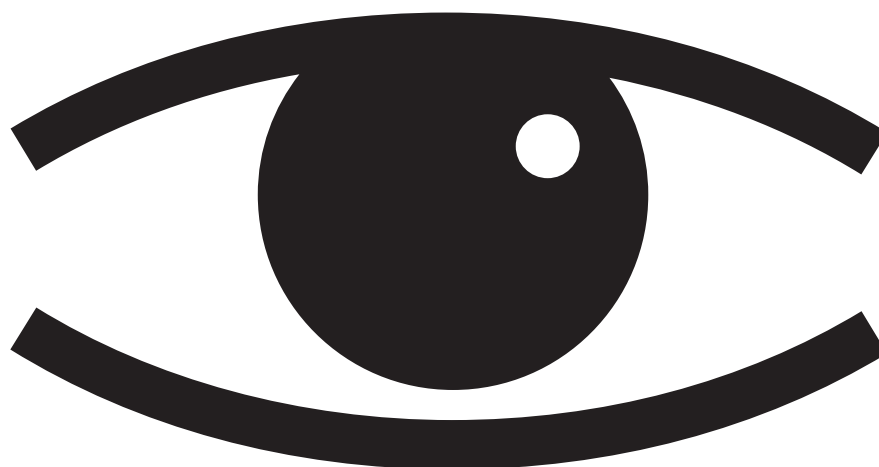


BenBella Books

16 YEARS OF INNOVATIVE PUBLISHING



FALL 2019 CATALOG



HELLO THERE!

DEAR READER,

How many times have you unconsciously checked your phone today after hearing the tell-tale “ping” of a notification? When’s the last time you were immersed in a project at work, only to be interrupted by an email alert? Technology gets a bad rap for being the cause of these constant distractions, but the truth is, technology’s not the problem—we are. From the bestselling author of *Hooked*, Nir Eyal’s *Indistractable* sheds light on why we’re so susceptible to distractions and provides science-backed advice to show how we can overcome them.

Legendary artist Neil Young has a bone to pick with the way the music industry is providing us with music. CDs, MP3s, and low-quality streaming services have largely replaced high-quality analog sound. The lifeless audio we’re used to hearing is a far cry from how artists intend for it to sound. In *To Feel the Music*, Neil, along with coauthor Phil Baker, lays out his mission to bring back high-quality audio—from the Pono music player to the Neil Young Archives—overcoming setbacks and skeptics to deliver music the way it was meant to be heard.

You’ve likely heard of Zappos, the online retailer known for its innovative approach to business, radical focus on company culture, above-and-beyond customer service, and fearless CEO Tony Hsieh, author of *Delivering Happiness*. Now, in *The Power of WOW*, written by the employees of Zappos as told to Mark Dagostino, you’ll learn even more about the people-focused company’s secrets to success—complete with powerful stories and lessons the authors have learned in business and in life—and how, by following their lead, you can change more than just your business.

Cystic fibrosis has long been a mysterious disease to doctors and patients, and it wasn’t long ago that those afflicted with the cruel condition weren’t expected to live beyond childhood. Now, developments spurred by one patient and his family are changing the way we treat CF and other life-threatening genetic diseases. Learn more about the new frontier in genetics and medicine in *Breath from Salt*, a narrative non-fiction work by science writer Bijal Trivedi.

Looking for help to go vegan once and for all (*The Joyful Vegan*), or need some family-friendly plant-based recipes once you’ve already made the switch (*The Colorful Family Table*)? Are you seeking the advice of a parenting expert on how to raise teens in a tech-laden world (*The New Adolescence*), or a humorist’s take on protecting your child from ostrich attacks and other typical parenting concerns (*How to Save Your Child...*)?

Whether you’re wondering what the future holds at the intersection of brain science and technology (*The NeuroGeneration*) or want a behind-the-scenes look at what one *Bachelor* alum learned from her time on the show (*Now Accepting Roses*), you’ll find it in BenBella’s Fall 2019 list!

Enjoy!

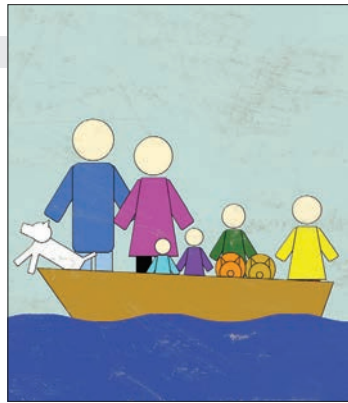
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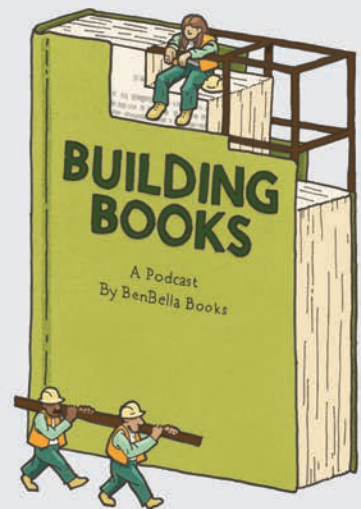
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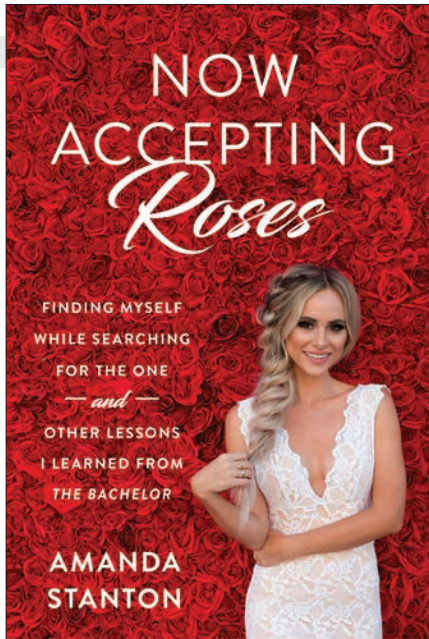
Building Books
A PUBLISHING PODCAST FROM BENBELLA



NOW ACCEPTING ROSES

Finding Myself While Searching for the One . . . and Other Lessons
I Learned from *The Bachelor*

AMANDA STANTON



Amanda Stanton, known for *The Bachelor* and *Bachelor in Paradise*, shares exclusive behind-the-scenes stories and the love lessons she acquired along the way.

WHEN AMANDA FOUND OUT her mother had sent in an application to ABC's *The Bachelor* on her behalf, she wasn't upset . . . but she was hesitant.

As a divorced single mom on a long dating hiatus, she didn't think there was any way she could measure up against the competitors. In the back of her mind, her ex's hurtful message reared its ugly head: "You can't divorce me. You'll be 25 and divorced with two kids. No one will want you." The thought of starting over and putting herself out there was frightening.

But despite the self-doubt, Amanda made it on to Season 20. What nobody knew at the time was that her on-camera date with Ben was her first in almost three years. Talk about pressure!

Ever since she made it to the final four on *The Bachelor* and ended up engaged on *Bachelor in Paradise*, media outlets and millions of fans, eager to learn Amanda's story, have tried to track her down. *What's he really like? What's the scoop on her? Was she telling the truth about him?*

Part-memoir, part-girl's guide, *Now Accepting Roses* is full of never-before-told stories from behind the scenes of one of America's most popular television shows—but this book isn't *just* for fans of *The Bachelor*. This book is for anyone navigating the crazy and exciting world of finding real love. Amanda also reveals the valuable lessons for relationships and life that she learned after the world watched her look for love on television—*three times*. Everything she now knows about dating, she learned from being on *The Bachelor*. Amanda's unique experiences have left her with some hard-earned wisdom to share, including her own "rules" for dating and how to truly find yourself, as she has. Thanks to juggling dating, parenting, and life, she better understands the way dating works and shares how you can find love while prioritizing your own needs.

Amanda's friendly, heartfelt guidance will feel like a good friend offering her most personal advice on life, love, and self-care—and her wild stories will rival the juiciest gossip you've ever heard.

If you're looking for a love like you've seen on the silver screen, that doesn't exist. The good news is that the real thing is so much better. Amanda would love to help you find it.

- **Book announcement featured on major entertainment news sites, including *ET* and *Bustle***
- **Galley mailing to *Bachelor in Paradise* (4M viewers per episode) contestants for coverage on the show's sixth season, airing August 2019**
- **National publicity firm hired with early interest from *Good Morning America***
- **Planned author promotion across her social media channels**
- **AmandaStantonBlog.com**
- **Instagram: /Amanda_Stantonnn (1.2M)**
- **Twitter: /AmandaStantonnn (174K)**

9781948836395

EB00K: 9781948836647

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AMANDA STANTON is a single mother raising two beautiful girls, Kinsley Elizabeth and Charlie Emma, in Orange County, California. Before joining ABC's hit series *The Bachelor* and *Bachelor in Paradise*, Amanda was a full-time mom who hadn't been on a date in more than three years. From her unique experiences on the dating shows, Amanda has received a crash course in relationships. She has developed a refreshing set of rules for what it takes to find the one—without losing oneself. Residence: Orange County, Calif.

CHANGE YOUR BRAIN, CHANGE YOUR GRADES

The Secrets of Successful Students: Science-Based Strategies to Boost Memory, Strengthen Focus, and Study Faster

DANIEL G. AMEN, MD

A breakthrough approach to optimize your brain, change your habits, and succeed in school, from renowned neuroscientist and bestselling author of *Change Your Brain, Change Your Life*.

DO YOU FEEL LIKE you should be getting better grades? Are you spending more time studying than the A students in your class but not getting the same results? Are you heading back to school after a long break and need a refresher to get more done in less time?

With schools becoming more competitive and technology becoming increasingly distracting, today's students face a minefield of obstacles to academic success. Doing well in school isn't just a matter of smarts or more studying: it takes good habits, practical tools—and a healthy brain.

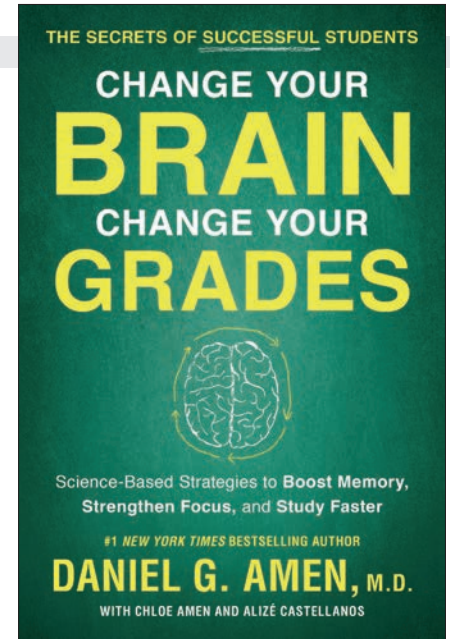
Brain health pioneer Dr. Daniel Amen knows what it takes to get the brain ready to succeed. *Change Your Brain, Change Your Grades* draws on Dr. Amen's experience as a neuroscientist and psychiatrist as well as the latest brain science to help you study more effectively, learn faster, and stay focused so you can achieve your academic goals. This practical guide will help you:

- discover your unique brain type and learning style
- kick bad habits and adopt smarter study practices
- get more out of your classes with less overall study time
- memorize faster and remember things longer
- increase your confidence and beat stress

For underachievers, stressed-out studiers, and students from middle school to college and beyond, *Change Your Brain, Change Your Grades* gives you the knowledge and tools you need to get the best out of yourself.



DANIEL G. AMEN, MD, was named the most popular psychiatrist in America by the *Washington Post* and the web's #1 most influential expert and advocate on mental health by Sharecare. Dr. Amen is a physician; board-certified child, adolescent, and adult psychiatrist; and international speaker. He is the founder of Amen Clinics in Costa Mesa, Encino, and San Francisco, California; Bellevue, Washington; Reston, Virginia; Atlanta, Georgia; New York, New York; and Chicago, Illinois. Dr. Amen is the author or coauthor of more than seventy professional articles and thirty books, including the #1 *New York Times* bestsellers *The Daniel Plan* and *Change Your Brain, Change Your Life*, as well as *Magnificent Mind at Any Age*, *Change Your Brain, Change Your Body*, *Use Your Brain to Change Your Age*, *Healing ADD*, *The Brain Warrior's Way*, *The Brain Warrior's Way Cookbook*, *Memory Rescue*, and *Feel Better Fast and Make It Last*. Residence: Newport Beach, Calif.



- **Author is a 10-time *New York Times* bestselling author and international speaker**
- **Author has written, produced, and hosted 13 popular shows about the brain on public television; consulted on movies including *Concussion* starring Will Smith; and appeared on *The Truth About Drinking* and *The Dr. Oz Show***
- **Author has spoken for the National Security Agency (NSA), the National Science Foundation (NSF), and Harvard's Learning and the Brain Conference**
- **Book will be featured in the *Your Brain at Its Best* weekly newsletter (1.6M)**
- **AmenClinics.com**

9781948836852

EBOOK: 9781948836869

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224 PAGES • \$16.95

SEPTEMBER 2019 • EDUCATION

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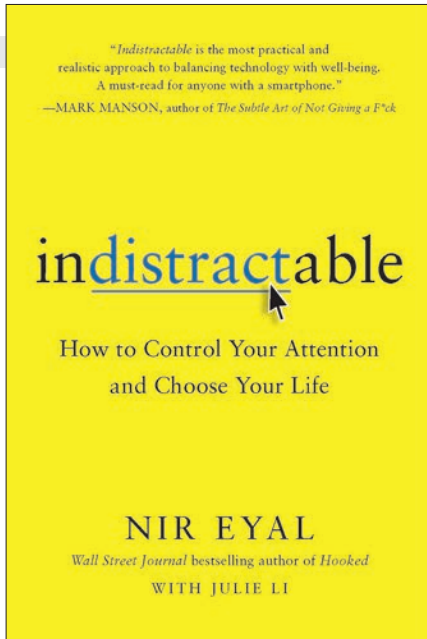
INDISTRactable

How to Control Your Attention and Choose Your Life

NIR EYAL WITH JULIE LI

6

COVER NOT FINAL



The bestselling author of *Hooked* explains why we get distracted and how we can take control, in order to achieve the ultimate 21st-century superpower: being indistractable.

A PING ON YOUR phone takes you out of a conversation with a friend. At the office, an email interrupts your project. At home, your screens intrude on time with your partner. Things you mean to put away pile up and clutter your space. Goals you feel passionately about too often don't get done.

Between work, family, and social life, juggling everything that demands our time and attention can feel impossible. Day after day, we give in to self-defeating behaviors, such as spending too much time on work chat and our smart phones—at the cost of activities that matter more to us. How different would your life be if you had the power to never get distracted again?

In *Indistractable*, bestselling author and behavior design expert Nir Eyal gets straight to the root of the problem and reveals why the problem isn't our gadgets, it's *us*. Technology is blamed as the source when it is actually a symptom of much deeper issues. The result? For many of us, it feels impossible to stay focused and engaged on the task at hand—even when it's important to us.

Distraction is not a new problem—it stems from our innate desire for psychological escape. Personal technology is simply the latest tool we turn to for relief.

Solving the issue is not as simple as throwing away our devices—and this is not an anti-technology book—as doing so would have little effect on our ingrained habits. It's clear at this point that the battle has to be won from the inside out. Drawing on his own experience, plus a range of cutting-edge research and real-world interviews, Eyal lays bare the secret of finally doing what you say you will do.

Inside, Eyal provides practical, science-backed advice, including:

- How to stay focused and follow through on your most important goals, instead of letting self-defeating behaviors get in the way
- How to be indistractable at work and conquer your priorities—every day
- How to raise kids who are equipped to focus in a distracting world

This timely book will help readers understand the underlying causes of what gets in their way, while also providing practical, novel techniques to help conquer any distraction.

- **Eyal has an established platform from previous book, *Hooked* (200K copies sold)**
- **Author has been featured in *Harvard Business Review*, *TechCrunch*, *Time*, *Inc.*, and *Psychology Today*, among others**
- **Author runs the Habit Summit each year, a usually sold-out conference for business leaders, executives, and entrepreneurs**
- **Outreach to author's newsletter list (100K)**
- **NirandFar.com**
- **LinkedIn: /NirEyal (235K)**
- **Twitter: /NirEyal (57K)**

9781948836531
 EBOOK: 9781948836784
 6X9 • TRADE CLOTH
 304 PAGES • \$26.95
 SEPTEMBER 2019 • BUSINESS/PSYCHOLOGY
 DISTRIBUTION: NORTH AMERICA
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A graduate and instructor in Stanford's Graduate School of Business, **NIR EYAL** has studied and taught behavioral design with and to industry-leading experts and scientists. He writes, consults, and teaches about the intersection of psychology, technology, and business at NirAndFar.com and his writing has been featured in *Harvard Business Review*, *TechCrunch*, *Time*, *The Week*, *Inc.*, and *Psychology Today*. Residence: New York, N.Y.

DISTRACTIONS: I love sweets, I love social media, and I love YouTube. But as much as I love these things, they don't love me back. For me (though not necessarily you), these products can be harmful—their costs often outweigh their benefits. Your harmful distractions might include other indulgences, but it's not for me (or anyone else for that matter) to point fingers at whatever poison you pick.

A scroll of the newsfeed, a sweet snack after a meal, or a video binge after work are all things we do with little or no conscious thought—out of habit. It's not that candy makers and technology companies are evil; it's that the free market, channeling our inborn human hunger, rewards them for making products people want. By and large, that's a good thing. We want companies to make things people find useful. That's not necessarily a problem; it's progress!

Our world has always been full of things designed to distract us. Today, people find themselves attached to their mobile phones, but history shows us it's only the latest in a long list of potential hindrances. A few decades ago, people complained about the mind-melting power of television. Before that it was arcade games, the telephone, the pinball machine, comic books, and the radio. Even the written word was blamed for creating “forgetfulness in the learners' souls,” according to Socrates. Though some seem dull in comparison to today's enticements, distractions have and will always be facts of life.

We want companies to innovate and solve our evolving needs, but we must also ask whether better products bring out our best selves. Though it's not your fault distractions exist, managing them is your responsibility. If you hold your breath waiting for corporations to make their products less distracting, you're going to suffocate.

Thankfully, distractions are behaviors we can stop doing with a little planning and forethought. How do we put distractions in their place? The rest of this book provides the strategies and tactics for breaking these bad habits, no matter what distracts us.

“Though it's not your fault distractions exist, managing them is your responsibility. If you hold your breath waiting for corporations to make their products less distracting, you're going to suffocate.”

“Addiction involves a ‘loss of ability to choose freely whether to stop or continue the behavior.’ ... But the opposite of addiction is not necessarily sobriety or abstinence; it's intentionality.”

Addictions

Unfortunately, some people have an extremely difficult time not doing certain things, even when those behaviors cause self-inflicted harm. In the case of both a distraction and an addiction, the bad aspects outweigh the good, but despite the harm, those suffering from an addiction have a very hard time moderating their behavior. Addiction involves a “loss of ability to choose freely whether to stop or continue the behavior.”

Are we all addicted to our devices and distractions? Many people believe they are, and some technology critics sell the notion that our brains are being overrun by all sorts of things. Other pundits use the language of addiction to sell the idea that the only way to get clean is to conduct a “digital detox.”

But the opposite of addiction is not necessarily sobriety or abstinence; it's intentionality.

There's much more to addiction than most people realize. It's a surprising and commonly misunderstood condition. In the next chapter, we'll explore the mysteries of addiction to better understand what the most extreme examples of doing something against our best interests can teach us about identifying impulses that lead us to distraction and, in some cases, addiction.

Why is it so hard for some people to pull themselves away? Are our brains being hijacked?

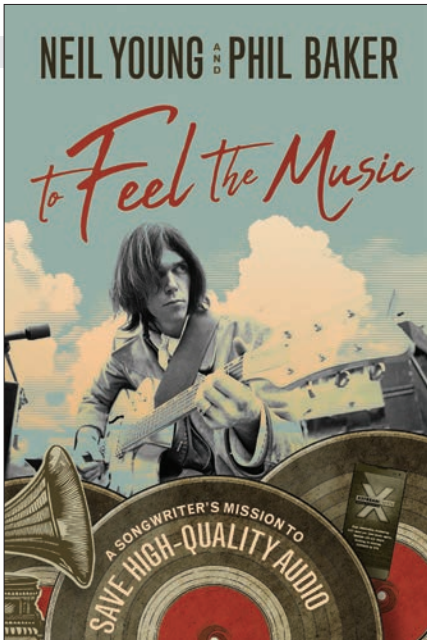
Try this:

- Consider your tendencies toward boredom, negativity bias, rumination, and hedonic adaptation. Write down an example of how each of these sources of dissatisfaction has led you to distraction. Write down a few examples of how each has led you toward traction.
- Did any of the distractions you identified turn out to be “addictions” because you feel you are dependent upon them despite the harm they cause you? Keep those in mind for the next chapter.

TO FEEL THE MUSIC

A Songwriter's Mission to Save High-Quality Audio

NEIL YOUNG AND PHIL BAKER



Neil Young details his most passionate pursuit: bringing high-quality audio back to music lovers instead of settling for compressed, digital files that rob songs of their original warmth.

NEIL YOUNG IS CHALLENGING the assault on audio quality—and working to free music lovers from the flat and lifeless status quo.

Follow Neil in *To Feel the Music* as he discovers the step-by-step deterioration of recorded sound as analog is methodically replaced by digital CDs, MP3s, and low-price, low-quality streaming; gathers others committed to his goal of delivering music the way artists intend for it to sound; and eventually develops the Neil Young Archives, a high-res streaming site that gives users unprecedented access to all of Neil's music—in the best quality their devices can handle—videos, photos, and more.

Neil's efforts to bring quality audio to his fans garnered media attention when his Kickstarter campaign for his Pono player—a revolutionary music player that would combine the highest quality possible with the portability, simplicity, and affordability modern listeners crave—became the third-most successful Kickstarter campaign in the website's history. It raised more than \$6M in pledges in 40 days. Encouraged by the enthusiastic response, Neil still had a long road ahead, and his Pono music player would not have the commercial success he'd imagined.

An eye-opening read for all fans of Neil Young and all fans of great music, as well as readers interested in going behind the scenes of product creation, *To Feel the Music* has an inspiring story at its heart: One determined artist with a groundbreaking vision and the absolute refusal to give up, despite setbacks, naysayers, and skeptics.

NEIL YOUNG is a Canadian singer-songwriter, musician, producer, director, and screenwriter. He's a member of the Rock and Roll Hall of Fame and continues to tour and record new albums. Young has also written two previous books, his autobiography *Waging Heavy Peace: A Hippie Dream* and *Special Deluxe: A Memoir of Life & Cars*. He is an environmentalist and advocate for the welfare of small farmers, having cofounded the benefit concert Farm Aid with Willie Nelson. Young also helped found The Bridge School, an educational organization for children with severe verbal and physical disabilities. Residence: Malibu, Calif.



PHIL BAKER has a long career developing consumer electronic products, as well as working as a technology journalist and author. He has developed many iconic products for Polaroid, Apple, Seiko, Barnes & Noble, Pono, and others. Phil and Neil began working together to develop the Pono Music Player in 2012 and continue to work together on other projects, including the recently introduced Neil Young Archives, an online archive of Young's lifetime of works. Residence: Solana, Calif.

- **Young is one of the world's most famous musicians and #34 on *Rolling Stone's* list of 100 Greatest Artists of all time**
- **Young has been featured on *The Late Show with Stephen Colbert*, *The Tonight Show Starring Jimmy Fallon*, *Saturday Night Live*, and others**
- **National publicity firm hired with early interest from *Good Morning America***
- **Baker has written columns for *Recode*, *PJ Media*, and *San Diego Daily Transcript***
- **NeilYoungArchives.com**
- **Facebook: /NeilYoung (3.2M)**
- **Twitter: /NeilYoung (456K)**
- **Instagram: /NeilYoung (240K)**

9781948836388
 EBOOK: 9781948836630
 6X9 • TRADE CLOTH
 240 PAGES • \$24.95
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 DISTRIBUTION: WORLD
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STEAMING SERVICES ARE BUILT around old limitations from the twentieth century when memory and bandwidth were expensive. Those limitations were major issues when Apple developed the iPod in 2001 using expensive hard drives with limited capacity. Low-cost solid-state memory was unavailable and data traveled at a fraction of today's speeds. All these things are old issues that no longer exist, yet current music formats are still based on them—held prisoner to them. Music is in a cage.

It's the same with the record companies and the files they sell. They charge high prices for high-res, which has nothing to do with anything. Restricting audio quality doesn't make sense from a financial standpoint. If you sell a better product, which you already have access to, and it doesn't cost any more to sell it, then why not? Why hold it back and put an inflated price on it so literally no one buys it? What is the advantage to having something if no one can use it? I just don't get that. If these companies went back a little further than the digital past, they would see that they used to charge almost the same for everything: records, cassettes, and tapes. It was all essentially the same price and quality, and that's when people really loved music, because they could hear it and *feel* it. They could feel the soul of the music, and they loved it.

One of the arguments the music and technology industries make about their complacency for not improving music quality is that many people can't hear the difference anyway, so why bother? Well, my response is simple. It doesn't matter if every person can hear the difference or not. Some can, and some can't. If it costs the same amount, what's the big deal?

Look, I know music, I know sound, and I can hear and feel it! There are a lot of color-blind people out there, like myself, but you don't see television sets that don't have color. They didn't take the color out of TV because some people can't see all the colors of the spectrum. They used to say that the limit of TV quality that people could perceive was 2000 lines of resolution. Yet now manufacturers are introducing sets with 8000 lines, because some can appreciate the improvement.

I think it's the same thing with tone deafness. If you can't hear the music, the difference in audio quality, it doesn't mean it shouldn't be there. People who can hear it deserve to be able to hear it. Plus, how are others going to find out whether they can hear it? How do they know they can't hear it? What do they have to compare it to? They've been so conditioned to hearing low quality audio, that's all they hear. They never hear high quality, or if they do hear it, it might be for just a few minutes, and in that short time span they may not be able to absorb the difference. It is subtle, but once discovered, it can be life changing.

If people could listen to high-res music all the time, they might just find they enjoy the music a lot more. You have to give your body a chance to absorb and recognize how good it feels to hear it. The human body is incredible. It's great! It has such deep sensitivity. It's made by God/nature, depending on your beliefs. If

some listeners can hear and feel the input from everywhere, why give them less? There's no advantage. Sticking to lower quality means that all of the people who are sensitive and can hear the quality don't receive it. There's no logical reason to not provide the best and improve the quality of life. That, after all, is one of the goals of technology—to improve our lives.

Music is my life, and it's too important. I want to ensure it is preserved in its highest quality. Sometimes I think, *This could be the most important thing I've ever tried to do*. I don't know if I will succeed at it. But if I do, it will be a great accomplishment, because it affects all the music of all musicians, every recording ever made back to the beginning, not just mine.

So, I am not giving up because somebody's got to listen to this. Somebody's got to care. Restoring high quality audio has been my long-term goal, a much longer term than I thought it would be. We are up against many challenges to make it happen, but we will continue to come up with new ways to succeed.

“If people could listen to high-res music all the time, they might just find they enjoy the music a lot more. You have to give your body a chance to absorb and recognize how good it feels to hear it.”

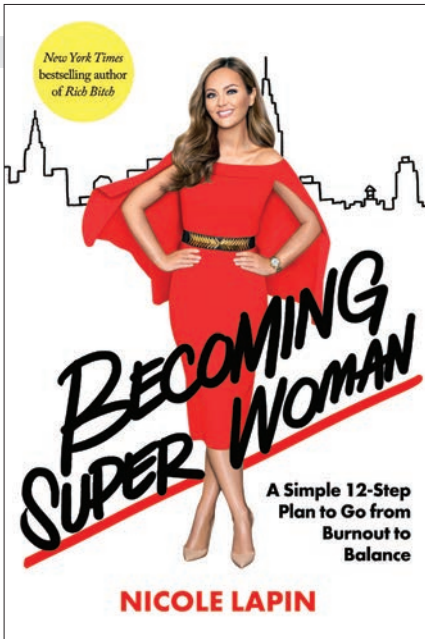
“Restricting audio quality doesn't make sense from a financial standpoint. If you sell a better product, which you already have access to, and it doesn't cost any more to sell it, then why not?”

“Music is my life, and it's too important. I want to ensure it is preserved in its highest quality. Sometimes I think, *This could be the most important thing I've ever tried to do*.”

BECOMING SUPER WOMAN

A Simple 12-Step Plan to Go from Burnout to Balance

NICOLE LAPIN



New York Times bestselling author of *Boss Bitch* Nicole Lapin returns to help women avoid career burnout and reach new heights by prioritizing their own well-being.

IS WORKING LIKE CRAZY driving you crazy? Do you feel daily pressure to keep pushing yourself even when you're stressed and exhausted?

It's time to stop putting yourself at the bottom of every to-do list and start taking care of yourself *first*. It's time to leave Superwoman in the movies, where she belongs, and say hello to being a super woman—the best, most productive version of the hero you already are.

For years—maybe your entire life—you've been told that success means having it all and doing it all. But the pressure to work more and harder at “it all” is holding you back, not moving you forward. In *Becoming Super Woman*, *New York Times* bestselling author Nicole Lapin redefines what it means to be a woman who “has it all”—and shows you how to find lasting success by your own definition, on your own terms.

Nicole candidly shares her own story of career burnout and the diagnosis that prompted her to take her mental health seriously, for the first time ever. Along the way, she discovered that not only was this priority shift not a defeat, it was the key to unlock even greater accomplishments.

In her third book, Nicole lays out an actionable, 12-step plan to guide you in taking control and becoming the she-ro of your own story, with the skills it takes to be a real super woman—skills we should (but often don't) learn growing up, from emotional regulation and boundary setting to interpersonal effectiveness and self-care. Reading this book is like getting a pep talk from your whip-smart, no-nonsense best friend (who also happens to be a megasuccessful businesswoman).

Entertaining, honest, and truly life-changing, *Becoming Super Woman* shows you that it's not success that brings you happiness, but the other way around.

- **Lapin has an established platform from previous books, *New York Times* bestseller *Rich Bitch* (40K copies sold) and *Boss Bitch* (20K)**
- **Author was an anchor and contributor for: CNN, CNBC, Bloomberg, *Good Morning America*, *The Dr. Oz Show*, and *Wendy Williams***
- ***Redbook*'s first money columnist**
- **Author and her work have been featured on or in: *Today*, MSNBC News, *Fox & Friends*, *Entertainment Tonight*, *Glamour*, *People*, and more**
- **NicoleLapin.com**
- **Facebook: /NicoleLapin (180K)**
- **Instagram: /NicoleLapin (58K)**
- **Twitter: /NicoleLapin (57.8K)**



NICOLE LAPIN is the *New York Times* bestselling author of *Rich Bitch* and *Boss Bitch*. Nicole is no stranger to breaking down complex business principles for all to understand, utilizing her signature sassy style. From anchoring business shows on network television, including on CNBC, Bloomberg, and CNN, to contributing money reports to *Today* and MSNBC, Nicole has a long history with speaking the language of money fluently, and using that language to empower an entire generation of women to take control of their lives and their finances. Star of the CW's business competition reality show *Hatched*, Nicole helps a fresh wave of entrepreneurs to get their businesses off the ground with smart advice and actionable feedback on their products. She was the first woman to be voted “Money Expert of the Year” and *Redbook* magazine's first-ever monthly money columnist. Nicole graduated as valedictorian from Northwestern University. Residence: New York, N.Y.

9781946885937
 EBOOK: 9781948836678
 5.5X8.25 • TRADE CLOTH
 352 PAGES • \$26.95
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THE MORE I TALK TO OTHER WOMEN, the more I realize how similar all our stories are. We are striving for balance in a fast-paced, hyperconnected world where we feel like we have to apologize if we take more than an hour to respond to an email. Working like crazy is driving us crazy. While researching this book, I conducted the largest ever survey on women and burnout, and while what I found wasn't particularly surprising, it also wasn't good:

82 percent of respondents have experienced burnout—and 89 percent have felt they were on the verge of burnout.

88 percent said there had been a time when mental or emotional stress affected their work.

About 50 percent feel anxious four or more days a week.

More than half (57 percent) said that their life did not feel balanced.

63 percent feel the pace of their life is sustainable.

How is it that so many of us are teetering on the edge of burnout, and yet the majority also feel that the pace of our lives is sustainable? What gives?! We are clearly struggling, but many of us are not yet ready to admit it. I wasn't—until I broke down and landed in the hospital. But until we face our reality head-on, we will continue to struggle, and so will our careers, productivity, and well-being.

Throughout my personal search for a way to get—and stay—better, I yearned for a playbook on how to win the “balance” game without losing my career or myself. I didn't want some new-agey, holier-than-thou nonsense. I wanted a clear plan to follow, broken down in a way I could understand. I tried everything, from equine therapy (yep, bonding with horses) to extreme digital detox. I gave myself a crash course in Emotional Wellness, and I ultimately found more success in my career as a result than I ever did back when I was frantically responding to emails in the middle of the night. The answers I arrived at were simple but not easy. In this book, I'll lay it all out—not as a guru or a science expert, just as someone who fell hard and got my ass back up.

Becoming Super Woman is organized into 12 steps, just like my previous books. You're welcome to follow the steps in order, or to jump around “Choose Your Own Adventure” style. But I hope that you will read the book in its entirety in some fashion, because we're striving for a holistic approach, here. You won't do yourself any favors by, say, amping up your productivity at work while leaving your home life a mess. Or by finally taking the time to get your mental shit in order only to let it lapse as soon as the next big project at work or stressful life situation comes your way.

Not sure where to start? Then *Step 1: Killing Superwoman* is the place for you. Be it stress, depression, or an inability to say “no,” most of us face many different, intersecting “problems.” In this step, we'll put a label on these, and stop hiding from them. Find yourself pulled in a million different directions by work projects, family obligations, and your social life? Check out *Step 5: Boundaries, Bitch* to learn how to set and maintain healthy boundaries. You can head to *Step 7: Put Down the F-ing Phone* to take a digital detox, and see how being less plugged in can make you more productive. Or try *Step 11: Check Yo' Self* for help identifying when you might need a mental health day, how to ask for one, and other tips for maintaining your Emotional Wellness for the long haul.

I used to think that being super meant being Superwoman, and excelling at everything: my career, my personal life, and, yeah, having a rockin' bod and the perfect outfit. But that ideal wasn't heroic at all. In fact, it was destructive. The pursuit of being perfectly put together made everything, well, fall apart.

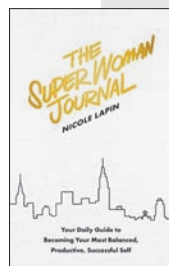
The super power I was missing was the ability to take care of myself. A *real* super woman is a woman who is dedicated to the pursuit of her own happiness, who decides what's important to her and makes time for it, who listens to what's going on in her own head, and then deliberately and thoughtfully acts on it. A super woman is her own goddamn hero, who writes her own story and, when need be, saves herself. I'll take that over an action figure any day.

INTERESTED? YOU MAY ALSO LIKE ...

THE SUPER WOMAN JOURNAL: YOUR DAILY GUIDE TO BECOMING YOUR MOST BALANCED, PRODUCTIVE, SUCCESSFUL SELF NICOLE LAPIN

Accompanying her new book *Becoming Super Woman*, Nicole Lapin's *The Super Woman Journal* is a personal daily guide to putting that plan into action and achieving success while living a healthier, happier, more meaningful life.

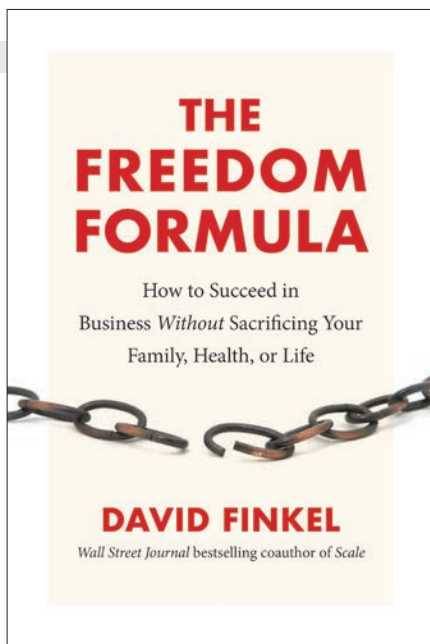
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THE FREEDOM FORMULA

How to Succeed in Business Without Sacrificing Your Family, Health, or Life

DAVID FINKEL



COVER NOT FINAL

The brain behind Maui Mastermind® gives a radical new approach to restructuring your team's priorities and time so you can reclaim and redirect hours to your highest-value activities.

YOU CHECK EMAIL THE moment you lift your head off the pillow in the morning. You bring work with you on vacation, sneak glances at your smart phone during family dinners, and take business calls and texts at your kid's sports games. It's as if you've been forced to make a choice between your company and your life, sacrificing time for yourself and family for the sake of career success.

But it doesn't have to be that way. The most successful business leaders have learned to bust through the direct one-to-one relationship between hours worked and value created by re-focusing their company, department, or team's best talent and attention on their highest value activities—generating hundreds, even thousands, of hours of value in the process.

In *The Freedom Formula*, *Wall Street Journal* bestselling author and successful entrepreneur David Finkel will help you operationalize working smarter. No fluff, no theory.

You'll learn:

- Why working longer and harder doesn't pay off (and what actually does)
- Why the 80-20 principle doesn't go far enough (and how to take it to its most productive extreme)
- How to escape the "time and effort" economy
- How to structure your day and week so that you reclaim five or more hours each week in usable blocks of your best time
- How to leverage the five Freedom Accelerators to get your life back faster
- And much more!

Whether you're a business owner, top executive, key manager, or someone who aspires to be, *The Freedom Formula* offers you a simple, proven recipe to create more value in less time.

- **Finkel has an established platform from previous books:** *Scale* (15K copies sold); *Making Big Money Investing in Foreclosures* (*Wall Street Journal* bestseller, 65K); *Build a Business, Not a Job* (22K); and *Buying Real Estate without Cash or Credit* (30K)
- **Author's work has been featured in and on:** *Wall Street Journal*, *International Business Times*, *Bloomberg Businessweek*, *Fox Business*, *MSNBC*, and *Inc.*
- **Author is a frequent speaker, speaking 20–30 times per year**
- **Author is a syndicated business columnist, with articles on Inc.com, FastCompany.com, and HuffPost**
- **MauiMastermind.com**

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 EBOOK: 9781948836654
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Serial entrepreneur **DAVID FINKEL** is the CEO of Maui Mastermind®, one of the world's premier business coaching companies, which has worked with over 100,000 business leaders, helping them grow their companies and get their lives back. David's clients enjoy an average annual growth rate five times higher than the average privately held company in the United States, and at the same time, these business leaders have dramatically decreased their working hours. The *Wall Street Journal* bestselling author of eleven books, David's syndicated business articles on Inc.com, FastCompany.com, and Forbes.com have garnered millions of readers. His work has been featured in such prestigious media outlets as the *Wall Street Journal*, *Bloomberg Businessweek*, *Fox Business*, *MSNBC*, and *Inc.* Residence: Jackson Hole, Wyo.

THE ICONIST

The Art and Science of Standing Out

JAMIE MUSTARD

Through pop culture and historical narratives, branding expert Jamie Mustard explains why certain things stand out and stick in the mind—and why others do not.

WHY DO WE IMMEDIATELY recognize art by Van Gogh and Warhol?

What does Beethoven share with Rage Against the Machine and Madonna?

What makes us remember the words of Churchill and King (and Domino's Pizza, for that matter)?

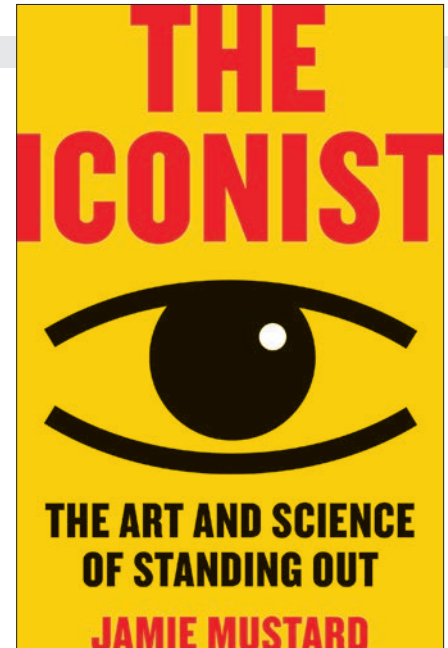
With the rise of digital media and advertising, a constant barrage of information makes it nearly impossible to be seen and heard. In *The Iconist*, branding and design strategist Jamie Mustard shows you how individuals, organizations, and brands can break through the noise.

The secret to standing out lies in creating content that the desired audience will “lock” onto and remember with little effort—simple, bold ideas that can be immediately understood. *The Iconist* reveals a set of primal laws in human society that explain why some things stand out and endure in the mind, while others are rejected. Blending relevant examples from history and pop culture with cutting-edge psychology, Mustard explores why certain things stick and others fade from memory—and gives you an owner's manual to make any idea, product, or service stand out and be remembered. Forget relying on luck or trial-and-error: Mastering this process will enable you, no matter your field or endeavor, to confidently craft messages that resonate with your target audience through simple, fool-proof methods.

For businesses, marketers, teachers, advertisers, artists—from thought leaders to anyone trying to write a resume—*The Iconist* shows how to grab and hold attention. Fair warning, though: This book will change the way you view your audience . . . and the entire world around you.



JAMIE MUSTARD is a strategic multimedia consultant and Iconist. His passion is to teach the science and “art of obviousness,” helping professionals, change agents, artists, and businesses confidently and at will make their messages, brands, and ideas stand out to their desired audiences. A graduate of the London School of Economics, Jamie's work is an explanation of the “economics of attention,” based on the primal laws of human perception called Blocks. He has spoken, educated, and inspired others with his prolific work, including TED and the creative giant Wieden+Kennedy. Jamie's Iconist work has spanned some of the world's leading companies and artists. Growing up in severe poverty in inner city Los Angeles, Jamie overcame obstacles to eventually codify a system of primal laws that can now help us all. Residence: Portland, Ore.



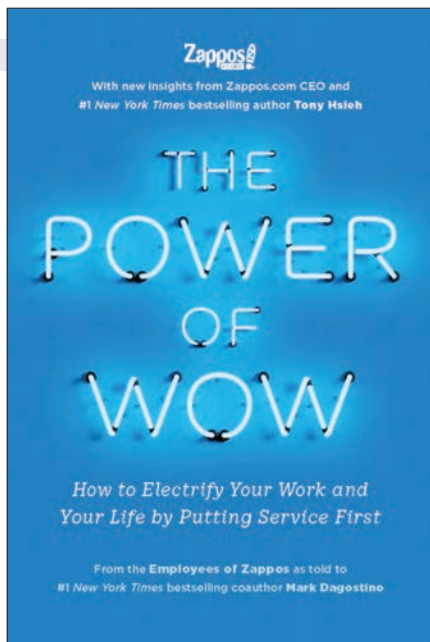
- **National publicity firm hired**
- **Mustard has relationships with:** *Fast Company*, *New York Times*, *Spin Magazine*, *Los Angeles Times*, *Economist*, and *Financial Times*
- **Author has ties to the London School of Economics**
- **Author will promote at his 20 annual speaking engagements to companies such as Nike, Intel, Adidas, People Power Profits, Symantec, Cisco University (global simulcast resource to 75K), and more**
- **TheIconist.org**
- **Twitter: /TheJamieMustard (4.5K)**

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 EBOOK: 9781948836661
 5.5X8.25 • PAPER OVER BOARD
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THE POWER OF WOW

How to Electrify Your Work and Your Life by Putting Service First

THE EMPLOYEES OF ZAPPOS AS TOLD TO MARK DAGOSTINO



From the team behind online retail giant Zappos.com, this book shares the secrets to a big-hearted service culture that attracts and retains employees, wins lasting customer loyalty, and grows hugely successful businesses.

HAPPY CUSTOMERS. PASSIONATE EMPLOYEES. A highly recognizable brand known for delivering on its promises. That's the power of WOW.

From its birth during the Dot Com Boom in 1999 to its acquisition by Amazon in 2009, Zappos, the customer service company that just happens to sell things online, continues to turn heads with its disruptively entrepreneurial spirit and radically innovative employees. Ever unfolding throughout two decades, Zappos continues to outlive the seemingly inevitable short lifespan of the average corporate company. How do they do it?

In *The Power of WOW*, the essential follow-up to Tony Hsieh's *Delivering Happiness*, Zapponians from every part of the business share powerful stories and lessons that they have learned in business and life—from delivering empathetic customer service in the face of devastating circumstances to creating a self-organized organizational structure using Market-Based Dynamics and everything in between.

Fast-paced and filled with authentic, diverse voices, *The Power of WOW* gives readers an exclusive and immersive understanding of how one company is finding resilience. Whether you are a customer, an employee, a business leader, shareholder, entrepreneur, or just happened to pick up this book, *The Power of WOW* will, ultimately, show how leading and infusing humanity into the workplace can change everything in your business, your community, and your life.



ZAPPOS.COM is a customer service company that just happens to sell shoes, clothing, and accessories online. Known for its 10 Core Values and unique organizational structure, Zappos approaches hiring and recruiting in a way that is both highly selective and meticulously focused on finding candidates who will make customers say "WOW." Residence: Las Vegas, Nev.



At the age of 24, **TONY HSIEH** joined Zappos as an advisor and investor, eventually becoming CEO and helping Zappos grow from almost no sales to a multibillion-dollar company dedicated to customer service, company culture, and community. Tony is also the author of the #1 *New York Times* bestseller *Delivering Happiness*. Residence: Las Vegas, Nev.



Dedicated to writing books that inspire and uplift, **MARK DAGOSTINO** is a #1 *New York Times* bestselling coauthor and former senior writer for *People* magazine. He has appeared as a celebrity expert on CNN, *Today*, *The Early Show*, *The View*, *Inside Edition*, *Entertainment Tonight*, and dozens of other national TV shows. Residence: Stratham, N.H.

- **Zappos plans to implement a full marketing and social media campaign strategy and promote the book to customers, clients, business schools, and other markets**
- **The book will also be presented to Zappos' 1,400+ employees and will be featured at Zappos Insights boot camps, seminars, trainings, and recruiting events**
- **Tony Hsieh, Zappos CEO, has an established platform from *Delivering Happiness* (400K copies sold)**
- **Twitter: /Zappos (2.53M)**
- **Facebook: /Zappos (2.4M)**
- **Instagram: /Zappos (282K)**

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LET ME GIVE YOU AN EXAMPLE of the extremes we'll go to in order to make sure customers are happy. In December 2017, we decided to boast a little bit about our shipping abilities just before Christmas. With a little over two days to go, we launched a major marketing campaign to let every one of our customers know: "If you order by noon on December 23rd, you're going to get your package in time for Christmas!"

Within an hour or so after that note went out to our email list, reaching something like 25 million customers, we received an email from our Fulfillment Center telling us that they had already reached capacity. They wouldn't be able to deliver a single package more until after December 25.

Panic set in. We knew how many orders were pouring in, and we now faced the grim reality that a lot of customers were not going to get their packages by Christmas as promised.

We called an emergency meeting. A whole bunch of us gathered in a conference room and thought through the process. Could we hire more fulfillment staff? Rent our own delivery trucks? Send staff from Vegas to go deliver packages by hand? Some pretty wild ideas were tossed around until Tony said, "Just give it away."

So that's what we did: Anyone who ordered products from us that weren't delivered as promised received a full refund for the purchase.

We're talking somewhere between 10,000 and 15,000 orders. We sell some pretty pricey products on our site. Add shipping costs, and you can do the math. The financial teams at many companies would've said, "No way! There's no possible way we can take that hit."

But at Zappos, we didn't see it as a hit. We saw it as a brand investment in Zappos itself.

It was the right thing to do.

Service is our brand, and our customers are everything. There was no way we were going to let our customers down en masse like that. Our DNA doesn't stomach a story of "Zappos let me down for Christmas."

Spending money on customers is an investment, and we invest everything we can into our customers. Just look at CLT. Of the 1,500 or so employees at Zappos, approximately 600 of them work directly in customer service. Exceptional service is the promise we make to our customers, so we invest whatever it takes in it.

When something goes wrong, we do everything we can to take care of our customers and to make it right. And here's the amazing part: We're more likely to retain them than customers who never experienced any problems with our service at all. For example, we followed the customers who were affected during Christmas 2017, those whose orders were negatively impacted and then salvaged, or whom we at least attempted to take care of by refunding their money. We found that, compared to our usual customers, these folks came back and purchased *more* from our site than they might have if nothing had gone wrong.

They're not the only ones. It's a pattern. We've been tracking this for some time now, and we have evidence to show that every time something goes wrong, if we take care of the customer, they will have a longer lifetime value than the average one.

The cost of replacing the product for free, or whatever else it takes to make the customer happy, is minimal compared to the return on investment. In our early years, we didn't have the data to bear this out. We simply had an assertion and a conviction that it was the right thing to do, and we stayed the course. It was a leap of faith, really.

Today, we have data to prove it. We measure what we call "downstream impact," which is "If we do something for the customer today, how does that customer behave twelve months, or eighteen months down the road, and beyond?" And loyalty and/or the long-term value of that affected customer comes in at anywhere from 2× to 5×.

So if the long-term value of an average customer is, say, \$200, we've found that the long-term value of a customer who's experienced some sort of dissatisfaction with our service only to have that negative experience then addressed in a positive way—that customer will be worth anywhere from \$400 to \$1,000 in value over the next twelve to eighteen months.

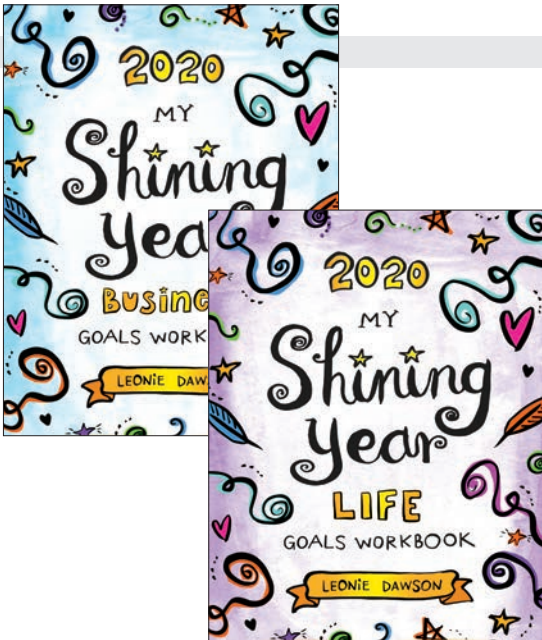
It's no longer a leap of faith. It isn't a guess. Doing the right thing, going above and beyond to correct a mistake or perceived error and give the customer the most satisfying, WOW-worthy experience we can, yields two- to five-times in customer value.

This data has only become available to us internally in the last two to three years, and with this book, we're just starting to share it with the world. If there's anything that's been holding companies back from embracing a better customer service model, and a service-based culture from top to bottom, I think it's because up until now it really has been something intangible. But if we can get business leaders to see this data, my hope is that we'll also see a broader shift toward better service across a wide spectrum of businesses.

2020 MY SHINING YEAR WORKBOOKS

Business Edition and Life Edition

LEONIE DAWSON



- **Annual My Shining Year workbooks have sold over 350K copies in total**
- **Dawson has previously been named an Australian Business Woman of the Year Finalist (2015) and is the former editor of Business.Gov.au**
- **Author has been featured in the *HuffPost*, *Weekend Australian*, *Canberra Times*, *Gala Darling*, *Chicago Now*, and more**
- **A portion of royalties from previous workbooks supported the Red Cross, Room to Read, World Wildlife Fund, and Kiva**
- **Promotion through author's mailing list (75K subscribers)**
- **LeonieDawson.com**
- **Facebook: /LeonieDawsonAuthor (133K)**
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- A brilliant, effective marketing plan
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- Philanthropy that inspires your heart
- Biz-life balance that feeds your soul

LIFE EDITION:

- Meaningful, positive relationships and friendships
- A healthy, thriving body
- Creative pursuits to illuminate your soul
- Financial goals to support you abundantly
- Self-care to help you thrive
- *SO MUCH MORE!*

Join the revolution and the tribe of hundreds of thousands of readers who use this creative and inspiring workbook to take themselves to their next level of shining success in 2020.



Leonie Dawson is an internationally bestselling author and artist, founder of the Shining Biz and Life Academy, and one of the highest-ranked sales consultants for doTERRA in the world. A popular blogger since 2004, Leonie is a well-regarded life and business mentor. She has been recognized as an Australian Business Woman of the Year and Ausmumpreneur of the Year finalist. Leonie is the former editor of the United Nations award-winning Australian Government website for small businesses. Leonie can be currently found on the Sunshine Coast with her husband and two daughters, setting wildly ridiculous goals for herself and consuming vast quantities of tea and Victorian romance novels in equal measure. Residence: Sunshine Coast, Queensland, Australia.

GET THE MEETING!

An Illustrative Contact Marketing Playbook

STU HEINECKE

Picking up where *How to Get a Meeting with Anyone* left off, this standalone book features case studies, tips, and tools to help readers break through to more of their top accounts even more effectively than before.

WHAT'S THE ONE CRITICAL networking skill that can make or break your career? Your ability to *Get the Meeting!*

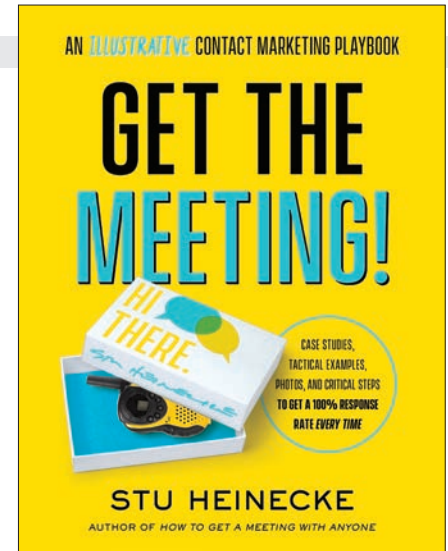
Hall of Fame-nominated marketer and *Wall Street Journal* cartoonist Stu Heinecke's innovative concept of Contact Marketing—using personalized campaigns to create alliances with executive assistants and reach the elusive VIPs who can make or break a sale, with response rates as high as 100 percent—has helped professionals around the world open more doors in their careers and reach new heights of success.

Now, in *Get the Meeting!*, Heinecke, author of the groundbreaking *How to Get a Meeting with Anyone*, shares the latest tips, tools, and tactics to help readers break through to their top accounts in the most effective ways possible. With more than 60 fully illustrated case studies and tactical examples, this new book takes you inside successful contact marketing campaigns—from strategy, through execution, to results—and forecasts the contact marketing campaigns of the future based on cutting-edge technology. Full-color photography and in-depth interviews with the campaigns' designers provide unparalleled insight into how to get those critical conversations that can change your life. Plus, step-by-step how-to sections help you get started creating your own contact marketing campaigns.

From Hollywood to the search for Amazon's HQ2, from a surprising new Contact Marketing model to "Pocket Campaigns," which could replace traditional business cards, from LinkedIn to virtual reality and persistence elements that run throughout a sales cycle, *Get the Meeting!* will spark your imagination and give you the tools you need to get the meetings—and life-changing results—you always wanted.



STU HEINECKE is a *Wall Street Journal* cartoonist, Hall of Fame-nominated marketer, and author. Heinecke discovered the magic of "Contact Marketing" early in his career, when he launched a Contact Campaign to just two dozen vice presidents and directors of circulation at the big Manhattan-based magazine publishers. That tiny \$100 investment resulted in a 100 percent response rate, launched his enterprise, and brought in millions of dollars worth of business. Heinecke is the host and author of the *How To Get A Meeting with Anyone* podcast and blog, and founder and president of Contact, a Contact Marketing agency, and cofounder of Cartoonists.org, a coalition of famed cartoonists dedicated to raising funds for charity while raising the profile of the cartooning art form. He lives on an island in the pristine Pacific Northwest with his wife, Charlotte, and their dog, Bo. Residence: Whidbey Island, Wash.



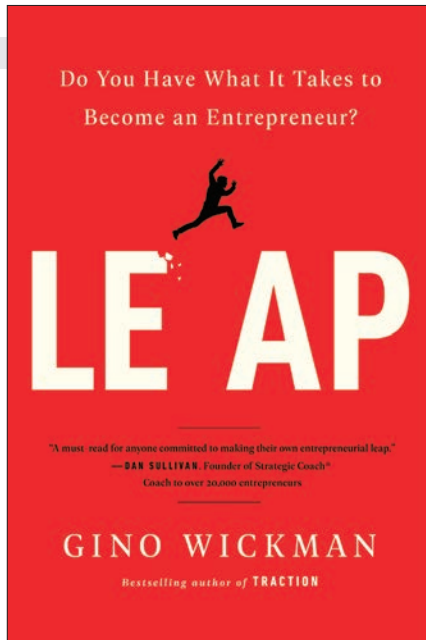
- **Heinecke is a *Wall Street Journal* cartoonist and DMA Hall of Fame-nominated marketer**
- **Author has an established platform from previous book, *How to Get a Meeting with Anyone* (14K copies sold across all formats)**
- **Author's weekly radio show, *ContactMarketing Radio*, will be re-branded and converted to the *How to Get a Meeting with Anyone* podcast (2–5 shows per week)**
- **Author is developing a new training program, which could be featured on Cardone University (250K) and offered to Network After Work members (650K)**
- **StuHeinecke.com**
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LEAP

Do You Have What It Takes to Become an Entrepreneur?

GINO WICKMAN



The bestselling author of *Traction* presents a formula any reader can use to determine they're an entrepreneur-in-the-making—and if so, shares tips on how they can plot their path to success.

YOU'VE THOUGHT ABOUT STARTING your own business . . . but how can you decide if you should really take the leap?

There's a lot on the line, and you have to ask yourself difficult questions: Do I have what it takes? Is it worth it? And *how the hell* do I do it?

You need answers, not bullshit. This book has them.

Leap: Do You Have What It Takes to Become an Entrepreneur? is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck.

In this three-part book, Gino Wickman, bestselling author of *Traction*, reveals the six essential traits that every entrepreneur needs in order to succeed, based on real-world start-ups that have reached incredible heights. If these traits ring true for you, you'll get a glimpse of what your life would look like as an entrepreneur. What's more, Wickman will help you determine what type of business best suits your unique skill set and provide a detailed road map, with tools, tips, and exercises, that will accelerate your path to start-up success.

Packed with real-life stories and practical advice, *Leap* is a simple how-to manual for BIG results.

Should you take the leap toward entrepreneurship? Find out today and let tomorrow be the first step in your new journey, whatever shape it may take.

- **Wickman is author of the bestselling *Traction* Library series (combined over 700K copies sold)**
- **Media outreach to entrepreneur and business publications**
- **Targeted marketing to EOS Worldwide channels and fans/customers of *Traction* Library series**
- **Promotion through author's network**

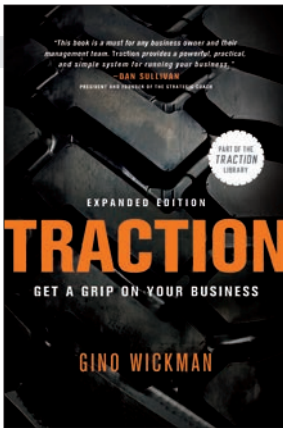


GINO WICKMAN, bestselling author of *Traction*, has a passion for helping people get what they want from their businesses. To fulfill that passion, he created the Entrepreneurial Operating System® (EOS), which helps leaders run better businesses, get better control, have better life balance, and gain 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. He also delivers workshops and keynote addresses. Residence: Detroit, Mich.

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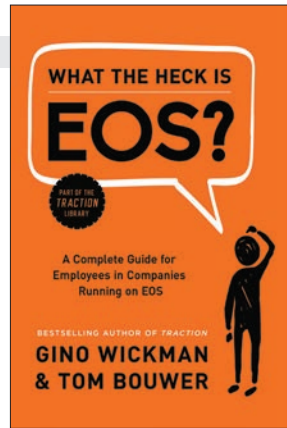


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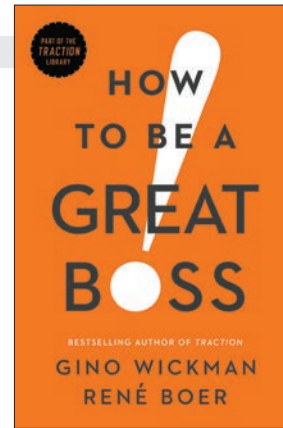


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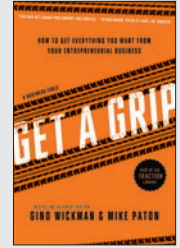


HOW TO BE A GREAT BOSS

GINO WICKMAN AND RENÉ BOER

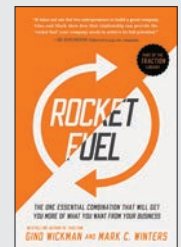
If your employees brought their "A-Game" to work every day, what would it mean for your company's performance? The difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss. In *How to Be a Great Boss*, get a straightforward, practical approach 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. You can learn to be a great boss—and dramatically improve both your organization's performance and your team's excitement about their work.

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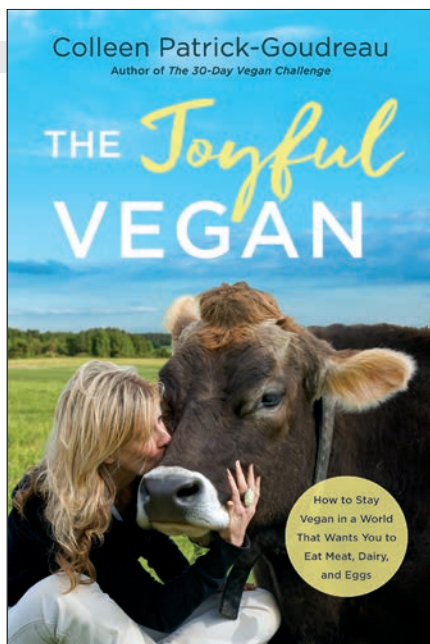
¿QUÉ RAYOS ES EOS?

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THE JOYFUL VEGAN

How to Stay Vegan in a World That Wants You to Eat Meat, Dairy, and Eggs

COLLEEN PATRICK-GOUDREAU



Vegan lifestyle expert and author of *The 30-Day Vegan Challenge* shares tips, encouragement, and advice to help readers maintain their commitment to veganism.

FINDING PLANT-BASED RECIPES? EASY. Dealing with the social, cultural, and emotional pressures of being vegan? That's the hard part.

Motivated by a desire to eat more healthfully or live more ethically, many people choose veganism as a logical and sensible response to their concerns about animals, the environment, and their health. Yet, despite their positive intentions, they're often met with resistance from friends, family members, and society at large. These external factors can make veganism socially difficult—and emotionally exhausting—to sustain.

This leads to an unfortunate reality: the majority of vegetarians and vegans revert back to consuming meat, dairy, or eggs—breaching their own values and sabotaging their own goals in the process.

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

In these pages, Colleen shares her wisdom for navigating and overcoming these challenges and arms readers with solutions and strategies for staying confident with family and friends, creating healthy relationships, communicating effectively, sharing enthusiasm without evangelizing, finding like-minded community, and experiencing peace of mind as a vegan in a non-vegan world.

By implementing the tools provided in this book, you will find you can live ethically, eat healthfully, engage socially—and remain a joyful vegan.

- **Patrick-Goudreau has written six previous books, including the bestselling *The Joy of Vegan Baking*, *The Vegan Table*, *Color Me Vegan*, *Vegan's Daily Companion*, *On Being Vegan*, and *The 30-Day Vegan Challenge* (combined over 250K copies sold)**
- **Author's work has appeared in the *New York Times*, *Economist*, *Christian Science Monitor*, *Oakland Tribune*, *Edible*, *Oprah.com*, and *Epicurious.com*, and she regularly appears on national and regional TV programs**
- **ColleenPatrickGoudreau.com**
- **Facebook: /ColleenPatrickGoudreau (73K)**
- **Instagram: /JoyfulVegan (57K)**
- **Twitter: /JoyfulVegan (24K)**

9781948836463

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6X9 • TRADE PAPERBACK

304 PAGES • \$16.95

NOVEMBER 2019 • HEALTH

DISTRIBUTION: WORLD

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A recognized expert and thought leader on the culinary, social, ethical, and practical aspects of living vegan, **COLLEEN PATRICK-GOUDREAU** is an award-winning author of seven books, including the bestselling *The Joy of Vegan Baking* and *The 30-Day Vegan Challenge*. She is an acclaimed speaker and beloved host of the podcast *Food for Thought*, which has been voted Favorite Podcast by *VegNews* magazine readers several years in a row, and *Animalogy*, which is about the animal-related words and expressions we use every day. She also cofounded the East Bay Animal PAC to work with government officials on animal issues in the San Francisco Bay Area. She has appeared on the Food Network, CBS, PBS, and FOX; interviews with her have been featured on NPR, *HuffPost*, and *U.S. News & World Report*; and her recipes have been featured on *Epicurious.com* and *Oprah.com*. Colleen lives with her husband David and two cats, Charlie and Michiko. Residence: Oakland, Calif.

STAGE FIVE, THE ANGRY VEGAN, is particularly tricky, because the awareness that may have compelled us to make a change in the first place is the very same awareness that, as it turns to anger, can weigh us down and keep us down. This stage is familiar to most vegans, and although entering it might be inevitable, remaining stuck in it is not. That's not to say that anger is all we feel once we become vegan. Peace is certainly one of the byproducts of living a compassionate life. Many new and veteran vegans describe feeling a profound sense of relief and a deep peace of mind as the result of living in harmony with their values. At the same time, the awareness of so much cruelty and suffering can also have a devastating effect on our psyches. Burnout is common among vegans and animal advocates, and many become jaded, hopeless, self-righteous, and angry.

And why shouldn't we be angry? Human greed and the desire for convenience and pleasure drive the socially sanctioned use and abuse of billions of nonhuman animals. We live in a world where it's considered normal to champion this and radical to oppose it. Of course people are angry. But anger is not a dirty word, and to remain joyful is to understand its roots, which are planted in sorrow and anguish.

In all the years I've been listening to people's experiences, as well as tapping into my own, I've come to believe that *sorrow* is at the core of our emotional reaction to the injustices imposed on animals; *anger* is just easier to manifest. It's familiar, it's recognizable, and it's culturally supported. Anger has gravitas. Sorrow and sadness are interpreted as weak and ineffectual; some people, especially men, may even feel ashamed to show sadness at all. I hear from many people (men and women) who tell me they don't know how to talk about animal issues without crying or demonstrating sadness—as if showing such emotions would negate or undermine the seriousness of their message and beliefs. And so they either say nothing at all or they display the more socially acceptable emotion of *anger*.

A popular axiom circulating in many social justice circles—not just among vegans—says that *if you're not outraged, you're not paying attention*. Moral indignation becomes a measure of how much we care, and well-intentioned advocates tell themselves that to let go of anger implies that they're choosing inertia and inaction, tantamount to betraying the animals who desperately need our intervention. The anger that would be a *means* for change becomes the *end* in itself, and being an *angry vegan* becomes a point of pride. What may have been their primary motivating force for change—their own personal change as well as the change they wish to bring about in the world—becomes the destination. As a result, many become addicted to outrage and mistake it for activism.

The problems with this model are manifold: not only does sustained anger not feel good and affect our health (reasons enough to modulate it), it's also not effective or productive. People are always looking for ways to dismiss vegans as radical and animal advocates as crazy, and nothing gives them more reason to do so than the presence of the *angry vegan*. People simply don't respond well to anger and outrage, which tend to manifest themselves as self-righteousness, martyrdom, indignation, and judgment—all of which corrupt intelligent discourse and turn people off or make them defensive. Not only is prolonged outrage ruinous on your state of being, it's simply not sustainable, which is why the angriest activists are the first ones to burn out. Our anger may be justified and misanthropy may make us feel virtuous, but neither changes hearts, minds, or even laws on behalf of animals—or anything else we care about.

The good news is, it's not a zero-sum game. We can be passionate, powerful, and productive without being misanthropic. We can be acutely aware, actively engaged, and happier and more effective as a result. We can decide at any given moment whether we want to be an angry vegan or a joyful vegan; the choice is ours.

Joyful vegans aren't perfect, and they certainly aren't saints. They don't think they're better than anyone else; they just know they're better than they were before they *became vegan*. The joyful vegan has no less determination to end violence against animals, but she is more willing to find resolution than she is eager to be right; she is more willing to solve the problem than she is anxious to claim the moral high ground. She continually asks herself, "Do I want to be right—or do I want to be effective?"

"Our anger may be justified and misanthropy may make us feel virtuous, but neither changes hearts, minds, or even laws on behalf of animals—or anything else we care about. The good news is, it's not a zero-sum game. We can be passionate, powerful, and productive without being misanthropic."

HOW TO SAVE YOUR CHILD

from Ostrich Attacks, Accidental Time Travel, and Anything Else
That Might Happen on an Average Tuesday

JAMES BREAKWELL



Creator of the viral Twitter account @XplodingUnicorn James Breakwell returns—this time tackling the very real scenarios families face every day.

THE PARENTING HUMORIST BEHIND *Only Dead on the Inside: A Parent's Guide to Surviving the Zombie Apocalypse* presents the long-awaited guide to surviving everything else.

In the era of instant parent shaming and viral hot takes, some questions are too dangerous to ask out loud: What's the proper first aid for my toddler's vampire bite? What should I do if I take a wrong turn on the way to soccer practice and end up in the Cretaceous Period? How can I fend off Godzilla without disrupting my child's nap?

Fortunately, there's now a parenting resource that answers those burning questions and many more.

Professional comedy writer and amateur father James Breakwell's latest book tackles more than 80 survival challenges ordinary parents might encounter in their everyday lives, including:

- How to protect your child against tigers, penguins, pterodactyls, and other animals found in the suburbs.
- How to defeat ghosts, gremlins, mummies, and any other supernatural force that might prevent you from getting your kid to bed on time.
- How to survive crashing horses, trains, hot air balloons, and other vehicles you might find in the carpool lane.

This is an essential guide for anyone who has children, might have children someday, or is vaguely aware children exist. Put this book down at your own—and your children's—risk.

- **Breakwell has an established platform from previous books, *Only Dead on the Inside* (14K copies sold across all formats) and *Bare Minimum Parenting* (10K)**
- **Author's work and jokes have been featured by BuzzFeed (2M+ views), Reader's Digest, Runner's World, New York Post, Federalist, Live with Kelly and Ryan, CollegeHumor.com, US Magazine, Daily Mail, The Chive, AskMen.com, and ABC and Fox TV news affiliates**
- **ExplodingUnicorn.com; JamesBreakwell.com**
- **Twitter: @XplodingUnicorn (1.1M)**
- **Facebook: /ExplodingUnicorn (289K)**
- **Instagram: @James_Breakwell (118K)**



JAMES BREAKWELL is a professional comedy writer and amateur father of four girls ages 7 and under. His Twitter account @XplodingUnicorn has more than one million 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 Twitter account grew by more than 400,000 followers in the following months. His jokes have been featured by *USA Today*, *US Magazine*, *DailyMail.com*, *Metro.co.uk*, *HuffPost*, *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*, *The Federalist*, and *AskMen*. 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.

9781948836456

EB00K: 9781948836708

6X8 • TRADE PAPERBACK

208 PAGES • \$16.95

NOVEMBER 2019 • HUMOR

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LET'S TALK ABOUT BEARS—but not too loudly or they'll hear us. Even words in your head should be a whisper. Bears have some of the most finely tuned ears in the animal kingdom. A grizzly can hear you open a bag of chips thirty miles away. So half the distance your kid can.

Bears are nature's perfect killing machines. You can't outrun them; you can't out-climb them; and you can't beat them at karaoke, even if "Livin' on a Prayer" is totally your song after a few drinks. The only place safe from bears is the vacuum of space, and even there, water bears can survive indefinitely. Yes, water bears are microscopic organisms that have no relation to bears other than sharing a name, but it's only a matter of time until they evolve teeth and start attacking astronauts. The International Space Station better secure its trash can.

So how are you supposed to survive these unstoppable killing machines, let alone protect your kid? It all comes down to motivation. Bears are the second laziest creatures on earth. The laziest, of course, are human children. It's been an hour, and my seven-year-old still can't find the motivation to put on her second sock. But bears sleep months at a time by design, and everyone just leaves them alone. Can you imagine any other animal spending that much time unconscious and NOT being eaten by something else? Bears rose to the top of the food chain solely so they could dedicate half their lives to sleep. It's the world's most epic power nap.

To stop a bear attack, remind the attacking mama or papa bear that you're an exhausted parent just like them. Complain about your child, preferably in a loud voice so your kid can hear you. That way, if the bear eats you, your kid will remember all the mean things you said and run away to save themselves because screw you.

But it's also possible that when the bear hears you complaining, it will stop charging and instead complain about its own kids. You won't understand each other, but body language will say it all: the howls, the missing hair, the animalistic sense of defeat. And that's just from you.

After you bond over how miserable your kids make you, you and the bear will go your separate ways. Or better yet, you'll become best friends. Invite the bear to your next parent group meeting. You'll finally have the backup you always wanted. Let's see one of those snooty super-parents shame you in front of a 1,500-pound Kodiak.

Of course, these tips only work for brown and black bears. Polar bears won't bond with you over mutual whining. They'll just kill you and your child as quickly as possible so they can get back to their den. It's too cold outside to make friends.

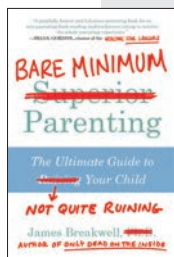
To keep your kid safe from polar bears in the Arctic Circle, don't take your kid to the Arctic Circle. Seriously, what kind of vacation is that? There are no major theme parks, and Santa's workshop is one big tourist trap. Try Hawaii instead.

INTERESTED? YOU MAY ALSO LIKE . . .

BARE MINIMUM PARENTING: THE ULTIMATE GUIDE TO NOT QUITE RUINING YOUR CHILD JAMES BREAKWELL

If you do it right, your kid will be no better or worse off than their kids, but with more free time left for you. Unofficial parenting expert James Breakwell will teach you to stop worrying and embrace your child's destiny as devastatingly average. To get there, you'll have to overcome your kid, other parents, and yourself, all of whom will push you to do more than is absolutely necessary. Honestly, by reading this far, you're already trying too hard.

TRADE PAPERBACK: 9781946885326 • EBOOK: 9781946885623 • US \$16.95 • NOVEMBER 2018



ONLY DEAD ON THE INSIDE: A PARENT'S GUIDE TO SURVIVING THE ZOMBIE APOCALYPSE JAMES BREAKWELL

Amateur father-of-four James Breakwell blends traditional parenting advice with zombie survival tips, bringing together two totally unrelated genres in a book no one asked for but everyone needs. If you want to make sure your family is apocalypse-ready, this is your best—and only—chance at survival. No pressure, but if you don't read this book, your children will die.

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THE COLORFUL FAMILY TABLE

Seasonal Plant-Based Recipes for the Whole Family

ILENE GODOFISKY MORENO



Full of plant-based recipes designed with the schedule of busy families in mind, this book is not only a follow-up to *The Colorful Kitchen*, but also a fantastic standalone cookbook for new readers.

“Ilene has us covered with every color in the rainbow! These recipes are loaded with nutrition that haven’t sacrificed any of the yummy flavor.”

—CHLOE COSCARELLI, VEGAN CHEF AND COOKBOOK AUTHOR OF *CHLOE FLAVOR*
(PRAISE FOR *THE COLORFUL KITCHEN*)

DELIGHT YOUR FAMILY’S PALATE with a rainbow of delicious, plant-based dishes!

Have an array of mouths to feed? Stubborn preteen, picky toddler, or a spouse skeptical of anything labeled “vegan”? *The Colorful Family Table* is here to help.

Certified health coach, plant-based food blogger and author of *The Colorful Kitchen* Ilene Godofsky returns with more than 90 all-new plant-based recipes perfect for your family’s table. Created from simple, familiar ingredients, Ilene’s recipes are reader-tested to please even the most finicky family members.

Inside, discover healthy, seasonal recipes, including:

- Watermelon and Tofu Feta Salad
- Zucchini Corn Fritters with Basil Aioli
- Bacon, Kale & Apple Sammie
- Pumpkin-Stuffed Pumpkin Mac n Cheese
- Everything Bagel Pancakes & Spring Veggies with Hollandaise Sauce
- Blueberry Quinoa Cornbread Muffins
- Tempeh Tacos with Peach Salsa
- Ross’s Rainbow Veggie Kabobs

With easy-to-follow instructions (even for the kitchen novice!) and prep times designed for busy families, making meals as nutritious and delicious as they are eye-catching has never been easier. Make your family table a colorful family table, and spend more time enjoying the people who matter the most.

- **Godofsky Moreno has an established platform from previous book, *The Colorful Kitchen***
- **Promotion through author’s blog (70K visitors per month), newsletter (6.5K subscribers)**
- **Recipes have been included in the *New York Times*, *HuffPost*, *BuzzFeed*, *mindbodygreen*, *Elite Daily*, *Refinery29*, *Greatist*, *The Kind Life*, *Brit + Co*, *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**
- **TheColorfulKitchen.com**
- **Instagram: @TheColorfulKitchen (68K)**

9781948836470

EB00K: 9781948836722

7X9 • TRADE PAPERBACK

256 PAGES • \$19.95

DECEMBER 2019 • COOKING

DISTRIBUTION: WORLD

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ILENE GODOFISKY 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.

Very Berry Waffles with Maple Peanut Butter Syrup

TOTAL TIME: 30 MINUTES ACTIVE TIME: 30 MINUTES YIELD: 4 SERVINGS

I grew up thinking that waffles were a rare delicacy that only came out of a box in the freezer. It completely blew my mind when I bought my first waffle iron and realized how easy they are to make! This waffle recipe is perfect for summer brunch when the markets are overflowing with berries, but you can also swap in frozen berries during the winter months. The maple peanut butter syrup is a fun and delicious alternative to straight maple syrup plus it helps pack in a little extra protein.

Dry

2 cups spelt flour
1 tablespoon + 1 teaspoon baking powder
 $\frac{1}{8}$ teaspoon salt

Wet

1½ cups nondairy milk
 $\frac{1}{4}$ cup coconut oil, melted (plus extra for greasing the iron)
2 tablespoons maple syrup
1 teaspoon apple cider vinegar
1 cup mixed berries

Maple Peanut Butter Syrup

$\frac{1}{4}$ cup maple syrup
 $\frac{1}{4}$ cup creamy peanut butter

Optional Toppings

Nondairy yogurt or *Coconut Whipped Cream*
Extra berries for garnish

Preheat a waffle iron.

Whisk the dry ingredients together in a large bowl.

In a small bowl, stir the nondairy milk, coconut oil, maple syrup, and apple cider vinegar together.

Add the wet ingredients to the dry ingredients and stir until smooth. Fold in the berries.

Grease the waffle iron and pour enough batter to fill it (the amount will vary depending on the size of your waffle iron).

Cook until the waffle is golden brown and slightly crispy. Repeat until all of the batter is used.

While the waffles cook, prepare the Maple Peanut Butter Syrup by stirring the maple syrup and peanut butter together in a small bowl.

To serve, drizzle the maple peanut butter sauce over the waffles and add your choice of toppings (if using).



INTERESTED? YOU MAY ALSO LIKE ...

THE COLORFUL KITCHEN: SIMPLE PLANT-BASED RECIPES FOR VIBRANCY, INSIDE AND OUT

ILENE GODOFSKY MORENO

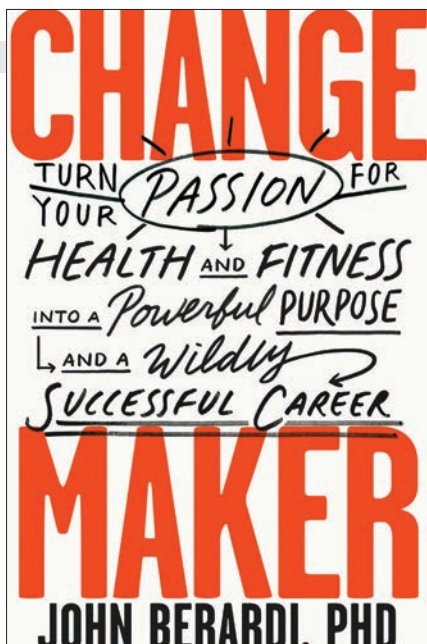
Color your kitchen with a rainbow of healthy, delicious plant-based recipes. You don't need fancy equipment or expensive exotic ingredients to make delicious, vegan meals at home. Let *The Colorful Kitchen* take the mystery out of plant-based cooking and make the experience of cooking and eating easy and delicious.

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CHANGE MAKER

Turn Your Passion for Health and Fitness into a Powerful Purpose
and a Wildly Successful Career

JOHN BERARDI, PhD



Cofounder of Precision Nutrition John Berardi presents the ultimate guide for aspiring health and fitness professionals, filled with insider tips and expertise.

THE HEALTH AND FITNESS industry is huge, highly competitive, and often confusing to navigate. This one-of-a-kind book helps you make sense of the chaos, laying out a clear road map for career success—for both established professionals and anyone just getting started.

With thousands of certifications, seminars, websites, and gurus promising advice, it's difficult for even the best pros to turn their passion for health and fitness into meaningful—and measurable—success.

Enter *Change Maker*.

In this definitive career guide, John Berardi—cofounder of Precision Nutrition, founder of Change Maker Academy, and one of the most successful people in the history of the health and fitness industry—shares his blueprint for becoming the ultimate change maker, one with a powerful purpose, an enthusiastic client base, and the ability to fund your own ideal lifestyle.

Whether you're new to the industry and looking for a head start, or you're already an expert but need a fresh approach, consider this your go-to career guide.

With six helpful steps, this book covers the range of logistical, financial, psychological, and practical issues that every health and fitness pro needs to know, including how to:

- Discover your deeper purpose and values
- Choose your specialty based on your unique strengths
- Identify what your clients really want and deliver it every time
- Build new relationships and become a next-level coach
- Get new clients, make more money, and manage a thriving business
- Nurture and protect your most precious asset, your reputation
- Create a life-long, growth-oriented continuing education plan

If you work as a trainer, nutritionist, functional medicine doctor, group instructor, rehab specialist, or health coach—or you eventually want to—this step-by-step guide will help you turn your passion for health and fitness into work you find joy in, your clients into raving fans, and your career into something powerful, meaningful, and change-making.



JOHN BERARDI, PhD, is the cofounder of Precision Nutrition, the world's largest online nutrition coaching and education company. He's an adviser to Apple, Equinox, Nike, and Titleist. Berardi was recently selected as one of the 20 smartest coaches in the world and 100 most influential people in health and fitness. Over the last 15 years, he and his team have directly coached more than 100,000 clients through the Precision Nutrition Coaching Program, have educated more than 50,000 professionals through the Precision Nutrition Certification, and have created the field's most innovative nutrition coaching platform, Precision Nutrition's ProCoach. Residence: Toronto, Ontario, Canada.

- **Berardi is cofounder of Precision Nutrition, the world's largest nutrition coaching and certification company**
- **Author has an established platform from previous books, *The Metabolism Advantage* and *Scrappy to Brawny* (combined ~100K copies sold)**
- **Outreach to key partners, including Personal Trainer Development Centre, IDEA Health and Fitness Association, Perform Better North America, International Sports Sciences Association, and more**
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352 PAGES • \$29.95

NOVEMBER 2019 • FITNESS/BUSINESS

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LEADING IN THE GLOBAL MATRIX

Proven Skills and Strategies to Succeed in a Collaborative World

JOHN FUTTERKNECHT AND MARTY SELDMAN, PhD

Expert authors offer a real-world perspective of working in a matrix, using examples from actual coaching engagements with authentic business leaders.

ENTER THE MATRIX . . . and discover a whole new reality for your organization.

In today's global business world, many organizations are shifting away from decentralized, vertical structures—with silo functions such as finance, HR, or operations—to a “matrix” model of cross-functional teams that work across a number of business units. When executed successfully, a matrix structure helps companies thrive in the modern market by better leveraging internal resources, eliminating duplication, spurring innovation, and driving enterprise-wide strategy.

However, integrating matrix structures is often a challenge for organizations.

John Futterknecht and Marty Seldman, PhD, have worked with some of the world's largest companies—including PepsiCo, Disney, McDonald's, and Microsoft—to investigate and conquer the challenges that arise with these highly integrated organizational structures.

Leading in the Global Matrix tackles the critical, “unspoken” dimensions often underestimated and unaddressed in the global business world, helping readers learn:

- Specific skills and insights that can help them be successful in the trenches
- How to deal with day-to-day realities—which include complexity, pressure, and demand to deliver results with speed
- What to do, why it's important, and how to accomplish each task

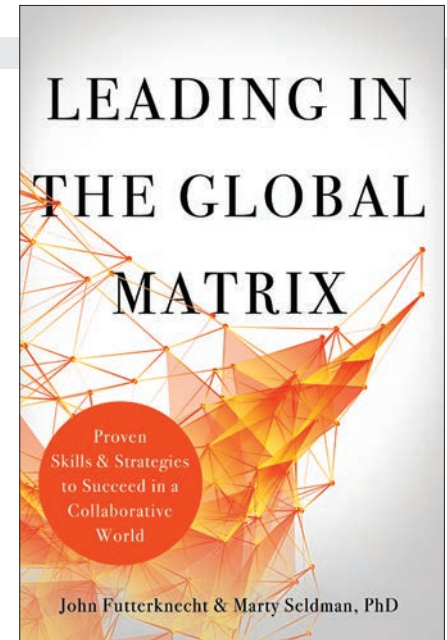
Leading in the Global Matrix encapsulates field-tested advice to help individual professionals and their teams unlock their full potential, allowing the matrix to finally deliver on its promise.



JOHN FUTTERKNECHT is an experienced executive coach and leadership development trainer. Since 1998, John has successfully completed over 500 one-on-one coaching engagements and facilitated over 1,000 training programs across the globe. He has worked with leaders at some of the world's largest companies, including many Fortune 500 companies. He specializes in helping organizations and their leaders excel in complex, highly integrated matrix structures. Residence: Cooper City, Fla.



MARTY SELDMAN, PhD, is a corporate trainer, executive coach, and organizational psychologist. He has trained tens of thousands of executives around the globe through his seminars and coached over 1,800 executives one-on-one. In addition to Marty's corporate work, he is active in the non-profit sector as a coach and consultant. He also serves on the boards of four organizations that work in the areas of human rights and poverty alleviation. Residence: Berkeley, Calif.



- **Futterknecht and Seldman have an established platform from previous books, *Customer Tells* (both authors, 30K copies sold) and *Survival of the Savvy* (Seldman, 50K copies sold)**
- **Authors' high-profile corporate clients include: PepsiCo, Taco Bell, ABC, Groupon, and General Electric**
- **Most of authors' clients are global, with locations across South America, Europe, Asia, UK, and Canada**
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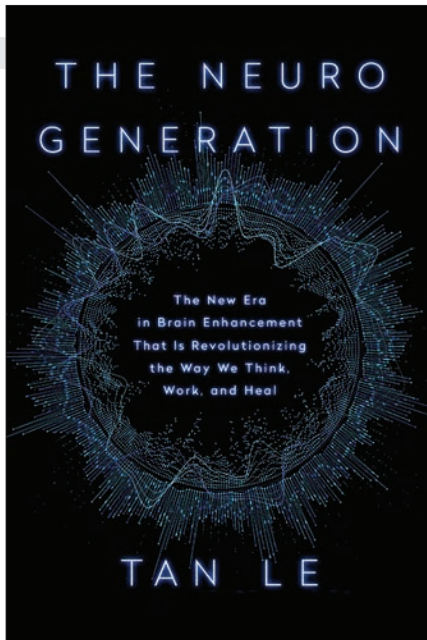
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THE NEUROGENERATION

The New Era in Brain Enhancement That Is Revolutionizing
the Way We Think, Work, and Heal

TAN LE



- **Le is founder and CEO of EMOTIV; promotion through company's platforms, including newsletter (100K subscribers)**
- **Author's award-winning technology has already been distributed to more than 120 countries**
- **Author is partnering with: BigSpeak, Saxton Speakers Bureau, World Economic Forum, National Geographic, Forbes, and science museums**
- **Author is recipient of numerous awards, including: IRI Achievement Award 2018, National Geographic Emerging Explorer 2013, and Forbes: 50 Names You Need to Know in 2011**
- **Emotiv.com**

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Tech inventor Tan Le reveals the dizzying array of emerging technologies that promise to alter the brain and unlock human potential we never dreamed possible.

BRAIN SCIENCE IS AT the dawn of a new era—and the technologies emerging as a result could forever alter what it means to be human.

Welcome to what tech pioneer and inventor Tan Le calls “the NeuroGeneration.” It will blow your mind.

The human brain is perhaps the most powerful and mysterious arrangement of matter in the known universe. New discoveries that unravel this mystery and let us tap into this power offer almost limitless potential—the ability to reshape ourselves and our thought processes, to improve our health and extend our lives, and to enhance and augment the ways we interact with the world around us. It may sound like the stuff of science fiction, but it is quickly becoming reality.

In *The NeuroGeneration*, award-winning inventor Tan Le explores exciting advancements in brain science and neurotechnology that are revolutionizing the way we think, work, and heal. Join Le as she criss crosses the globe, introducing the brilliant neurotech innovators and neuroscientists at the frontiers of brain enhancement. Along the way, she shares incredible stories from individuals whose lives are already being transformed by their inventions—an endurance racer paralyzed in a fall, who now walks thanks to neural stimulation and an exoskeleton; a man who drives a race car with his mind; even a color-blind “cyborg” whose brain implant allows him to “hear” colors.

The NeuroGeneration reveals the dizzying array of emerging technologies—including cranial stimulation that makes you learn faster, an artificial hippocampus that restores lost memories, and neural implants that aim to help us keep up with or even outpace artificial intelligence—that promise to alter the brain in unprecedented ways, unlocking human potential we never dreamed possible.

Le also explores how these futuristic innovations will impact our world, disrupt the way we do business, upend healthcare as we know it, and remake our lives in wondrous and unexpected ways. As fascinating as it is timely, *The NeuroGeneration* offers a thrilling glimpse of the future of our species, and how changing our brains can change human life as we know it.



TAN LE is recognized as one of the most influential pioneers in the emerging field of brain-computer interface. An inventor, explorer, and entrepreneur, she is the founder and CEO of EMOTIV, a San Francisco-headquartered neuroinformatics company on a mission to improve understanding of the human brain and to develop a platform for researchers, developers, and consumers around the world to be part of a global innovation task force. Her first-of-its-kind “brainwear” reads user’s brainwaves, making it possible to control virtual objects with mere thoughts. Residence: San Francisco, Calif.

On a crystal clear day on a speedway in Brazil in 2017, Rodrigo Hübner Mendes took a deep breath and revved the engine of a bright blue Formula 1 race car. The engine's deep growl invaded his senses as he sat in the driver's seat waiting for the "go" sign. A mix of excitement, fear, and curiosity welled up inside him and his heart thumped so hard in his chest, it felt like it might explode. The CEO of a Brazilian nonprofit, Mendes had spent weeks training for this moment. When he got the okay, he accelerated, roaring down the track. As he came upon the first tight curve, a thought flashed through his mind: "This is it, the moment of truth." Could he maintain control of the car? It wasn't smooth, but he managed to bank around the hairpin turn without crashing. Feeling exhilarated, he continued driving, completing three laps before passing the finish line as a checkered flag waved him in. This would have been an exciting experience for anyone who has ever dreamt of driving a race car, but for Mendes it was something far more special. In fact, he had just accomplished something no other human had.

He drove the race car using nothing more than his thoughts.

What makes his achievement even more astounding is the fact that Mendes, 46, is a quadriplegic who lost the use of his arms and legs after being shot in a violent carjacking when he was just 18 years old. The customized car he drove had no pedals, no steering wheel. Instead, it was equipped with an on-board computer that translates thoughts into commands. And Mendes directed it thanks to a one-of-a-kind helmet outfitted with EEG-powered technology that captured his brainwaves. When Mendes wanted to speed up, his brainwaves told the car's computer to propel the vehicle forward. When he wanted to turn right or left, the computer interpreted his thoughts and angled the car's massive tires in that direction.

Mendes's incredible feat quickly became a viral sensation. It signaled a promising new era of possibilities for people with disabilities, and it offered a captivating glimpse into the future of the human brain.

Fast forward to Buenos Aires, Argentina, where a veritable brain trust of the world's most promising young scientists, CEOs, government leaders, intellectuals, and media had gathered for the Young Global Leaders Summit. At dinner, I noticed a gregarious man in a wheelchair on the opposite side of our large, round table. After he left, the woman seated next to me leaned over to ask if I knew him. When I shook my head, she told me his name and said he had recently made headline news when he drove a race car with his mind. She told me that he had accomplished this thanks to some type of special technology that read his brainwaves.

I said goodbye to my dinner companions and hurried out to see if I could find him. There he was at the valet station, waiting for a special vehicle to pick him up. I ran up to him and told him I was curious about the mind-control helmet he'd worn. He took one look at my nametag and shouted my name with an exuberant smile.

At that moment, we knew we shared a special connection.

The device Mendes had worn to drive his race car in Brazil utilized cutting-edge EEG-based brainwear—developed in San Francisco by my company, EMOTIV. Helping people like Mendes use their minds to overcome physical limitations was just one of the motivations behind the creation of this technology. We also designed the platform to aid worldwide neuroscience research, and to take that research one step further toward enabling people everywhere to supercharge their mental capacities.

I've been fascinated by the brain, technology, and the promise of the future ever since seeing *Star Wars* as a child. When Luke Skywalker burst onto that screen, it opened my mind to a whole new world in which previously unimaginable feats, like using thoughts to control objects, didn't seem quite so unimaginable anymore. Translating this big-screen fantasy into reality became an obsession, and planted a desire to transform people's lives for the better by helping them achieve more than

they ever dreamt was possible. After all, I already knew that lives could be transformed. I'd seen it in my own family.

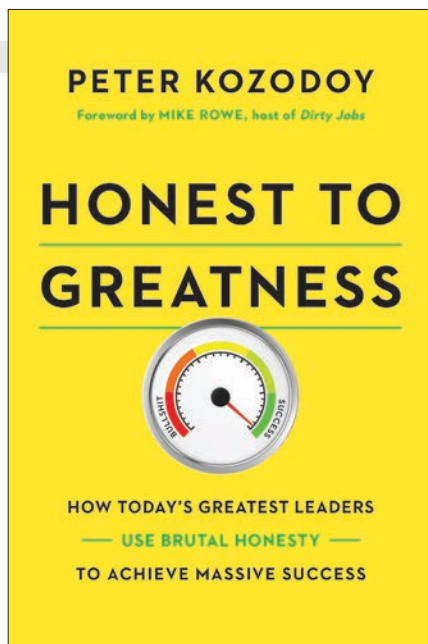
"Helping people like Mendes use their minds to overcome physical limitations was just one of the motivations behind the creation of this technology."

"Mendes, 46, is a quadriplegic who lost the use of his arms and legs after being shot in a violent carjacking when he was just 18 years old. The customized car he drove had no pedals, no steering wheel. Instead, it was equipped with an on-board computer that translates thoughts into commands."

HONEST TO GREATNESS

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

PETER KOZODOY



Inc. columnist and Inc. 5000 business coach Peter Kozodoy shows why businesses of all sizes and industries must embrace complete honesty to thrive in today's market.

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

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

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

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

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

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

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



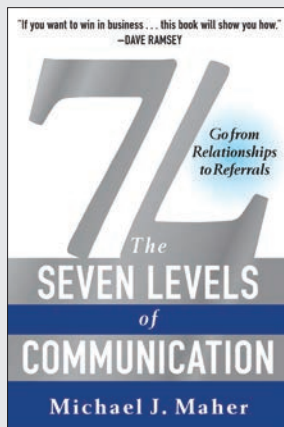
PETER KOZODOY is an *Inc.* columnist, keynote speaker, Inc. 5000 serial entrepreneur, and business coach. In his largest company, Peter serves as the partner and chief strategy officer of GEM Advertising—a full-service strategic communications agency for high-growth B2C companies. His work at GEM has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

- **Kozodoy is a regular columnist for *Inc.*, and his work has been featured in *Forbes*, *CNBC*, *Yahoo!*, and *Bloomberg Businessweek***
- **Author will have regular speaking engagements**
- **National publicity firm hired**
- **GEM Advertising, author's company, was named to the 2017 Inc. 5000 list of fastest-growing private companies in America**
- **Author is under contract with Silent Crow Arts for a television concept about youth entrepreneurship**
- **PeterKozodoy.com**
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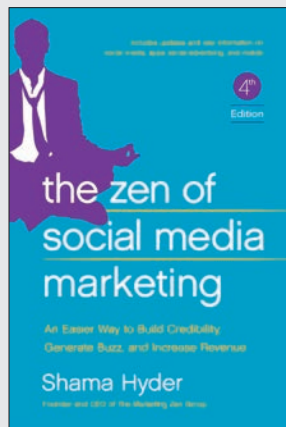


7L: THE SEVEN LEVELS OF COMMUNICATION

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.

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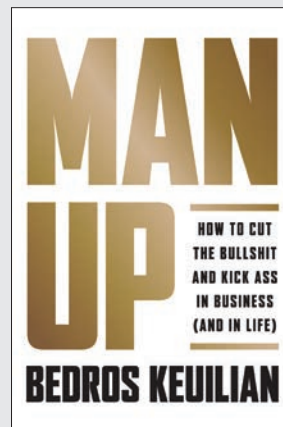


THE ZEN OF SOCIAL MEDIA MARKETING

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SHAMA HYDER

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

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MAN UP

BEDROS KEUILIAN

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

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PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER

KORY KOGON, SUZETTE BLAKEMORE, AND JAMES WOOD

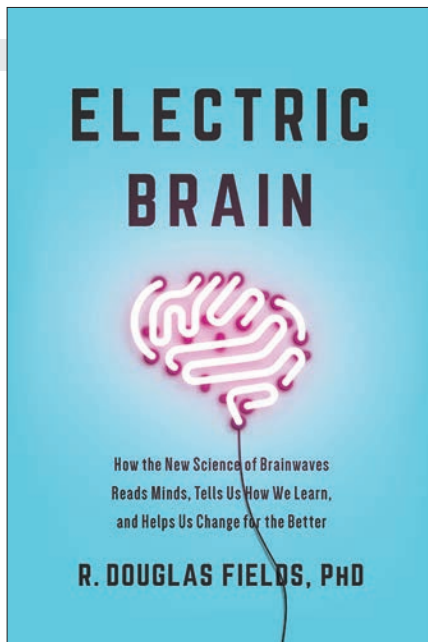
In today's workplace, employees are routinely expected to coordinate and manage projects. Yet, chances are, you aren't formally trained in managing projects—you're an unofficial project manager. *Project Management for the Unofficial Project Manager* offers practical insights for effective project management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

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ELECTRIC BRAIN

How the New Science of Brainwaves Reads Minds, Tells Us How We Learn,
and Helps Us Change for the Better

R. DOUGLAS FIELDS, PhD



An NIH neuroscientist and leading expert presents extensive evidence showing that brainwaves provide far more information than previously realized and explores the exciting implications for society, medicine, and technology.

WHAT IS AS UNIQUE as your fingerprints and more revealing than your diary? Hint: Your body is emitting them right now and has been every single day of your life.

From the moment a reclusive German doctor discovered waves of electricity radiating from the heads of his patients in the 1920s, brainwaves have sparked astonishment and intrigue, yet the significance of the discovery and its momentous implications have been poorly understood. Now, it is clear that these silent broadcasts can actually reveal a stunning wealth of information about any one of us.

In *Electric Brain*, world-renowned neuroscientist and author R. Douglas Fields takes us on an enthralling journey into the world of brainwaves, detailing how new brain science could fundamentally change society, separating fact from hyperbole along the way. In this in-depth look at the most recent findings in brain science, Fields explores groundbreaking research that shows brainwaves can:

- **Reveal** the type of brain you have—its strengths and weaknesses and your aptitude for learning different types of information
- **Allow** scientists to watch your brain learn, glean your intelligence, and even tell how adventurous you are
- **Expose** hidden dysfunctions—including signifiers of mental illness and neurological disorders
- **Render your thoughts** and transmit them to machines and back from machines into your brain
- **Meld minds** by telepathically transmitting information from one brain to another
- **Enable individuals to rewire** their own brains and improve cognitive performance

- **Author's previous books, *The Other Brain* and *Why We Snap*, were reviewed in *Nature*, *Science*, *Discover*, and *Publishers Weekly***
- **Author's research has been featured on or in *National Geographic*, *Nightline*, NPR's *Morning Edition*, *BBC World News Service*, *PBS*, and *Fox News***
- **Author has written for *Time*, *Washington Post* magazine, and *Scientific American*, and is a columnist for *HuffPost* and *Psychology Today***
- **Author speaks worldwide, including the World Science Festival, and his past books have been translated in Italy, Japan, China, and Poland**
- **RDouglasFields.com**

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R. DOUGLAS FIELDS, PhD, is a neuroscientist and an international authority on nervous system development and plasticity. He received advanced degrees from UC Berkeley, San Jose State University, UC San Diego, and he held postdoctoral fellowships at Stanford and Yale Universities before joining the National Institutes of Health. He is also Adjunct Professor at the Neuroscience and Cognitive Science Program at the University of Maryland, College Park. He has published over 150 articles in scientific journals and books and his research has been featured internationally in newspapers, magazines, radio, and television, including the *National Geographic*, *ABC News Nightline*, and *NPR Morning Edition*. In addition to his scientific research, Dr. Fields is the author of numerous books and magazine articles about the brain written for the general reader, including *The Other Brain*, about brain cells that communicate without using electricity (glia), and *Why We Snap*, about the neuroscience of sudden aggression. Residence: Silver Springs, Md.

THE NEW ADOLESCENCE

Raising Happy and Successful Teens in an Age of Anxiety and Distraction

CHRISTINE CARTER, PhD

***The New Adolescence* gives time-starved parents effective strategies for raising healthy, happy teenagers—in spite of the social forces working against them.**

“The learning curve for all parents is in failure analysis—where and how we went off course—and how we can do better the next go round. Enter *Raising Happiness*, a compendium of ideas and suggestions on how to do better and how to increase happiness and joy in all families. Read it, enjoy, and most importantly, put it into practice.”

—MIKE RIERA, PhD, AUTHOR OF *STAYING CONNECTED TO YOUR TEENAGER*, REVISED EDITION

RAISING TEENAGERS HAS ALWAYS been hard. But it is much harder these days.

Today’s teenagers and preteens are growing up in an entirely new world, one that is defined by social media and mobile devices. This has huge implications for our parenting. Understandably, many parents are paralyzed by new problems that didn’t exist less than a decade ago, like social media and video game obsession, sexting, and vaping.

A highly acclaimed sociologist and coach at UC Berkeley’s Greater Good Science Center and the author of *Raising Happiness*, Dr. Christine Carter melds research—including the latest findings in neuroscience, sociology, and social psychology—with her own real-world experiences as the mother of four teenagers. In *The New Adolescence*, you’ll find realistic ways to help teens and preteens find joy, focus, ease, motivation, fulfillment and engagement.

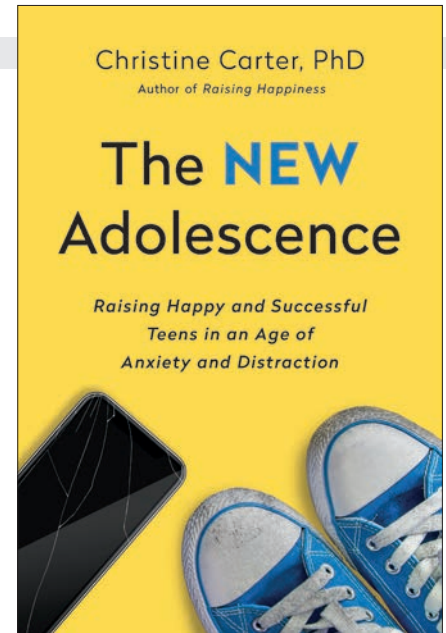
Inside, find practical guidance for:

- Providing the structure teens need while giving them the autonomy they seek
- Helping them overcome distractions
- Teaching them the art of “strategic slacking”
- Protecting them from anxiety, isolation, and depression
- Fostering the real-world, face-to-face social connections they desperately need
- Effective conversations about tough subjects—including sex, drugs, and money

The New Adolescence is a realistic and reassuring handbook for parents. It offers road-tested, science-based solutions for raising happy, healthy, and successful teenagers.



CHRISTINE CARTER, PhD, is the author of *The Sweet Spot* (2017) and *Raising Happiness* (2011). A sociologist and Senior Fellow at UC Berkeley’s Greater Good Science Center, Carter draws on the latest scientific research in psychology, sociology, and neuroscience—and uses her own real-world experiences—to give parenting, productivity, and happiness advice. A sought-after keynote speaker and coach, Dr. Carter also teaches online classes that help people live their most fulfilling lives. She lives with her husband, four teenagers, and dog, Buster. Residence: San Rafael, Calif.



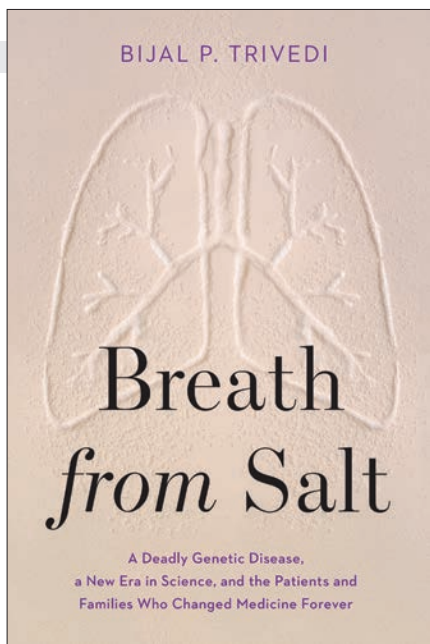
- **Carter has an established platform from previous books, *Raising Happiness* (41K copies sold) and *The Sweet Spot* (15K)**
- **Author is a contributor to U.S. News & World Report online and *Greater Good***
- **Author has appeared on and in: *Today*, *The Daily Show with Jon Stewart*, ABC, PBS, NPR, *New York Times*, *Los Angeles Times*, *USA Today*, *Real Simple*, *Good Housekeeping*, and more**
- **Author regularly keynotes at large conferences and fundraisers, including two TEDx talks**
- **ChristineCarter.com**
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BREATH FROM SALT

A Deadly Genetic Disease, a New Era in Science,
and the Patients and Families Who Changed Medicine Forever

BIJAL P. TRIVEDI



The captivating story of how desperate parents, passionate scientists, and an unconventional funding scheme led to revolutionary treatments that hold promise for curing life-threatening genetic conditions.

IN 1974, JOEY O'DONNELL was born with strange symptoms. His insatiable appetite, incessant vomiting, and a relentless cough—which shook his tiny, fragile body and made it difficult to draw breath—confounded doctors and caused his parents agonizing, sleepless nights. After six sickly months, his salty skin provided the critical clue: he was one of thousands of Americans with cystic fibrosis, an inherited lung disorder that would most likely kill him before his first birthday.

The gene and mutation responsible for CF were found in 1989—discoveries that promised to lead to a cure for kids like Joey. But treatments unexpectedly failed and CF was deemed incurable. It was only after the Cystic Fibrosis Foundation, a grassroots organization founded by parents, formed an unprecedented partnership with a fledgling biotech company that transformative leaps in drug development were harnessed to produce groundbreaking new treatments: pills that could fix the crippled protein at the root of this deadly disease.

From science writer Bijal P. Trivedi, *Breath from Salt* chronicles the riveting saga of cystic fibrosis, from its ancient origins to its identification in the dank autopsy room of a hospital basement, and from the CF gene's celebrated status as one of the first human disease genes ever discovered to the groundbreaking targeted genetic therapies that now promise to cure it.

Told from the perspectives of the patients, families, physicians, scientists, and philanthropists fighting on the front lines, *Breath from Salt* is a remarkable story of unlikely scientific and medical firsts, of setbacks and successes, and of people who refused to give up hope—and a fascinating peek into the future of genetics and medicine.



BIJAL P. TRIVEDI is an award-winning freelance writer specializing in medicine and health. Her work has taken her from the hidden vaults of New York's Metropolitan Museum of Art to the Serengeti Plains to Moscow's Star City, where she blasted off with space tourism entrepreneurs on the "Vomit Comet" for astronaut training. Her work has appeared in *Discover*, *Scientific American*, *New Scientist*, *Wired*, *The Economist*, *National Geographic*, *Science*, *Self*, and *Nature*, among others. Her feature "The Wipeout Gene" was anthologized in *The Best American Science and Nature Writing: 2012*. Residence: Washington, D.C.

- **Trivedi is an experienced science writer with media connections:** *Economist*, *BuzzFeed*, *New Yorker*, *Slate*, *Washington Post*, *Wired*, *NPR*, *Good Morning America*, *Today*, *Dateline*, *ABC News*, and more
- **Vertex Pharmaceuticals is in phase III trials for a life-changing medicine for CF patients**
- **O'Donnell family plans to reach out to media connections, including Dr. Oz, Allied Advertising Agency, and Jerome Groopman; their charity, The Joey Fund, has 12 large fundraisers per year**
- **BijalTrivedi.com**

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 EBOOK: 9781948836623
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Cigarette hanging loosely from her bass-shaped mouth, pathologist Dorothy Hansine Andersen peered through a veil of smoke at the little girl lying on the cold metal table, the barest warmth still clinging to her translucent skin—a reminder of her untimely, unnatural death.

Andersen recognized the child, whom she now labeled “MD” in her notes. She had seen this girl when she entered the hospital for the first time a year earlier. She was twenty-three months old, just shy of her second birthday—alive but miserable. She had skeletal limbs and a potbelly, a sign she was malnourished, but it was not due to neglect. When her mother’s milk failed to come in, she’d fed her daughter a blend of lactic acid, milk, corn syrup, and water—the prescribed diet for newborns in 1935. She added orange juice and cereals at four months. Vegetables at six. And finely ground liver, lamb chops, and bacon beginning at seven months. Cereals gave the girl persistent foul green diarrhea, up to eight times a day; at thirteen months, she refused to eat it and her gut calmed down. The girl’s mother told doctors she ate voraciously, but the toddler had failed to grow and develop like other children. When she was admitted to the hospital, she was too weak to walk.

After a few weeks in the hospital the doctors diagnosed MD with the nutritional disorder celiac disease and put her on a new diet stripped of starchy foods. It agreed with her delicate digestive system and within two months, she finally went home. A year later MD, a little taller and having gained both weight and strength, returned to the hospital for a standard surgery to correct her torticollis—a birth defect that permanently torqued her neck, thrusting her chin in the air and her gaze skyward. The operation was a success, but only forty-eight hours afterwards, her temperature spiked to 103.5. Pneumonia set in. A throbbing infection erupted in both ears. Three weeks later, she was lying in front of Andersen in the basement of New York’s Babies & Children’s Hospital.

Andersen ground out her cigarette in an ashtray, opened her notebook, and began the autopsy. Age at death: three years and one month. Body pale, but well nourished. A bright red slash on her right clavicle marked where surgeons corrected her twisted neck. The contour of her chest: normal, with a plateau at the chest bone. The belly slightly distended, but greatly improved from a year ago. With scalpel in hand, Andersen scored the girl’s chest and inserted a surgical buzz saw, grinding her way through the sternum. She cracked the breastbone in half and stretched the ribs apart like two halves of a walnut. The heart looked normal. She removed it, weighed it, and put it aside.

She removed the right lung, weighing it and filleting it, slicing it open like a book. As a pathologist, she’d seen many healthy lungs. Spongy, soft, and pink, they could be squeezed, allowing her to chase pockets of air from one chamber of the organ to another, forcing it to expand like a balloon. But this was not a healthy lung. This one was heavy and dense, pocked with dime-sized abscesses filled with plugs of hard mucus varying in color from rust-brown to yellow to greenish-gray, depending on the bacteria living there. The tissue between the abscesses was mottled and tough, incapable of the stretching and relaxing that breath required. The bronchial airways were cemented with thick, sticky mucus. The left lung was a little lighter than the right, but when flayed open it looked exactly the same. No wonder MD succumbed to pneumonia so quickly after her surgery, Anderson thought. But what caused the lung condition? Certainly not celiac disease.

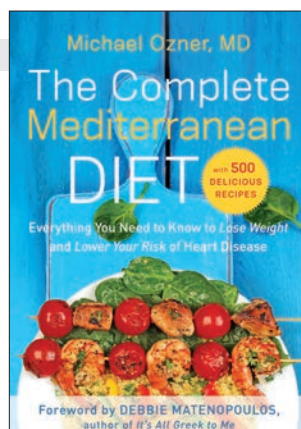
Next Andersen removed and weighed the bright red, soft spleen—normal. The liver was a pale yellow rather than reddish brown, but otherwise normal. The stomach was also normal, if small. But when she lifted it, revealing the pancreas below, something didn’t look right. The pancreas was half the expected size, and some bits were unusually firm. As she inserted her scalpel into the chili-shaped organ she heard a scraping sound, as if the pancreas were filled with grit. Opening it up, she saw MD’s pancreas was packed with fibrous cysts—something Anderson had never seen before. And when she searched for the pancreatic duct, a pipe that collects digestive enzymes from the pancreas and routes them through the bile duct and into the intestine, she could only find a short half-inch section. The rest of the duct, if it existed, was lost in a mass of tough scar tissue.

Andersen had never seen a celiac patient with a pancreas that was so damaged—nor with lungs so heavily scarred and clogged with mucus and deadly bacteria. This wasn’t celiac disease at all; Andersen was sure of it. This, she thought to herself, was something new.

“As a pathologist, she’d seen many healthy lungs. Spongy, soft, and pink, they could be squeezed, allowing her to chase pockets of air from one chamber of the organ to another, forcing it to expand like a balloon. But this was not a healthy lung . . . what caused the lung condition?”

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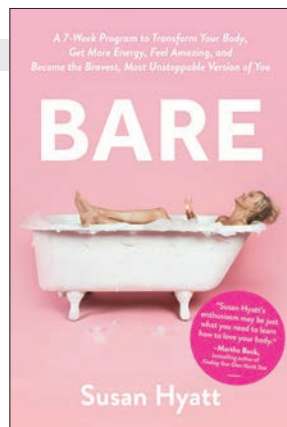


THE COMPLETE MEDITERRANEAN DIET

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 solution that's been successful for millions of people for thousands of years: the Mediterranean diet. Top cardiologist Michael Ozner examines the traditional Mediterranean diet clinically proven to reduce your risk of heart disease, cancer, and numerous other diseases. Including 500 delicious and a foreword by Debbie Matenopoulos, *The Complete Mediterranean Diet* shows you how and why to change your diet for a longer, healthier, happier life.

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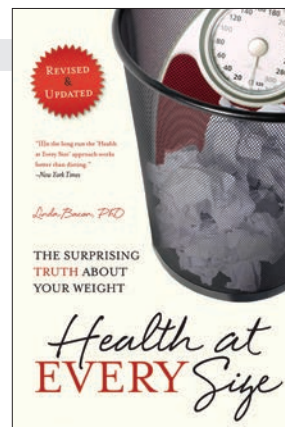


BARE

SUSAN HYATT

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

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MARCH 2019



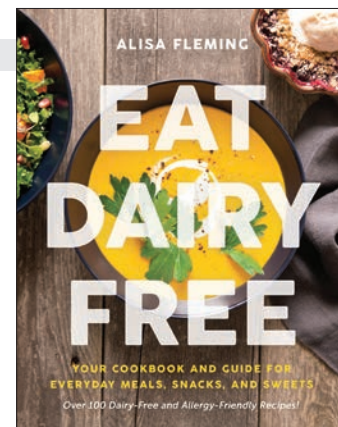
HEALTH AT EVERY SIZE

Revised Edition

LINDA BACON, PHD

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

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EAT DAIRY FREE

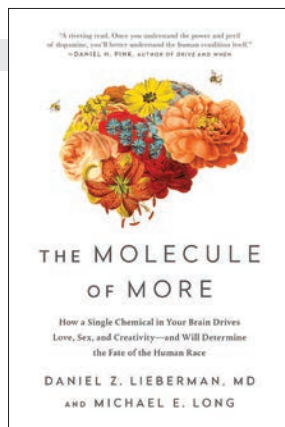
ALISA FLEMING

For millions of people, cutting out milk and other dairy products has resolved most, if not all, of their adverse health symptoms and helps to reduce the risk of many common medical concerns, including allergies, skin conditions, and even cancer. And it's easier than you might think. Alisa Fleming, author of the bestselling guide and cookbook *Go Dairy Free*, shares more than 100 recipes for satisfying yet nutritious dairy-free meals, snacks, and desserts that use regular ingredients. Inside, discover delectable dishes such as: Mushroom-Pesto Pizza, Chocolate Banana Split Muffins, Cheesy Twice-Baked Potatoes, and more. Live well and eat dairy free!

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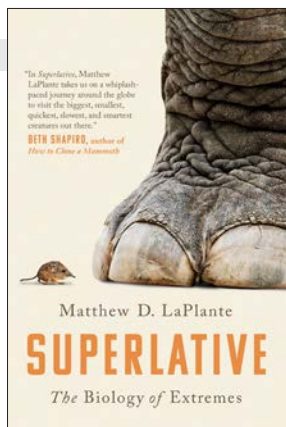


THE MOLECULE OF MORE

DANIEL Z. LIEBERMAN, MD,
AND MICHAEL E. LONG

Dopamine is the chemical that always asks for more—more stuff, more stimulation, and more surprises. From dopamine's point of view, it's not the having that matters. It's getting something—anything—that's new. In *The Molecule of More*, Lieberman and Long present a potentially life-changing proposal: Much of human life has an unconsidered component that explains an array of behaviors previously thought to be unrelated, including why winners cheat, why geniuses often suffer with mental illness, why nearly all diets fail, and why the brains of liberals and conservatives really are different.

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SCIENCE/PSYCHOLOGY
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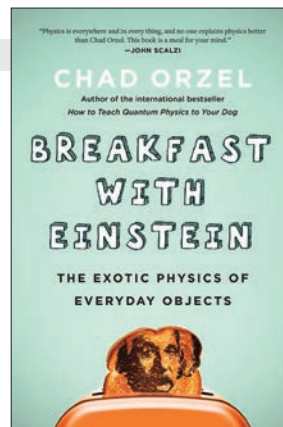


SUPERLATIVE

MATTHEW D. LAPLANTE

The world's largest land mammal could help end cancer. The oldest tree is giving us insights into climate change. The loudest whale is offering clues about the impact of solar storms. There's value in paying close attention to the "oddballs" in nature. *Superlative* is the story of extreme evolution, and what we can learn from it about ourselves, our planet, and the cosmos. It's a tale of crazy-fast cheetahs and super-strong beetles, of microbacteria and enormous plants, of whip-smart dolphins and killer snakes. This book will change the way you think about the world and your relationship to everything in it.

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US \$24.95 • SCIENCE
APRIL 2019



BREAKFAST WITH EINSTEIN

CHAD ORZEL

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

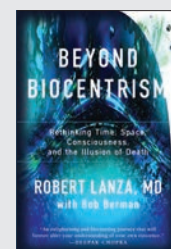
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BIOCENTRISM

ROBERT LANZA, MD

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BEYOND BIOCENTRISM

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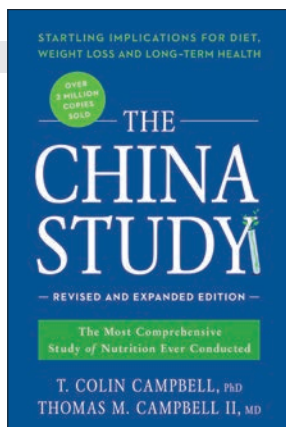
ROD PYLE

FOREWORD BY BUZZ ALDRIN

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BENBELLA VEGAN

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



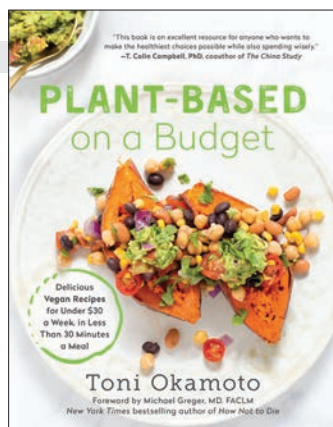
THE CHINA STUDY *Revised and Expanded Edition*

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

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

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DECEMBER 2016



PLANT-BASED ON A BUDGET

TONI OKAMOTO

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

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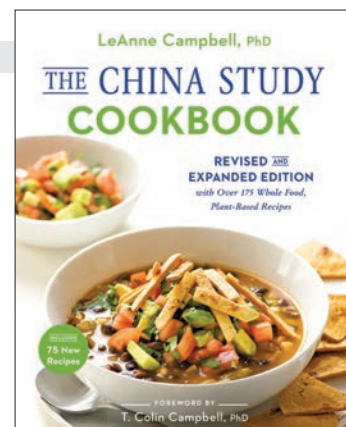


PLANT-POWERED FAMILIES

DREENA BURTON

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

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9781941631041
EBOOK: 9781941631058
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MAY 2015



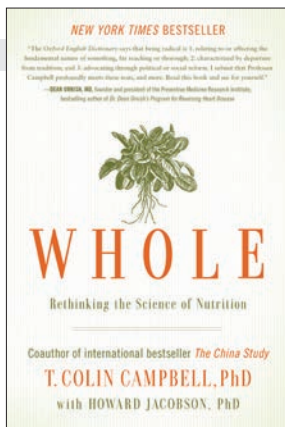
THE CHINA STUDY COOKBOOK

Revised and Expanded Edition

LEANNE CAMPBELL, PHD

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

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JUNE 2018



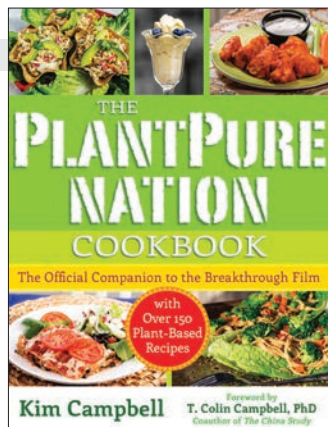
WHOLE

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

What happens when you eat an apple? The answer is more complex than you imagine. Every apple contains thousands of antioxidants whose names, beyond a few like vitamin C, are unfamiliar to us, and each of these powerful chemicals has the potential to play an important role in supporting our health. And that's just from an apple. Nutritional science is at the cusp of a revolution. *Whole* explains the ways our current scientific paradigm ignores the fascinating complexity of the human body, and why, if we have such overwhelming evidence that everything we think we know about nutrition is wrong, our eating habits haven't changed.

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EBOOK: 9781937856250
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MAY 2014



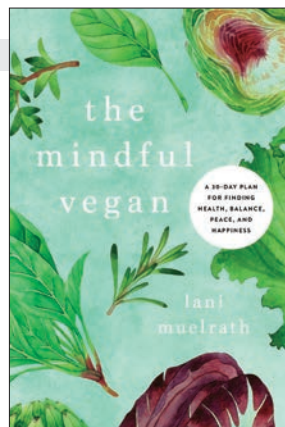
THE PLANTPURE NATION COOKBOOK

KIM CAMPBELL

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

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EBOOK: 9781940363691
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MARCH 2015



THE MINDFUL VEGAN

LANI MUEL Rath

Mindfulness can be the deciding factor between your successful adoption of a healthy vegan diet and repeated frustrating attempts. Certified mindfulness meditation facilitator, award-winning health educator, and longtime vegan advocate Lani Muelrath has been practicing mindfulness meditation for 25 years. Backed by extensive research, with step-by-step instructions, personal stories, 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, give you peace of mind.

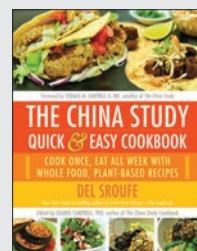
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PLANT-POWERED BEAUTY

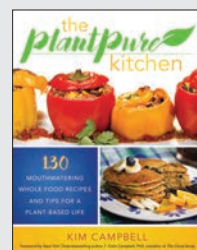
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THE CHINA STUDY QUICK & EASY COOKBOOK

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THE PLANTPURE KITCHEN

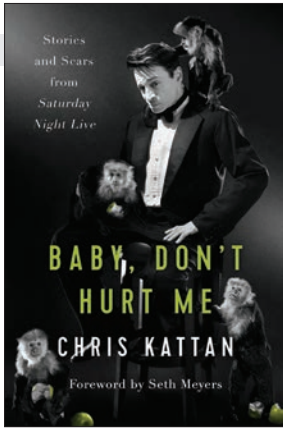
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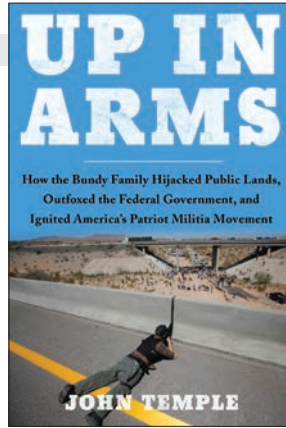


BABY, DON'T HURT ME

CHRIS KATTAN WITH
TRAVIS THRASHER

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

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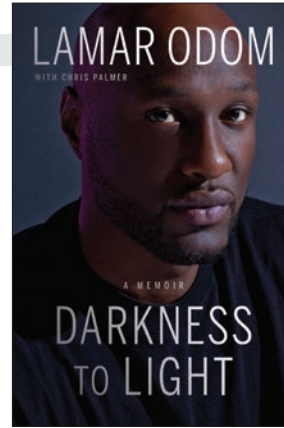


UP IN ARMS

JOHN TEMPLE

"IT'S TIME! They have my cattle and now they have one of my boys. Range War begins tomorrow at Bundy Ranch." These words, pounded out on a laptop at Cliven Bundy's besieged Nevada ranch on April 6, 2014, ignited a new American revolution. *Up in Arms* chronicles how an isolated clan of desert-dwelling Mormons became the guiding light—and then the outright leaders—of America's Patriot movement. Eye-opening and instantly gripping, *Up in Arms* offers a propulsive and thoroughly researched narrative populated by rifle-toting cowboys, apocalyptic militiamen, undercover infiltrators, and the devout and charismatic Bundys themselves.

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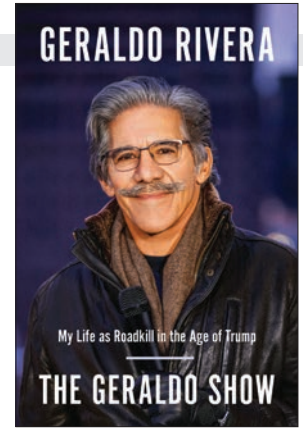


DARKNESS TO LIGHT

LAMAR ODOM WITH CHRIS PALMER

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

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US \$24.95 • MEMOIR
MAY 2019

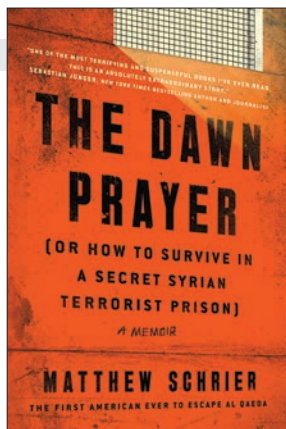


THE GERALDO SHOW

GERALDO RIVERA

In public life for half a century, Geraldo Rivera's reputation has had ups and downs. Since his employment by the conservative Fox News, and, more recently, with the coming of the Age of Trump, Rivera's professional life has become even more difficult to define. Now at the twilight of his career, Rivera has nothing left to prove. In this book, he speaks frankly about his failures and successes, his humiliations and triumphs. Throughout his life, Rivera did his best to provide readers with groundbreaking journalism and great entertainment. In this book, he looks to provide both—with a few life lessons along the way.

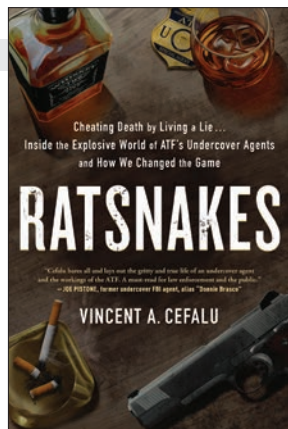
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EBOOK: 9781946885203
US \$17.95 • MEMOIR
SEPTEMBER 2019



THE DAWN PRAYER (OR HOW TO SURVIVE IN A SECRET SYRIAN TERRORIST PRISON) MATTHEW SCHRIER

In 2012, Matthew Schrier was headed home from Syria, where he'd been photographing the country's civil war. Forty-five minutes from the Turkish border, he was taken prisoner by the al Nusra Front—an organization now known as the Syrian branch of Al Qaeda. For seven months he would endure torture and near starvation, but eventually, he'd escape. In this gripping memoir, Schrier details the horrifying and surreal experience, using humor to develop relationships with his captors—and keep himself sane.

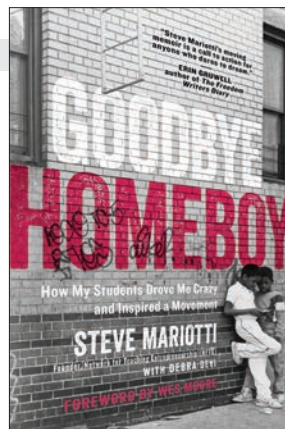
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EBOOK: 9781946885210
US \$16.95 • MEMOIR
APRIL 2019



RATSNAKES VINCENT A. CEFALU

Get ready to infiltrate the world of criminals and cover identities by way of the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF)—where the world's greatest undercover agents are known as RatSnakes. Vincent A. Cefalu spent 30 years as an ATF undercover operative, in assignments ranging from the Symbionese Liberation Army to Asian organized crime. Part field guide, part heart-pounding thrill-ride, Cefalu gives us a look at the on-the-job techniques of kicking in doors, orchestrating “street theater” to ensnare criminals, and making high-stakes gun buys. His irreverent stories are a mix of danger and unexpected hilarity that will have readers laughing one minute and biting their nails when things break bad.

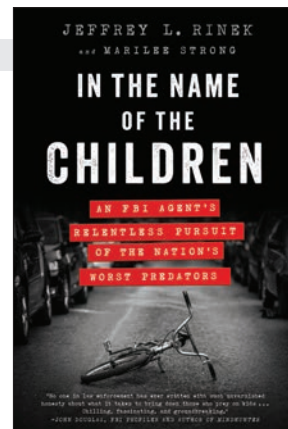
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9781946885968
EBOOK: 9781948836258
US \$24.95 • TRUE CRIME/MEMOIR
MAY 2019



GOODBYE HOMEBOY STEVE MARIOTTI WITH DEBRA DEVI

After experiencing a terrifying mugging in 1982, Steve Mariotti closed his small business and became a teacher. He realized his students felt trapped in poverty, but when he connected their lessons to entrepreneurship, they got excited about learning. Administrators disapproved, however, and Mariotti was repeatedly fired before receiving one last-ditch assignment: an offsite program for special-ed students expelled for violent crimes. The success Mariotti had with these children inspired him to found the nonprofit Network for Teaching Entrepreneurship for low-income youth. *Goodbye Homeboy* powerfully illustrates that one spark of hope can empower us to overcome life's greatest hardships.

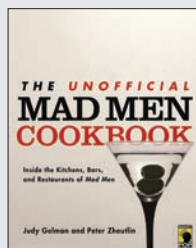
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EBOOK: 9781948836302
US \$16.95 • MEMOIR
AUGUST 2019



IN THE NAME OF THE CHILDREN JEFFREY L. RINEK AND MARILEE STRONG

During his 30-year career with the FBI, Jeff Rinek worked hundreds of investigations involving crimes against children: from stranger abduction to ritualized sexual abuse. By placing us inside the heart and mind of a rigorously honest and self-reflective investigator, we see what it takes to try to keep our children safe. With each chapter dedicated to a real case, *In the Name of the Children* explores the evolution of Rinek as a Special Agent—whose unorthodox, empathy-based approach to interviewing suspects made him extraordinarily successful in obtaining confessions—and the toll it took having such intimate contact with child molesters and murderers.

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9781944648985
EBOOK: 9781946885289
US \$16.95 • TRUE CRIME/MEMOIR
JULY 2018



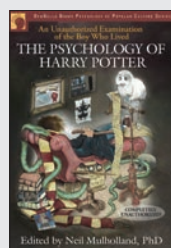
THE UNOFFICIAL MAD MEN COOKBOOK

JUDY GELMAN AND
PETER ZHEUTLIN

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THE PSYCHOLOGY OF HARRY POTTER

EDITED BY NEIL MULHOLLAND, PhD

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DEMIGODS AND MONSTERS

Revised Edition

EDITED BY RICK RIORDAN

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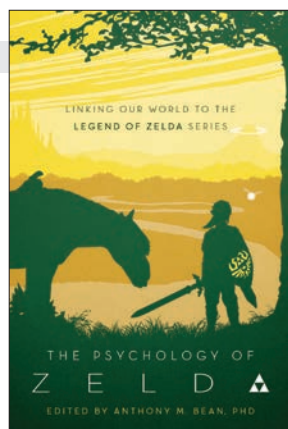
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THE PSYCHOLOGY OF ZELDA

EDITED BY ANTHONY M. BEAN, PhD

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

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FEBRUARY 2019



FAMILY DON'T END WITH BLOOD

EDITED BY LYNN S. ZUBERNIS

Supernatural, a three-time People's Choice Award winner for Favorite Sci-Fi/Fantasy TV Show, has been changing viewers' lives for more than a decade, as a memorable line, "Family don't end with blood," became an rallying cry for those 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.

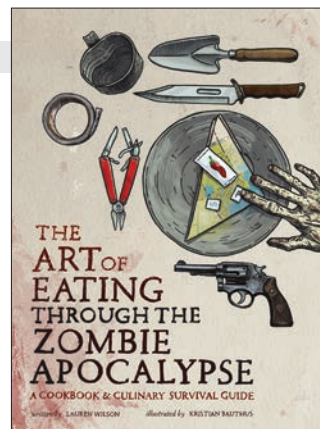
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MAY 2017



THE ART OF EATING THROUGH THE ZOMBIE APOCALYPSE

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, and includes more than 80 recipes and scads of gastronomic survival tips.

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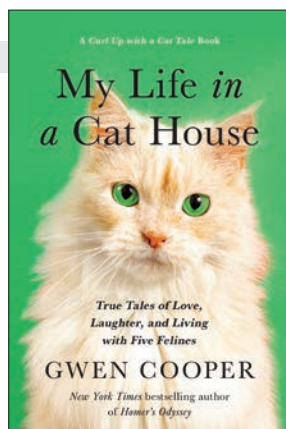
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GWEN COOPER

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

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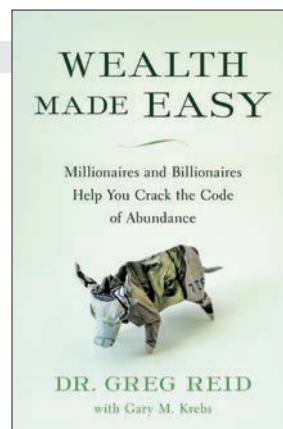


GO BE KIND

LEON LOGOTHETIS

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

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WEALTH MADE EASY

DR. GREG REID WITH GARY M. KREBS

The world's richest individuals are a diverse group of idea-makers who prefer to keep their successes hidden from the public eye. But what if you could simply call up this elite 1% and ask each to tell you the secret behind the making of their massive fortunes? Bestselling author Greg Reid did just that, and now he's giving entrepreneurs access to 100 of the world's wealthiest people—Hollywood producers, shipwreck explorers, video game composers, and more—as they reveal how they built their wealth, held onto it, and continue to thrive in an ever-changing economy.

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ONE MILLION FOLLOWERS

BRENDAN KANE

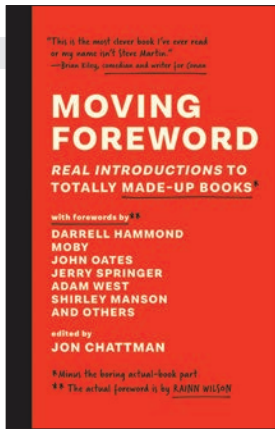
Over 60 billion online messages are sent on digital platforms every day, and only a select few succeed in the mad scramble for customer attention. How can you make a significant impact in the digital world and stand out among all the noise? Digital strategist and "growth hacker" Brendan Kane has the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

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MOVING FOREWORD

EDITED BY JON CHATTMAN

A great foreword adds zest. It sets the stage for the page turner you're about to open. A great foreword—sometimes—is even better than the book it precedes. So why not skip the boring actual-book part? *Moving Foreword* is a collection of introductions to imaginary books, written by real celebrities, comedians, musicians, and other writers with something to say. With a real foreword by Rainn Wilson, this book offers a no-holds-barred cacophony of laugh-out-loud funny, poignant, and thought-provoking writing that tackles everything from politics to pop culture, true crime to trout fishing, and Star Wars to skin flicks.

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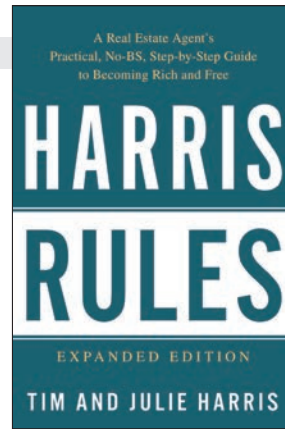


THE PARK AVENUE FACE

ANDREW JACONO, MD, FACS

Your face defines you. It influences how people perceive you in person and online. But what if something about it doesn't make you feel like the real you? Dual board-certified facial plastic and reconstructive surgeon Dr. Andrew Jacono reveals how to achieve flawless, undetectable plastic surgery so you can fix what you don't like, restore what you've lost, or prevent signs of aging. From his elite Park Avenue aesthetic surgery center, Dr. Jacono has enhanced tens of thousands of faces not by prescribing an arbitrary standard of beauty, but by amplifying each patient's individual beauty for totally natural results.

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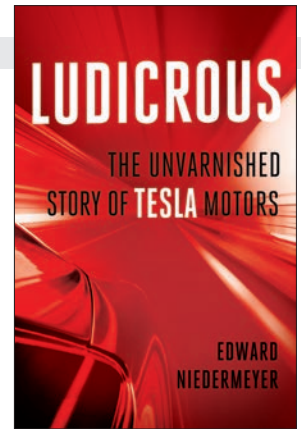


HARRIS RULES

TIM AND JULIE HARRIS

After 20 years in the business, Tim and Julie Harris tell the hard truths about what it really takes to make it in real estate. The new, revised edition of *Harris Rules* outlines specific, actionable, and proven rules of engagement that any agent—rookie or veteran—can count on. With all-new case studies, resources, and Q&As for the highly motivated agent, *Harris Rules* covers tricky topics: making a profit, why having a team isn't the “golden calf,” gaining multiple lead sources (that you don't have to pay for!), and focusing on listings. *Harris Rules* is the savvy agent's all-inclusive, no-BS guide to success in real estate.

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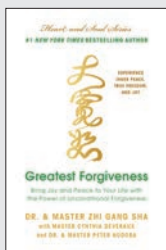


LUDICROUS

EDWARD NIEDERMEYER

Tesla is the most exciting car company in a generation... but can it live up to the hype? The company's market valuation now rivals that of long-established automakers, and, to many industry observers, it's defining the future of the industry. But Tesla has some serious deficiencies that raise questions about its sky-high valuation, and even its ultimate survival. Journalist and auto industry analyst Edward Niedermeyer lays bare the disconnect between the popular perception of Tesla and the day-to-day realities of the company—and the cars it produces. Blending original reporting and insider accounts with savvy industry analysis, Niedermeyer tells the story of Tesla with clear eyes, objectivity, and insight.

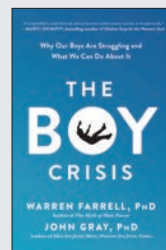
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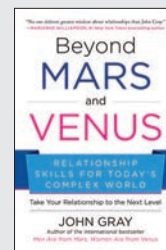
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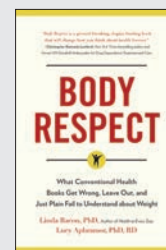
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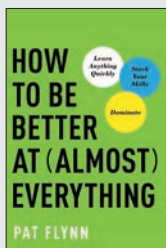
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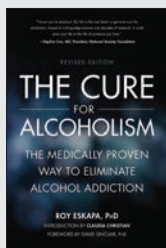
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WHAT'S ON THE HORIZON?

A sneak peek at BenBella's upcoming titles.

HUNGRY

EVE TUROW-PAUL

In *Hungry*, thought leader on youth culture and the food system Eve Turow-Paul argues that 21st-century innovations and pressures are redefining peoples' needs and desires. With the rise of the digital, she perceives a return to the pleasures of the analog. Food is the jumping-off point for a far-ranging analysis of the "why" behind today's lifestyle trends. This book aims to bring a deeper understanding of the emotional drivers behind why we do what we do, and to show how this insight can help us to find greater purpose and joy in today's technology-strapped world by reconnecting with what really matters: great experiences, shared with others, #IRL, and ideally, with something delicious in hand.

JUNE 2020
SOCIAL SCIENCE

CYBER PRIVACY

APRIL FALCON DOSS

Since the advent of the smart-phone in 2007, each of the device's roughly 224 million users in the US has been in a continuous process of creating a complex digital footprint—a record of our activities, purchases, locations, and interests. This data allows companies, governments, and our employers to assess and catalogue detailed individual profiles that can be used for anything from targeted advertising to making predictions about our children's success in school. This book discusses the nature of privacy in the 21st century and looks at how we might achieve "quantum policy"—modernized law and policy that can keep up with the dizzying rate of technological change.

AUGUST 2020
CURRENT AFFAIRS/TECHNOLOGY

UNTITLED

JENNA ARNOLD

White women are under a media microscope because they helped get Donald Trump elected and helped put Brett Kavanaugh on the Supreme Court. In this book, Jenna Arnold will explore what makes white women act or opt out. She'll explore the surprising answers to questions like: Why doesn't she vote with other women, including women of color, as a block? Why does the #MeToo movement stir in her just as many fears for her sons as her daughters? How does she view her own privilege? To answer these questions, we have to be willing to get uncomfortable. To trust that the way we feel does have value *and* admit when we're wrong. We have to ask, and listen, and act.

MAY 2020
CURRENT AFFAIRS

THE GRAND BIOCENTRIC DESIGN

**ROBERT LANZA, MD,
AND MATEJ PAVŠIČ**

Written by one of *Time's* "100 Most Influential People" Robert Lanza and theoretical physicist Matej Pavšič, this groundbreaking book looks at how our understanding of physics has evolved since the start of the 20th century. The authors take a deep dive into the mysteries around quantum theory and how they have subverted our assumptions about "realism." Readers will learn what these revelations tell us about the fundamental role consciousness plays in the mechanisms of the universe—including that what is commonly feared as "death" is actually nonexistent. By the conclusion, readers will have a new appreciation of how events in the universe, including those in their own lives, have always unfolded.

OCTOBER 2020
SCIENCE

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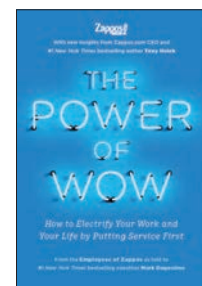
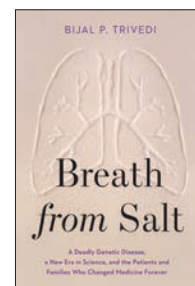
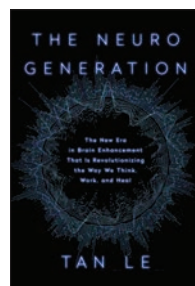
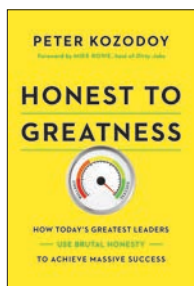
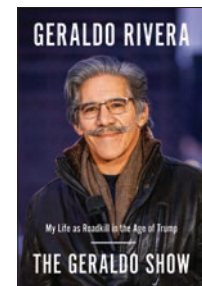
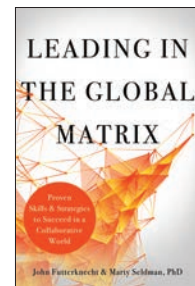
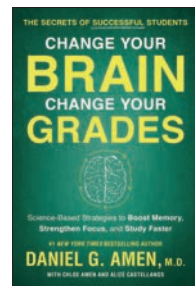
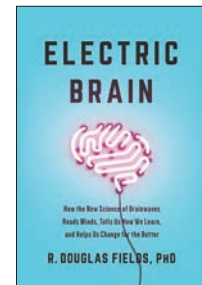
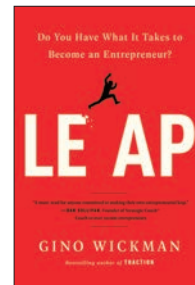
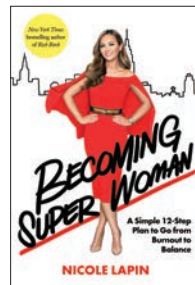
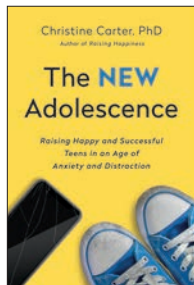
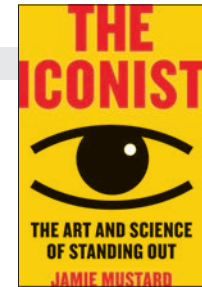
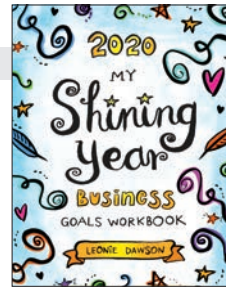
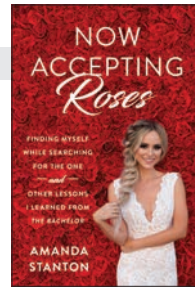
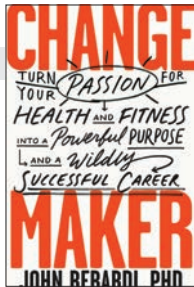
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