business leaders on more than 30 books. Residence: Los Angeles, Calif.

THE “WINNER EFFECT” manifests when testosterone levels spike in response to success in competition. It occurs in many settings—from sports and business to dating and hunting. Most importantly, this effect is a self-perpetuating loop of victory and payoff. The higher testosterone level achieved through winning actually stimulates production of new androgen receptors in muscle cells, the brain, and elsewhere throughout the body. The increase in the concentration of androgen receptors, in turn, *enhances* an individual’s sensitivity to testosterone.

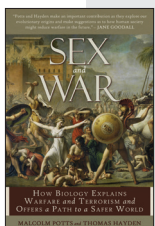
Back in his mid-40s, my patient [Aaron], was the winner-effect personified. Competitive, successful, and rising fast. Whether in a court of law or on the basketball court, head-to-head competition was part of his daily life, and would have consistently boosted his testosterone levels. Consider his profession as a trial lawyer. While lawyers on the whole don’t have notably higher testosterone levels than the general population, *trial* lawyers do have significantly higher levels than non-trial lawyers—regardless of gender. Higher testosterone makes them competitive and aggressive, and the competition itself reinforces these traits chemically.

The winner effect impacts whole societies. Anthropologist Ben Trumble, from the University of California Santa Barbara, has made the study of the variations in testosterone and other hormones among the Tsimane (pronounced *chi-mah-nay*), a tribal population in the Amazon region of Bolivia, his life’s work. This isolated group of about 9,000 indigenous people survives on subsistence farming, foraging, and fishing along the wildest segments of the rain forest. Studying their lifestyle is perhaps the closest we’re likely to get to observing the world of the hunter-gatherer ancestors from whom we evolved. Trumble’s work suggests that the Tsimane may serve as a model for how spikes in testosterone during hunting, sports, and other competitions (like litigating a case in court) correlate with reproductive success. The winner effect’s influence on provisioning—our need to provide for our mates, our offspring, and ourselves—defined how our hunter-gatherer ancestors survived, thrived, and created their next generation. Returning from the hunt with a kill for the village ignites a biological response in the form of a burst of testosterone. Providing food for the group not only filled nutritional needs, but also made the victorious hunter attractive to women. Good hunters were thus viewed as more attractive, had more sex, and thus had more children (another feed-forward signaling loop—high testosterone men producing high testosterone offspring), imprinting the winner effect on our ever-evolving biology.

While many have heard evolution distilled into the concept of “survival of the fittest,” in reality all evolution is really about *reproduction* of the fittest: the point of survival, from an evolutionary perspective, is simply to be alive long enough to pass on your genes. And powering evolution along with the Darwin’s familiar theory of natural selection is that of *sexual selection*. In sexual selection, choice is being made—and future generations genetically shaped—by a female of the species.

Much of our world is still driven by survival of the fittest; sexual selections, too, are made based on perceived fitness, i.e. likelihood of success at reproduction and provisioning. But the definition of “fit” may need a reboot. In every society, better producers are seen as being more attractive—this basic fact hasn’t changed. What is changing, however, is how we define a “better producer.” As most cultures evolved, virile physical attributes such as high muscle mass were traditionally considered attractive because they sent the signal of successful hunting, provisioning, nutrition, and military might. Although many still see these attributes as attractive, today we are more likely to regard higher income, not hunting prowess, as better providing. And here’s where testosterone meets Wall Street.

The winner effect’s influence on provisioning—our need to provide for our mates, our offspring, and ourselves—defined how our hunter-gatherer ancestors survived, thrived, and created their next generation. Returning from the hunt with a kill for the village ignites a biological response in the form of a burst of testosterone.



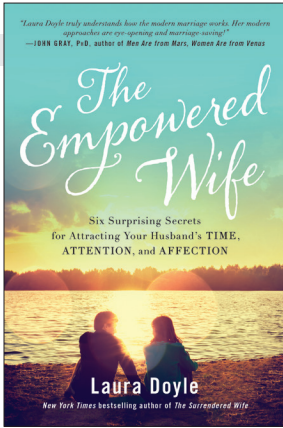
SEX AND WAR: HOW BIOLOGY EXPLAINS WARFARE AND TERRORISM AND OFFERS A PATH TO A SAFER WORLD
MALCOLM POTTS AND THOMAS HAYDEN

As news of war and terror dominates the headlines, scientist Malcolm Potts and veteran journalist Thomas Hayden take a step back to explain it all. In the spirit of *Guns, Germs and Steel*, *Sex and War* asks the basic questions: Why is war so fundamental to our species? And what can we do about it?

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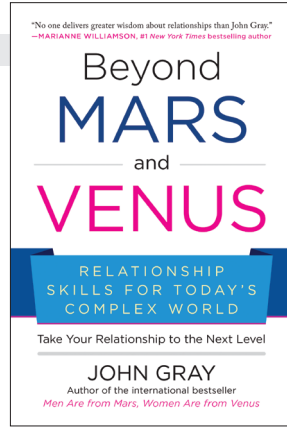


THE EMPOWERED WIFE

LAURA DOYLE

This expanded edition of Laura Doyle's acclaimed *First, Kill All the Marriage Counselors* features real-life success stories from empowered wives and provides a step-by-step guide to revitalizing your own marriage. Laura Doyle's marriage was in trouble, and couples counseling wasn't helping. On the brink of divorce, she decided to talk to women who'd been happily married for over a decade, and their advice stunned her. From it, she distilled Six Intimacy Skills—woman-centric practices that restored the playfulness and passion in her marriage. Now an internationally-recognized relationship coach, Doyle has shared her secrets with women around the globe, saving thousands of marriages.

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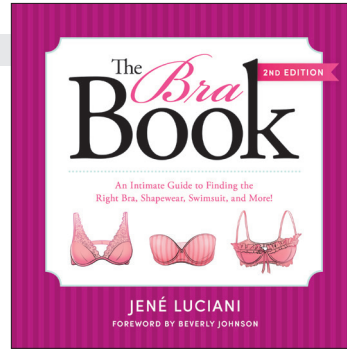


BEYOND MARS AND VENUS

JOHN GRAY, PhD

Two decades ago, *Men Are from Mars, Women Are from Venus* revolutionized the way we thought about love and partnership. John Gray has helped countless readers improve and even save their relationships. But as society evolves, relationships do, too. It's time to move beyond Mars and Venus, toward a new relationship model for modern couples. In *Beyond Mars and Venus*, Gray teaches you how to strengthen your bond and grow in love together, so you and your loved one can meet each other's needs in the best way possible, bringing you lasting happiness and a fulfilling partnership.

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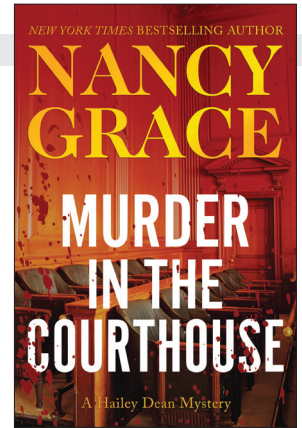


THE BRA BOOK

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JENÉ LUCIANI

It's time to have FUN finding the perfect fit—fashion expert Jené Luciani is here to help. In 2009, *The Bra Book* helped countless women find the right bra. Now, Luciani, known as “Dr. Oz’s Bra Guru,” returns with this updated edition of her one-and-only guide to all things underneath. From the best bra for every outfit to important information about bras and breast health, *The Bra Book: Second Edition* is still the ultimate resource on bras for women everywhere. In the era of “smooth is better,” thanks in part to the “Spanx movement,” *The Bra Book: Second Edition* now features a guide to the often overwhelming worlds of shape-wear and swimsuits.

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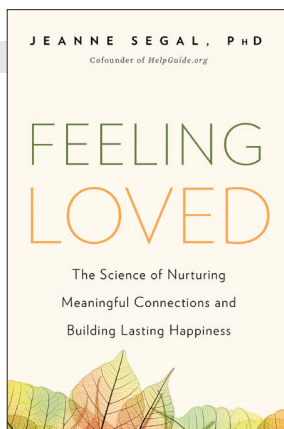


MURDER IN THE COURTHOUSE

NANCY GRACE

Hailey Dean, the prosecutor who never lost a case, jets to Savannah as an expert witness on the sensational Julie Love-Adams murder trial but very quickly finds herself embroiled in a deadly mystery. As soon as she touches down, Hailey bumps into her old partner, crime investigator Garland Fincher. Leaving the Savannah airport, the two hear an APB on a murder that's just been committed. The timing of the trial and murder could be a coincidence, but everyone knows there are no coincidences in criminal law. And that's just the beginning. It's crime sleuth Hailey Dean at her best!

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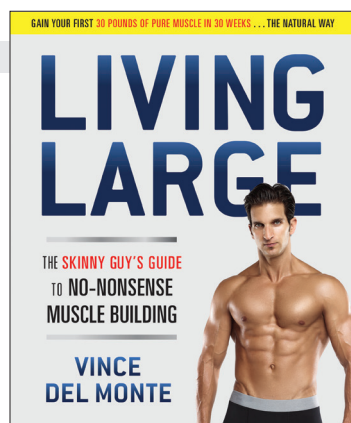


FEELING LOVED

JEANNE SEGAL

Do your connections with friends, family, or romantic partners leave you feeling empty, dissatisfied, or out of sync? What you may be missing is the close bond that's only experienced with people who make us feel secure and valued—the experience of feeling loved. *Feeling Loved* reframes the way we view love and connection and provides a new roadmap for getting the love we need. A clinical psychologist of more than 30 years and cofounder of HelpGuide.org, author Jeanne Segal, PhD, is a pioneer in the psychology of connection. She guides readers in developing new ways of thinking, feeling, and acting in order to make life-altering social and emotional changes.

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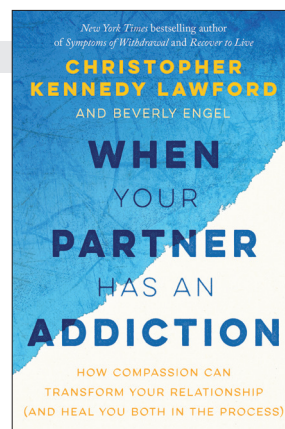


LIVING LARGE

VINCE DEL MONTE

Before professional fitness model Vince Del Monte became The Skinny Guy Savior, he was known as Skinny Vinny—scrawny and weak. As a “hardgainer,” he experienced firsthand the challenges of bulking up and had a difficult time putting on muscle. But with his success in developing an enviably ripped physique—and helping many others do the same with his No-Nonsense Muscle Building and Maximize Your Muscle programs—Del Monte has proved even “hardgainers” can build an awe-inspiring body. In *Living Large*, Del Monte shares his foolproof, no-nonsense plan for insane muscle gain. His revolutionary program primes your body and mind to pack on your first 30 pounds of muscle in only 30 weeks.

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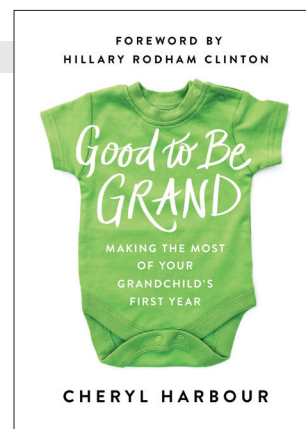


WHEN YOUR PARTNER HAS AN ADDICTION

CHRISTOPHER KENNEDY LAWFORD
AND BEVERLY ENGEL

When Your Partner Has an Addiction challenges the idea that the best chance for recovery—for the addict and their partner—is to walk away. Instead, it makes the revolutionary claim that you, and the love you have for your partner, can be a key part of his or her journey to recovery. Together, Christopher Kennedy Lawford and Beverly Engel, MFT, provide you with proven techniques and strategies to drastically improve your relationship and help get your partner the help he needs—without leaving and while taking care of yourself in the process.

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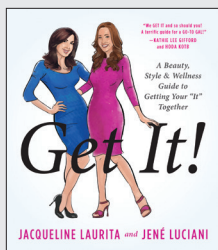


GOOD TO BE GRAND

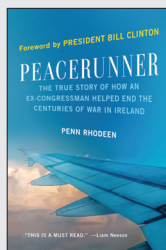
CHERYL HARBOUR

Journalist and new grandmother Cheryl Harbour's *Good to Be Grand* is the ultimate roadmap for the savvy grandparent, combining the latest information about infant care—from medical developments 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. With a foreword by Hillary Rodham Clinton, including her personal reflections on the birth of her first grandchild, this title is for smart and sophisticated grandparents eager to embark on their grandparenting journeys with enthusiasm, knowledge, and confidence.

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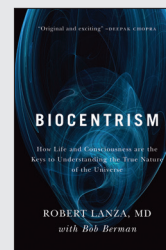
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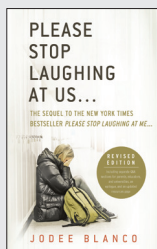
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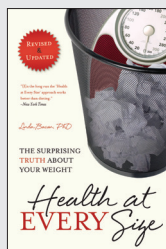
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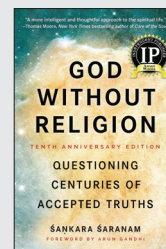
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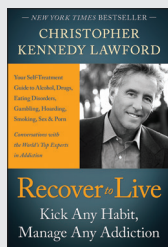
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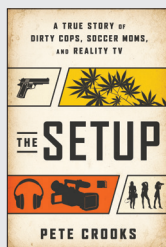
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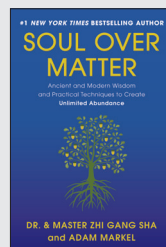
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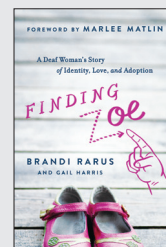
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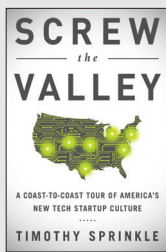


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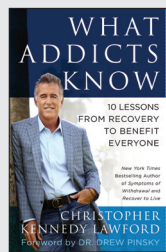
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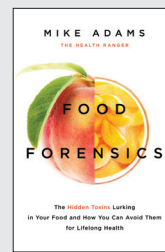
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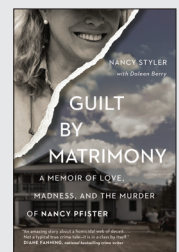
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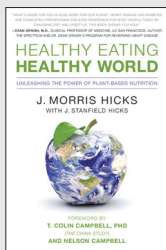
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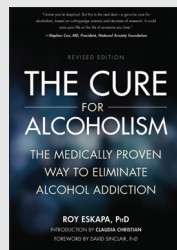
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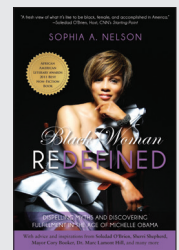
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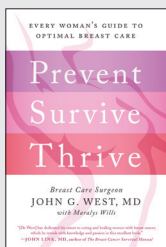
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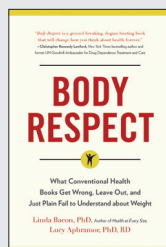
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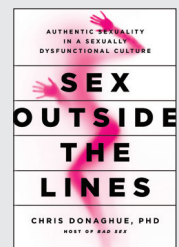
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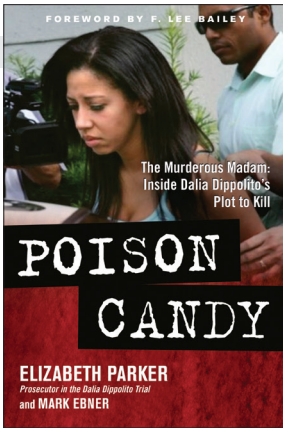
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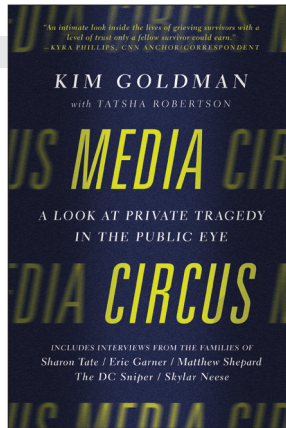


POISON CANDY

ELIZABETH PARKER
AND MARK EBNER

In August 2009, former madam Dalia Dippolito conspired with a hit man to arrange her ex-con husband's murder. Days later, it seemed as if all had gone according to plan. The beautiful, young Dalia came home from her health club to an elaborate crime scene—the only thing missing was an actual murder. An undercover detective posing as a hit man met with Dalia to plot her husband's murder while his team planned, then staged the murder scenario. In *Poison Candy*, case prosecutor Elizabeth Parker and bestselling crime writer Mark Ebner take you behind the scenes with details far too lurid for the trial that led to 20 years in prison for Dalia Dippolito.

TRADE CLOTH
9781939529022
EBOOK: 9781939529039
US \$26.95 • TRUE CRIME
FEBRUARY 2014



MEDIA CIRCUS

KIM GOLDMAN

No one understands better than Kim Goldman the complex emotions of individuals suffering a personal tragedy under the relentless gaze of the media. During the famed O. J. Simpson trial, Kim, whose brother, Ron Goldman, was brutally murdered, became the public poster child for victims suffering in the public eye. Through candid interviews and detailed, original reporting, this book delivers riveting, humanizing, and inspiring stories from the victims and survivors of violent crimes who found themselves the focus of national media attention. Its heartfelt narratives showcase the unique challenges of coping with and healing from grief when the whole world is watching.

TRADE CLOTH
9781941631607
EBOOK: 9781942952008
US \$24.95 • TRUE CRIME
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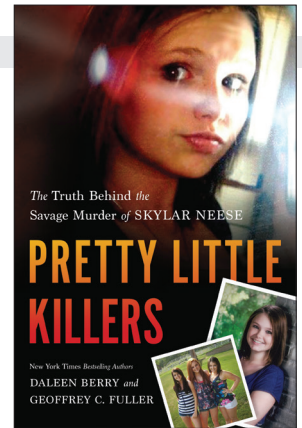


ACCUSED

TONYA CRAFT

Tonya Craft, a kindergarten teacher and mother of two, never expected a knock on her door to change her life forever. But in May 2008, false accusations of child molestation turned her world upside down. Tonya's life spiraled into a witch-trial nightmare in which she was deemed guilty before her innocence could be determined by a jury. Tonya's goal was not only to avoid conviction; it was to clear her name, and, most of all, regain custody of her children. *Accused: My Fight for Truth, Justice, and the Strength to Forgive* is the story of a mother's extraordinary love, the faith that sees her through it all, and the forgiveness that sets her free.

TRADE PAPERBACK
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EBOOK: 9781941631744
US \$16.95 • TRUE CRIME
OCTOBER 2016

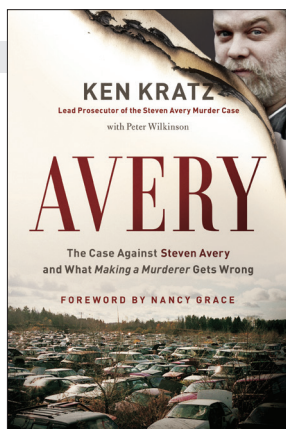


PRETTY LITTLE KILLERS

DALEEN BERRY AND
GEOFFREY C. FULLER

Journalist Daleen Berry and investigator Geoffrey Fuller expand upon their *New York Times* bestselling ebook to give you even more information behind one of the most horrific and shocking murders of our time. After killer Shelia Eddy pled guilty to first degree murder and was sentenced to life in prison and Rachel Shoaf was sentenced to 30 years for second-degree murder, family, friends, investigators, and other key sources reveal the facts you would have learned if the case had gone to trial. This book provides an answer to Skylar's final question: "Why?"

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EBOOK: 9781940363660
US \$16.95 • TRUE CRIME
JULY 2014

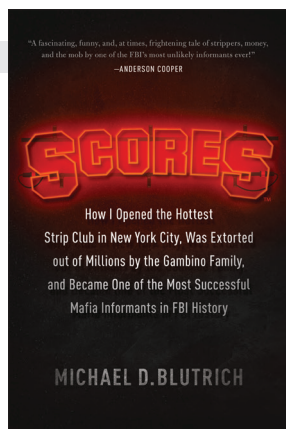


AVERY

KEN KRATZ

It's time to set the record straight about Steven Avery. The Netflix series *Making a Murderer* was a runaway hit, with over 19 million US viewers in the first 35 days. The series left many with the opinion that Steven Avery had been framed by a corrupt police force and district attorney's office in the murder of a young photographer. The chief villain of the series? Ken Kratz, the special prosecutor. This book tells you what *Making a Murderer* didn't. *Avery* systematically erases the uncertainties introduced by the series, confirming, once and for all, that Steven Avery is guilty of the murder of Teresa Halbach.

TRADE CLOTH
9781944648008
EBOOK: 9781944648015
US \$26.95 • TRUE CRIME
FEBRUARY 2017

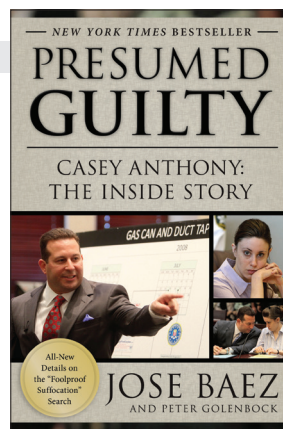


SCORES

MICHAEL D. BLUTRICH

Meet Michael D. Blutrach, founder of Scores, the hottest strip club in New York history. The catch? The club was smack dab in John Gotti's territory, and the mafia wanted a piece of the action. The Gambino family doesn't take no for an answer . . . and neither, as it turns out, does the FBI. In his memoir, Blutrach recounts in detail how his beloved club became a hub for the mafia, and how he found himself caught up in an FBI investigation, sorely struggling to juggle roles of business owner and undercover spy. In *Scores*, Blutrach finally tells all—from triumph to betrayal—in his own funny, self-deprecating voice.

TRADE CLOTH
9781942952633
EBOOK: 9781942952640
US \$26.95 • TRUE CRIME
JANUARY 2017

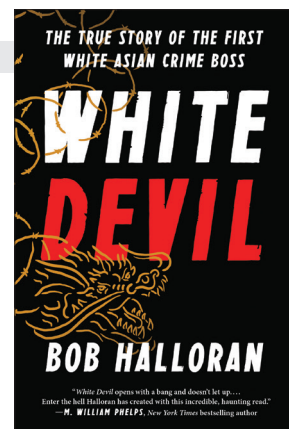


PRESUMED GUILTY

JOSE BAEZ AND
PETER GOLENBOCK

When Caylee Anthony was reported missing in July 2008, the public spent the next three years following the investigation and the eventual trial of her mother, Casey Anthony. On July 5, 2011, against all odds, defense attorney Jose Baez delivered one of the biggest legal upsets in American history: a not-guilty verdict. In this tell-all, Baez shares secrets the defense knew but has not disclosed to anyone until now. This book shows how he became one of the nation's most high-profile defense attorneys through his tireless efforts to seek justice for a vilified murder suspect.

TRADE PAPERBACK
9781937856779
EBOOK: 9781939529213
US \$16.95 • TRUE CRIME
AUGUST 2013



WHITE DEVIL

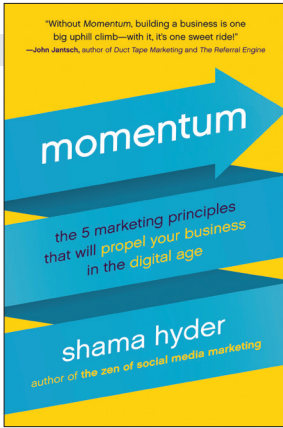
BOB HOLLARAN

Journalist Bob Halloran tells the tale of “Bac Guai” John Willis, also known as the “White Devil,” the only white man to ever rise through the ranks in the Chinese mafia. Willis was at first an interesting anomaly, but his ruthless devotion to his adopted culture eventually led to him emerging as a leader. A year-long FBI investigation brought him down, and John pleaded guilty to save the love of his life from prosecution. This book presents a shocking portrait of a man who was allowed access into a secret world, and who is paying the price for his hardened life.

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EBOOK: 9781940363899
US \$24.95 • TRUE CRIME
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THE BEST OF BUSINESS

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MOMENTUM

SHAMA HYDER

To this complicated and fast-moving world, award-winning entrepreneur Shama Hyder brings her uniquely Zen approach—separating the critical from the trivial and the foundational rules from the ephemeral gimmicks. Offering five essential principles that will transform your current approach into an effective, struggle-free, ROI-driven strategy, *Momentum* will help you learn how to spot opportunities to grow your organization and brand in the midst of marketplace chaos. Shama draws on her experience guiding clients ranging from small businesses to Fortune 500s to demystify the marketing landscape and give you the foresight needed to operate effectively in an increasingly digital world.

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EBOOK: 9781942952268
US \$14.95 • BUSINESS
FEBRUARY 2018



THE ONE WEEK MARKETING PLAN

MARK SATTERFIELD

One week. That's all it takes for most small and medium-sized businesses to dramatically improve their marketing. Mark Satterfield's *The One Week Marketing Plan* lays out a step-by-step system entrepreneurs can put in place in just five business days. Tailored to each company's niche market, this innovative plan can generate a consistent stream of customers for an out-of-pocket expense of as little as \$300. Satterfield, founder and CEO of Gentle Rain Marketing, Inc., has more than two decades of experience helping clients in more than 75 niche industries grow their businesses without cold calling or hard selling.

TRADE PAPERBACK
9781944648299
EBOOK: 9781939529794
US \$16.95 • BUSINESS
AUGUST 2017

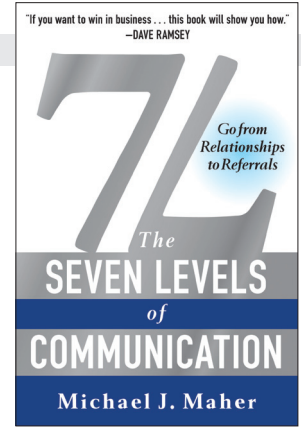


PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER

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. FranklinCovey experts Kogon, Blakemore, and Wood understand the importance of leadership in project completion and explain that people are crucial in the formula for success. *Project Management for the Unofficial Project Manager* offers practical, real-world insights for effective project management and guides you through the essentials of people and project management.

TRADE PAPERBACK
9781941631102
EBOOK: 9781941631119
US \$16.95 • BUSINESS
APRIL 2015

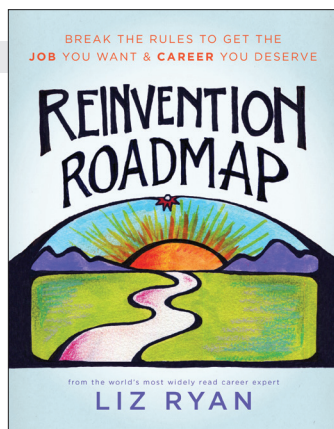


7L: THE SEVEN LEVELS OF COMMUNICATION

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
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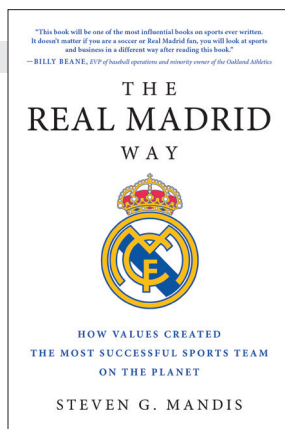


REINVENTION ROADMAP

LIZ RYAN

The new-millennium workplace requires all of us to rewrite the rules and start treating our careers like we're running a business. Liz Ryan is a former Fortune 500 HR SVP and the world's most widely read workplace thought leader. She understands the recruiting system as only an insider can, and she shows you how to distinguish yourself from masses of job seekers. Whether you're entering the workplace or looking to switch careers, you can get the perfect job if you step off the beaten path. *Reinvention Roadmap* is the colorful, fun, irreverent, and deeply practical guide to getting the job you want and building the career of your dreams.

TRADE PAPERBACK
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US \$19.95 • BUSINESS
DECEMBER 2016

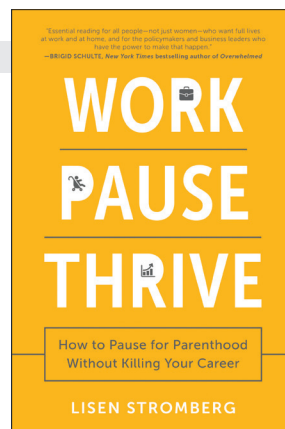


THE REAL MADRID WAY

STEVEN G. MANDIS

How did Real Madrid achieve such extraordinary success? Columbia Business School adjunct professor Steven G. Mandis investigates the secret to success in *The Real Madrid Way*. Mandis is the first researcher to rigorously analyze both the on-the-field and business aspects of a sports team. What he learns challenges the conventional wisdom that moneyball-fueled data analytics are the primary instruments of success. Instead, Real Madrid's winning formula is based on aligning strategy with the culture and values of its fan base. This book is an engrossing account of the lifetime of one of the greatest clubs in the most popular sport in the world.

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EBOOK: 9781942952558
US \$16.95 • BUSINESS/SPORTS
OCTOBER 2016



WORK PAUSE THRIVE

LISEN STROMBERG

After the birth of her second child, marketing and advertising executive Lisen Stromberg did something she never imagined she would do: she opted out and chose to focus on her family. But her career didn't end there. Lisen paused, then pivoted to become first a social entrepreneur and then an award-winning journalist writing about women, work, and life in Silicon Valley. Along the way, she met many highly successful women who told her they never "opted out" but had, in fact, temporarily paused or downshifted their careers. Their hidden journeys revealed alternative, nonlinear paths to the top that enabled them to achieve their personal and professional goals.

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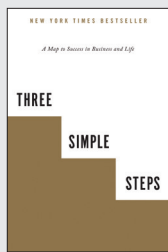


THE BUSINESS OF FLIPPING HOMES

WILLIAM BRONCHICK
AND ROBERT DAHLSTROM

Whether you're looking to make a career out of flipping homes or see it as a part-time venture, you can make fast money legitimately. Before you get started, you need to know the right way to flip regardless of local market conditions and current economic trends. Expert investors William Bronchick and Robert Dahlstrom have learned to be successful in all types of markets—and now they share their secrets with you. The book explains what flipping is and isn't, goes beyond the investment of a basic single-family home, and demonstrates how to find, renovate, and sell properties using proven methods.

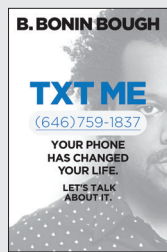
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THREE SIMPLE STEPS

TREVOR G. BLAKE

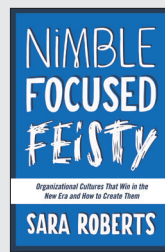
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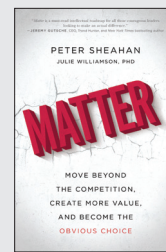
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PETER SHEAHAN AND
JULIE WILLIAMSON, PhD

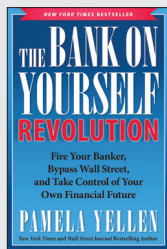
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HOW TO GET A MEETING WITH ANYONE

STU HEINECKE

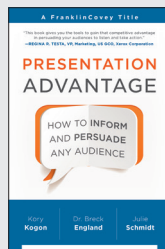
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THE BANK ON YOURSELF REVOLUTION

PAMELA YELLEN

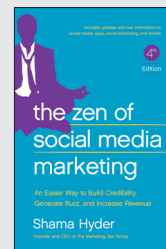
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KORY KOGON, BRECK ENGLAND,
AND JULIE SCHMIDT

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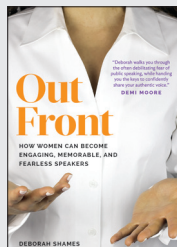


THE ZEN OF SOCIAL MEDIA MARKETING

4th Edition

SHAMA HYDER

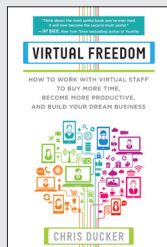
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OUT FRONT

DEBORAH SHAMES

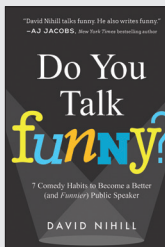
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CHRIS DUCKER

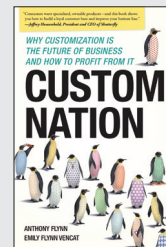
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DO YOU TALK FUNNY?

DAVID NIHILL

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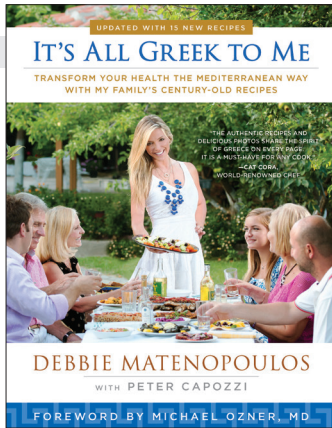
CUSTOM NATION

ANTHONY FLYNN AND
EMILY FLYNN VENCAT

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US \$16.95 • BUSINESS
EBOOK: 9781937856113

COOKING

Find your perfect kitchen companion and cook up something delicious!

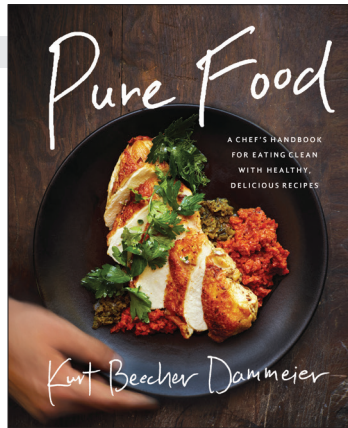


IT'S ALL GREEK TO ME

DEBBIE MATENOPOULOS

In *It's All Greek to Me*, Debbie Matenopoulos shares 120 of her family's traditional Greek recipes and adds her own touch to make them even healthier and easier to prepare. After tasting Debbie's dishes, such as her mouthwatering version of *Spanakopita* (Spinach Feta Pie), *Kalamaria Kaftera* (Spicy Calamari), and *Arni kai Patates* (Classic Roasted Leg of Lamb with Potatoes)—you'll be amazed these delicious foods are good for you. With a foreword by Dr. Michael Ozner, the recipes adhere to the healthiest diet on the planet: the traditional Mediterranean diet. A portion of all proceeds will benefit the ALS Association.

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978194252411
EBOOK: 9781939529947
US \$21.95 • COOKING
JANUARY 2018

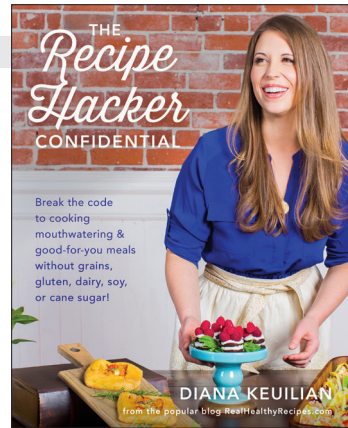


PURE FOOD

KURT BEECHER DAMMEIER

Winner of the Gourmand Award—US Cookbook of the Year! Taking control of your diet doesn't have to be a challenge. Part handbook and part cookbook, *Pure Food* shows you how easy—and how much healthier—it is to cook clean, delicious foods. Dammeier, an esteemed 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 years creating and selling pure, unadulterated foods through his Seattle-based family of food businesses. Here he shares his own story and provides a roadmap (with over 80 recipes) for readers to forge a diet based on pure, additive-free foods.

PAPER OVER BOARD
9781942952176
EBOOK: 9781942952183
US \$34.95 • COOKING
JULY 2016

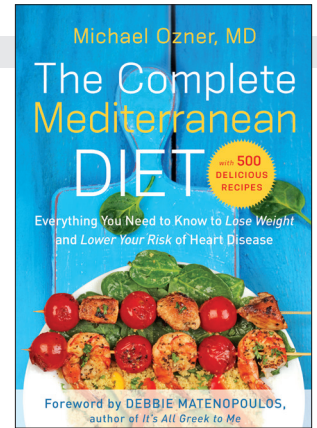


THE RECIPE HACKER CONFIDENTIAL

DIANA KEUILIAN

In today's era of rampant food allergies, gluten-free popularity, and the rise of paleo eating, putting together a meal that will satisfy everyone at your table is easier said than done. With Diana Keuilian's unique approach for "hacking" recipes, however, you'll learn how to easily recreate beloved, traditional comfort foods without the grains, gluten, dairy, soy, or cane sugar. The long-awaited follow-up to *The Recipe Hacker*, *The Recipe Hacker Confidential* is bursting with more than 100 new recipes and stunning photos that will tantalize your taste buds while trimming your waist.

TRADE PAPERBACK
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EBOOK: 9781942952763
US \$19.95 • COOKING
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THE COMPLETE MEDITERRANEAN DIET

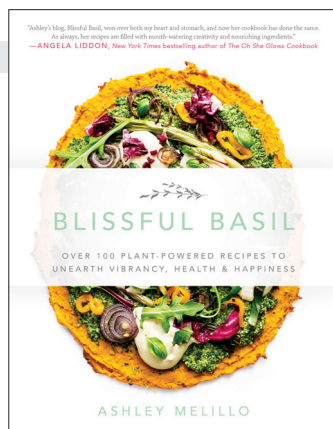
MICHAEL OZNER, MD

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 way that's been successful for millions of people for thousands of years: the Mediterranean diet. In *The Complete Mediterranean Diet*, top cardiologist Michael Ozner offers the traditional Mediterranean diet—clinically proven to reduce your risk of heart disease, cancer and numerous other diseases—with the latest scientific findings in health and nutrition to create a diet that's easy to follow.

TRADE PAPERBACK
9781939529954
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US \$19.95 • HEALTH
APRIL 2014

BENBELLA VEGAN

Scrumptious vegan recipes to support your journey toward health.

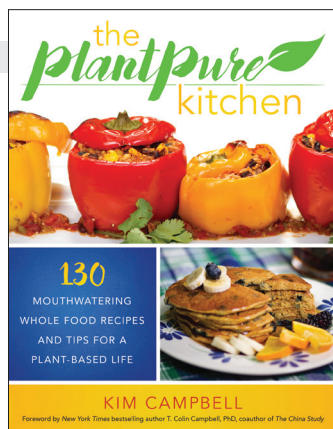


BLISSFUL BASIL

ASHLEY MELILLO

Experience the happiest side of life through beautiful, nourishing foods. Ashley Melillo believes in enjoying a wide array of wholesome foods in order to thrive—physically, mentally, and emotionally. For her blog, *Blissful Basil*, she finds innovative ways to use plants for fun, flavorful dishes that keep her readers coming back. Her gorgeous debut cookbook brings brand-new recipes, plus a handful of signature dishes, from her kitchen to yours. *Blissful Basil* focuses on bringing out the best flavors of whole foods and features more than 100 plant-based dishes that will delight vegans, vegetarians, and meat-eaters alike. What's more, most of the recipes are free from gluten, soy, and refined sugars.

TRADE PAPERBACK
9781942952459
EBOOK: 9781942952466
US \$21.95 • COOKING
DECEMBER 2016



THE PLANTPURE KITCHEN

KIM CAMPBELL

The grassroots plant-based nutrition movement inspired by the film *PlantPure Nation* has helped foster a growing community of whole food, plant-based eaters. Key to its success has been the PlantPure Director of Culinary Education Kim Campbell's inspiring and delicious recipes. Now, Campbell is back with even more inventive recipes bursting with flavor in *The PlantPure Kitchen*. Campbell builds on favorites from her last cookbook, turning recipes like the Creamy African Stew into tasty African Wraps, and shares tons of new recipes that will turn any plant-based eater into a chef with ease.

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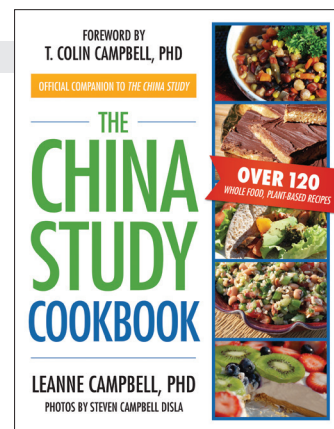


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DREENA BURTON

Get your whole family excited about eating healthy! Veteran cookbook author Dreena Burton shows a whole food, plant-based diet can be easy, delicious, and healthy for your entire family. In her book, Burton shares over 100 whole food, 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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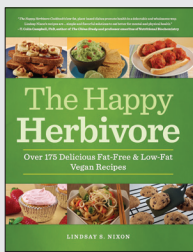


THE CHINA STUDY COOKBOOK

LEANNE CAMPBELL, PhD

This book takes the scientific findings from *The China Study* (that the traditional Western diet has led to our modern health crisis and the widespread growth of obesity, diabetes, heart disease, and cancer) and puts them to action. Written by LeAnne Campbell, daughter of *The China Study* author T. Colin Campbell, PhD, and mother of two hungry teenagers, this cookbook features delicious, easily prepared plant-based recipes with no added fat and minimal sugar and salt that promote optimal health, and includes helpful tips on substitutions, keeping foods nutrient-rich, and transitioning to a plant-based diet.

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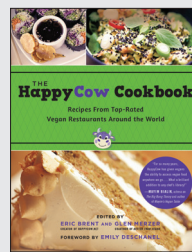
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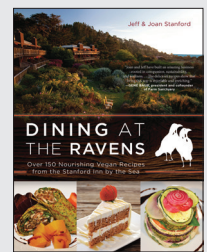
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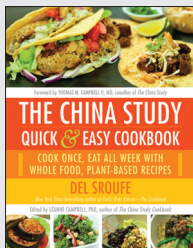
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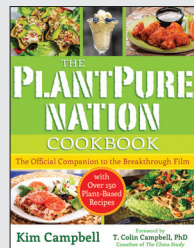
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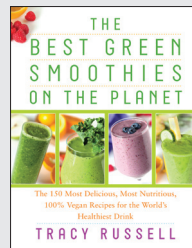
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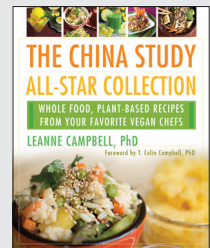
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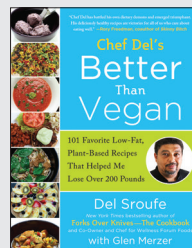
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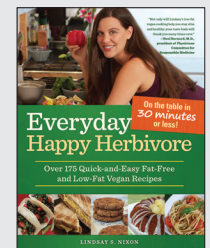
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WHAT WE TALK ABOUT WHEN WE TALK ABOUT CLONE CLUB

GREGORY E. PENCE, PhD

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. 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.

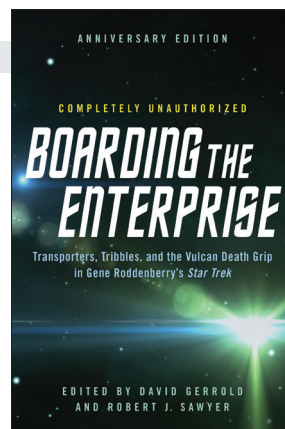
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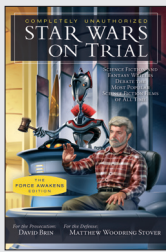
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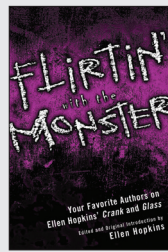
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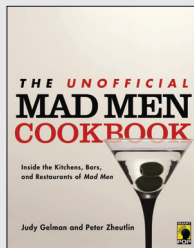
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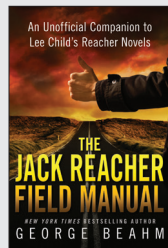
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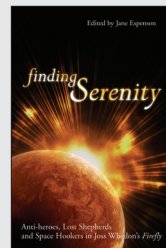
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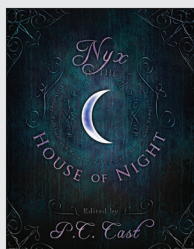
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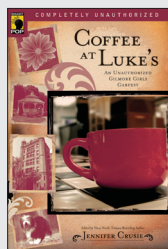
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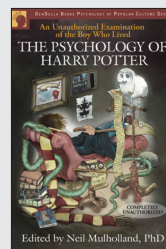
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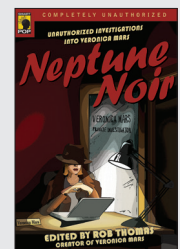
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A sneak peek at BenBella's upcoming titles.

MAJOR SACK

GERALDO RIVERA

In public life for half a century, Geraldo Rivera's image and reputation have had more ups and downs than the Cyclone roller coaster at Coney Island. Since the attacks of September 11, 2001, and Rivera's employment by the conservative rabble-rousers of Fox News, his professional life has been even more difficult to define. Over five decades, Rivera has met most of the era's good and bad guys, from Ronald Reagan to Charles Manson, Fidel Castro to Yasser Arafat, and Muhammad Ali to John Lennon. Two figure heavily in this book, both longtime friends. Roger Ailes is the disgraced yet undeniably brilliant creator of Fox News. Donald Trump, once a flamboyant playboy, billionaire businessman, is now 45th President of the United States. Now at the vigorous twilight of his career, time has both enlightened and humbled him. In *Major Sack*, he speaks frankly about his failures and successes, as well as his humiliations and triumphs, with a few life lessons along the way.

SPRING 2018
MEMOIR/CURRENT EVENTS

BABY, DON'T HURT ME

CHRIS KATTAN

You may know him as Mango, Mr. Peepers, or the gibberish-spouting Suel Forrester. Maybe you remember him as the Gothic high schooler Azrael Abyss, Gay Hitler, or one half of the Butabi brothers head-bopping at the Roxbury. Whichever it is, Chris Kattan has a place in the hearts of a generation of *Saturday Night Live* fans. Now, for the first time ever, Kattan opens up about his years on *SNL*, performing alongside friends and future legends including Will Ferrell, Jimmy Fallon, Amy Poehler, and Tina Fey, along with sharing stories from his fascinating and unusual childhood. Provocative and personal, goofy and heartfelt, *Baby, Don't Hurt Me* is a window into the world of millennium-era *Saturday Night Live*, from the rehearsals to the after-after parties, as narrated by your funniest, wised up, weirdest friend who just happened to be there for all of it!

SPRING 2018
MEMOIR/HUMOR

MASTERS OF THE FORMULA

**RONALD F. FERGUSON, PhD,
AND TATSHA ROBERTSON**

Focusing on the value of the "parent factor" in education, this book argues that parents are just as influential to a child's academic success as schools, if not more so. The two authors, an MIT-trained economist and Harvard professor considered the foremost expert on the US "achievement gap," and an award-winning journalist, author, and former *People* magazine senior editor, contend that it doesn't take a parent with money and influence to ensure a child reaches his or her academic potential. Neither does race nor culture matter. What it takes is at least one nurturing, devoted parent, armed with strategies the authors call the "Formula." *Masters of The Formula: Unlocking the Secrets to Raising Academically Excellent Kids* features exclusive interviews about parenting with President Obama, Michael Jordan, a scientist, a senator, and many more.

SPRING 2018
PARENTING & EDUCATION

THE GENE HUNTERS

BIJAL TRIVEDI

The Gene Hunters: The Incredible True Story of How Patients of Rare Diseases Sparked the Genetic Revolution is a character-driven narrative about patients suffering from four incurable genetic diseases—cystic fibrosis, Alzheimer's, melanoma, and Parkinson's—and the families and scientists fighting to save their lives. It's also a tale of how a few extraordinary individuals changed the way medical research is conducted and paid for, and are fast-tracking discovery of new "personalized" treatments and cures. With spiraling healthcare costs and the slow pace of drug discovery, the time to tell this story is now. The author follows patients, families, and scientists who are innovating cures. With this new philanthropic participation in medicine, we are on the brink of curing diseases that affect world health. This book celebrates the victories of personalized medicine and provides a roadmap for those to come.

FALL 2018
SCIENCE

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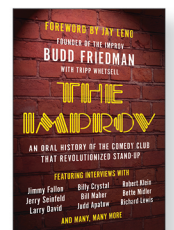
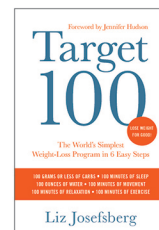
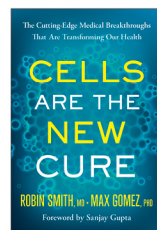
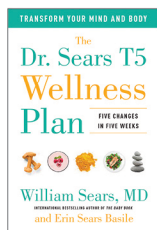
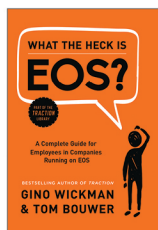
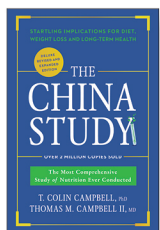
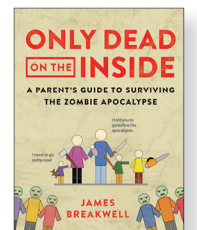
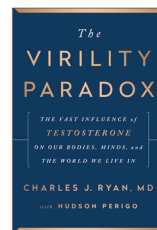
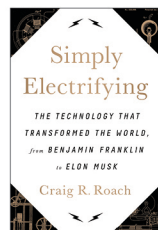
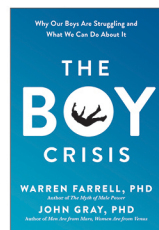
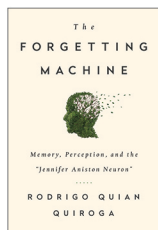
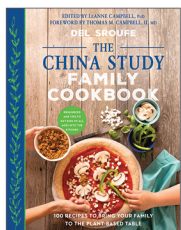
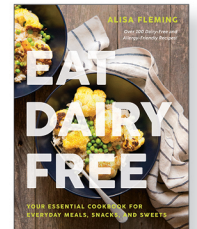
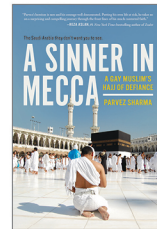
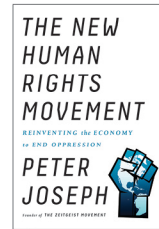
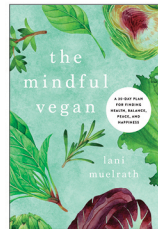
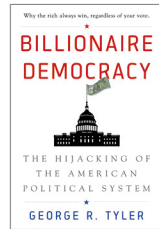
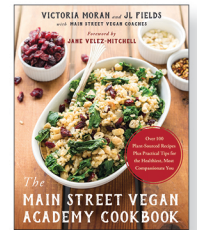
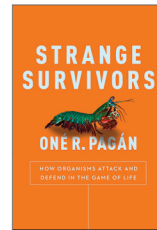
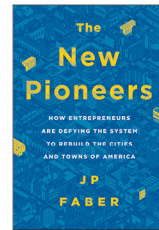
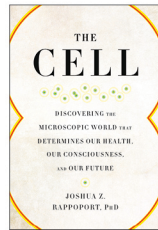
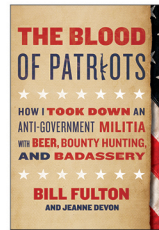
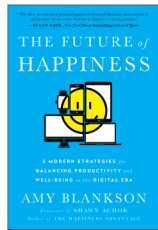
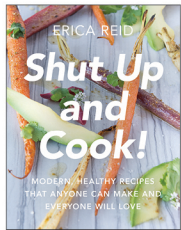
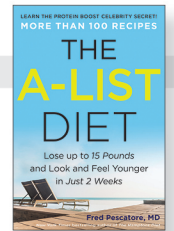
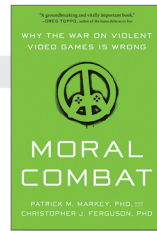
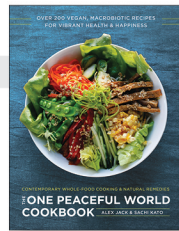
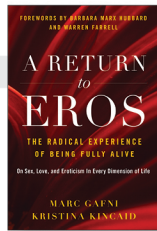
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