

BenBella Books

17 YEARS OF INNOVATIVE PUBLISHING



FALL 2020
CATALOG



HELLO THERE!

DEAR READER,

There's a reason why so many healthy-lifestyle plans don't stick: they aren't designed to. We've all tried to overhaul our diets, our exercise routines, or other behaviors; we may even make some initial progress toward these goals, but, inevitably, our motivation flags, or we get too busy, and we don't keep it up. Now, in *Feel Better in 5*, Dr. Rangan Chatterjee provides some reassurance for the busy and well intentioned among us: long-lasting change doesn't come from willpower alone, but by adding simple, attainable practices into your daily routine—just 5 minutes at a time.

We've been told to accept the idea that privacy is dead. We know, abstractly, that entities like Facebook, Google, Amazon, the federal government, and even our employers and schools keep information about our online and real-world behaviors, but we are only beginning to grasp the scale of this data collection and how it can be used against us. In *Cyber Privacy*, cybersecurity and privacy expert April Falcon Doss explores this issue and why we should care, offering new approaches and solutions for institutions and individuals alike.

We all want to feel a sense of belonging, but our culture makes that impossible. Those who don't fit into the “mythical norm” (white, male, cisgender, able-bodied, slender, Christian, etc.)—which is to say, most of us—feel a persistent sense of unbelonging. Now, in *Radical Belonging*, Dr. Lindo Bacon, renowned author of *Health at Every Size* and *Body Respect*, offers a manifesto of belonging that helps redirect the body positivity movement to become a more inclusive and comprehensive body liberation movement in order to include people currently on the margins.

The United States prides itself on being the land of opportunity, but that opportunity isn't available to everyone. Forty percent of people in the United States don't have the resources to obtain their most basic needs—water, food, and housing. And while poverty is often seen as a personal failure, it isn't: it's the result of bad policy. In *Broke in America*, Joanne Samuel Goldblum and Colleen Shaddox offer an eye-opening look at poverty in America, showing how our current system conspires to keep people poor and providing concrete steps we can take to end poverty for good.

Wondering why no one can seem to agree on what constitutes “good” nutrition and why we focus more on treating diseases with medicine than preventing them with food (*China Study* author T. Colin Campbell's *The Future of Nutrition*), or looking for some delicious plant-based recipes that nutritional science actually bears out (*The Friendly Vegan Cookbook*)? Or looking for ways to exercise your political voice beyond showing up at the polls (*After You Vote*)?

Whether you want to learn about the wide-ranging history of pandemics (*Plagued*) or revamp your career (*Develop* and *You Turn*), BenBella's Fall 2020 list has got you covered!

Enjoy!

Sincerely,

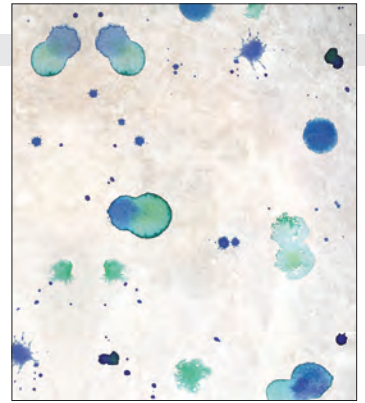
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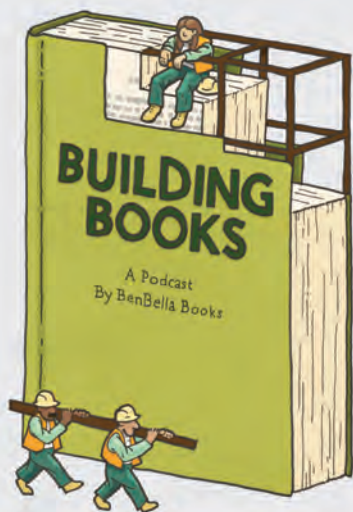
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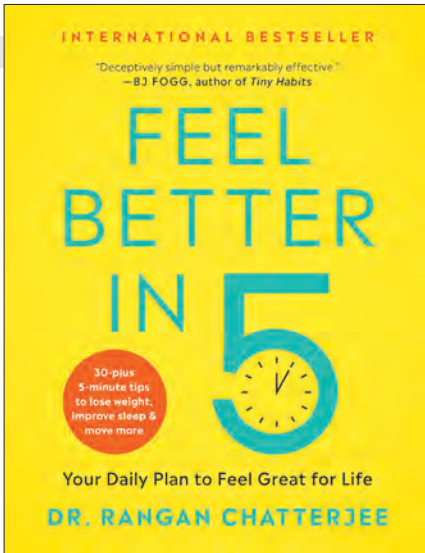
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FEEL BETTER IN 5

Your Daily Plan to Feel Great for Life

DR. RANGAN CHATTERJEE



A popular physician brings you a bestseller from across the pond that teaches readers an easy and quick daily plan to be happier and healthier.

“A superb guide to making lasting change in your life . . . and one of the best habit change programs I’ve ever seen.”

—BJ FOGG, PHD, *NEW YORK TIMES* BESTSELLING AUTHOR OF *TINY HABITS*

IT ONLY TAKES FIVE minutes to start changing your life. For good.

Everyone *wants* to be healthy. But thanks to the unceasing distractions in modern life, virtually everyone also struggles to maintain this priority. And with a flood of conflicting opinions and complicated programs, figuring out *how* to be healthy can be overwhelming. But what if all it took to make a real difference was five minutes of your day?

If you’ve ever struggled to prioritize your health, or started an intensive plan only to stop days, weeks, or months later, it’s not your fault—behavioral science shows that most plans simply aren’t built to last.

Already a #1 bestseller in the UK, *Feel Better in 5* outlines a daily five-minute plan that is easy to follow, easy to maintain, and requires minimum willpower.

Dr. Rangan Chatterjee is a pioneer in the emerging field of progressive medicine and star of BBC One’s *Doctor in the House*. *Feel Better in 5* draws on his twenty years of experience, including real-life case studies from his medical practice, to identify simple, effective strategies that will help you become healthier, happier, and less stressed.

Inside, discover:

- a strength workout that you can do anywhere
- gut-boosting snacks you can eat on the go
- yoga moves to relax and stay supple
- breathing exercises to calm the mind

To get healthy and stay that way, you need a program that doesn’t force you to shape your life around its demands. *Feel Better in 5* gives you a program that shapes itself around your life. It is your daily five-minute prescription for a happier, healthier you.

- **Full-color interior**
- **So far, *Feel Better in 5* has sold 65K copies in the UK (Dec. 2019)**
- **Author is the resident *BBC Breakfast* doctor and host of the Europe’s number one health podcast, *Feel Better, Live More* (over 8M downloads in the last year, 25% in US)**
- **Author’s TEDx talk, “How to Make Diseases Disappear,” has now been viewed more than 2.6M times**
- **Promotion through author’s website (2M views per year, 900K from the US), email list (15K in US), and social media**
- **DrChatterjee.com**
- **Instagram: /DrChatterjee (174K)**
- **Facebook: /DrChatterjee (76K)**

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DR. RANGAN CHATTERJEE is regarded as one of the most influential doctors in the UK. A practicing general practitioner (GP) for the last two decades and resident *BBC Breakfast* doctor, Dr. Chatterjee wants to inspire people to transform their health through making small, sustainable changes to their lifestyles. Leading the charge on how health-care and medicine is understood in the UK, Dr. Chatterjee most recently cocreated a lifestyle medicine course with the Royal College of GPs that has now been delivered to over 400 GPs and health-care professionals. Host of the #1 iTunes podcast *Feel Better, Live More* and presenter of BBC One’s *Doctor in the House*, Dr. Chatterjee is the author of two *Sunday Times* bestselling books and his TED talk, “How to Make Diseases Disappear,” has now been viewed over 2.6 million times. Residence: Wilmslow, England.

IT TAKES GRIT

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

REBECCA LOUISE

Social-media star and health and fitness guru Rebecca Louise shares tips and simple actions on how to be a healthier and fitter you.

READY TO TRANSFORM YOUR body and mind into the healthiest, happiest you? You're going to need enthusiasm, an open mind, and a good deal of *grit*.

In *It Takes Grit*, fitness expert and mindset coach Rebecca Louise shares a practical no-BS guide to take your workouts, health, and motivation to the next level—along with a 30-day challenge to kick-start your results.

Through her ultra-popular YouTube channel and social media, Rebecca Louise has helped millions of people improve their mindset and achieve their wellness goals. The secret behind Rebecca's success isn't just her cheeky British humor or her adorable dog Alphie; people come to Rebecca because she's shared many of the same experiences—she knows what it's like to feel lost, be unable to find the right career, live broke, go through a divorce, and struggle with a negative relationship with food. It wasn't until she changed her mindset and started to master high-performance habits that she truly found her way to a career she loved and a healthy lifestyle.

Now, in *It Takes Grit*, Rebecca shares her tried-and-true tools to lock onto your purpose, uncover your inner grit, and get in the right mindset to go after your goals. She shares:

- the 10 healthy habits that changed her life (see: not living in fear of carbs)
- an action plan to get started no matter where you are right now (emotionally, physically, and mentally)
- instructions for how to build an optimal morning routine, a fitness schedule, and meal plans that will never go out of style
- tips for staying on track and remaining inspired no matter what life throws at you
- nutrition plans that will fuel your body (and never leave you hungry)
- a “no excuse” fitness plan that actually fits into your lifestyle

Rebecca also shares targeted daily workouts so you never overwork your body, easy-to-follow meal plans that include recipes for every meal, and daily tasks that will help you reset your mindset and get to the next level. *It Takes Grit* will give you the tools needed to enhance your life and create positive, lasting changes—all to help you take control of your health and happiness.



Originally from the UK, **REBECCA LOUISE** came to the US at 23 on a whim to get her commercial pilot's license. After obtaining her work visa to come to the states, she was cast on a fitness YouTube channel and found her true passion for fitness, helping people, and hosting. Since then, her YouTube views have surpassed 400 million, and Rebecca went on to create her fitness and nutrition app, BURN. Rebecca has traveled to more than 20 countries to host fit camps and in 2019, she launched her podcast, *It Takes Grit*, to further inspire and empower her fans. Rebecca's programs have been featured in/on *Entrepreneur*, *Vogue*, *Allure*, *Cosmopolitan*, *Shape*, *KTLA*, *FOX*, *Oxygen*, *Closer*, *Well+Good*, and *Goop*. Residence: Huntington Beach, Calif.



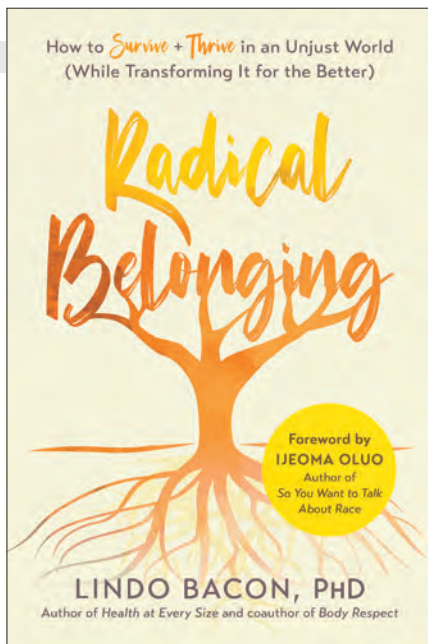
- **Rebecca Louise is the founder of the BURN fitness app and the *It Takes Grit* podcast (214K downloads)**
- **Author has partnered with GoPro, Lululemon, CliniqueFIT, and Disney**
- **Author has been featured in/on *Shape*, *Allure*, *Cosmopolitan*, *Lifestyle*, *ET*, and *Oxygen***
- **Promotion to author's email list (63K)**
- **Rebecca-Louise.com**
- **YouTube:**
@Rebecca-Louise (610K)
- **Instagram:**
@RebeccaLouiseFitness (562K)

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RADICAL BELONGING

How to Survive and Thrive in an Unjust World
(While Transforming It for the Better)

LINDO BACON, PHD



The bestselling author of *Health at Every Size* brings out a guide for creating a world where all bodies are valued and everyone belongs while exploring the deep wounds of being “othered” in society.

WE ARE IN THE midst of a cultural moment. #MeToo. #BlackLivesMatter. #TransIsBeautiful. #AbleismExists. #EffYourBeautyStandards. Those of us who don’t fit into the “mythical norm” (white, male, cisgender, able-bodied, slender, Christian, etc.)—which is to say, most of us—are demanding our basic right: to know that who we are matters. To belong.

Being “othered” and the body shame it spurs is not “just” a feeling. Being erased and devalued impacts our ability to regulate our emotions, our relationships with others, our health and longevity, our finances, our ability to realize dreams, and whether we will be accepted, loved, or even safe.

Radical Belonging is not a simple self-love treatise. Focusing only on self-love ignores the important fact that we have negative experiences because our culture has targeted certain bodies and people for abuse or alienation. This groundbreaking book goes further, helping us to manage the challenges that stem from oppression and moving beyond self-love and into *belonging*.

With Lindo Bacon’s signature blend of science and storytelling, *Radical Belonging* addresses the political, sociological, psychological, and biological underpinnings of your experiences, helping you understand that the alienation and pain you are experiencing is not personal, but human. The problem is injustice, not you as an individual.

So many of us feel wounded by a culture that has alienated us from our bodies and divided us from each other. *Radical Belonging* provides strategies to reckon with the trauma of injustice; reclaim yourself, body, and soul; and rewire your nervous system to better cope within an unjust world. It also provides strategies to help us provide refuge for one another and create a culture of equity and empathy, one that respects, includes, and benefits from all its diverse peoples.

Whether you are transgender, queer, Black, Indigenous or a Person of Color, disabled, old, or fat—or you more closely resemble the “mythical norm”—*Radical Belonging* is your guidebook for creating a world where all bodies are valued and all of us belong—and for coping with this one, until we make that new world a reality.



LINDO BACON, PHD, holds graduate degrees in physiology, psychology, and exercise science. A compelling speaker, writer, and storyteller, Dr. Bacon delivers a unique blend of academic expertise, clinical experience, and social justice advocacy, all couched in a raw honesty and compassion that touch and inspire. Dr. Bacon is coauthor of the paradigm-shifting *Body Respect* and the iconic and bestselling *Health at Every Size*. A former professor and researcher, Dr. Bacon taught courses in social justice, health, weight, and nutrition for almost two decades; they also conducted federally funded health studies and published in top scientific journals. Dr. Bacon’s advocacy for body respect has generated a large following on social media platforms like Facebook and Twitter, health and nutrition listservs and specialty blogs, and the international lecture circuit. Residence: Berkeley, Calif.

- **Dr. Bacon is the author of *Health at Every Size* (68K copies sold across all formats) and *Body Respect* (20K)**
- **Author regularly conducts seminars, keynotes, workshops, and speaks at special events**
- **Author has been interviewed by the *New York Times*, *Prevention*, *Good Morning America*, NPR, BBC, *Shape*, *Psychology Today*, *Glamour*, WebMD, *Fortune*, and *Women’s Health***
- **Promotion to author’s combined email list (25K)**
- **LindoBacon.com**
- **Twitter: @LindoBaconX (14.7K)**
- **Facebook: LindoBaconX (12K)**

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YOU BELONG IN YOUR BODY. You belong in this world, and we belong together.

You wouldn't know that by looking at the current state of our world. Consider the astronomical rise in inequality in the United States in income, education, housing, and health care, pushing the middle class into the lower margins and contributing to growing disenfranchisement, alienation, social isolation, and divisiveness. We are increasingly disconnected from ourselves, from each other, and from the world around us.

The fallout is heart wrenching: depression, anxiety, suicide, drug addiction, and violence are all on the rise. Also on the upswing are hate crimes, intimate partner violence, sexual assault, and incarceration.

We can—and must—do better.

The truth is, we don't need to create connection with each other, or even within ourselves. It is already there. What we need to do is restore that innate connection which has been severed by a prejudicial culture.

Being and belonging are our birthright and our future. Let's reclaim them.

The First Place We're Not Allowed to Belong Is in Our Bodies

When we talk about belonging, we're usually discussing how we relate to other people. We understand loneliness, isolation, and lack of belonging as something that happens between people and in our world, broadly. But missing from the conversation is the fact that the first place we're not allowed to be ourselves and belong is in our own bodies. Forced alienation from our physical selves is perhaps the precondition for loneliness and social isolation.

For some of us, disconnection began at a young age. We cried and no one responded by feeding or holding us. Or, we observed violence in our environment. The world—and our security—felt precarious. Not knowing otherwise, we thought the problem was us. We looked at our bodies, with their material needs, their urge for safety, for love and acknowledgement, as inadequate or too much.

For others, the disconnect came later, when the first signs of our difference started emerging, perhaps as an effeminate boy or a masculine girl, or a kid who doesn't grow out of their "baby fat." Society drills into us that our selves and our bodies are unacceptable, and we need to focus on changing. For those with disadvantaged identities—people with dark skin, folks with disabilities, women—the cultural hostility to their very existence is immediate. It's so ubiquitous that it's nearly invisible.

"Somewhere, on the edge of consciousness," writes Audre Lorde in *Sister Outsider*, "there is what I call a mythical norm, which each one of us within our hearts knows 'that is not me.' In America, this norm is usually defined as white, thin, male, young, heterosexual, Christian, and financially secure. It is with this mythical norm that the trappings of power reside within this society."

Those of us who don't fit into the "mythical norm"—which is to say, most people—are coerced and conditioned to endlessly work on our bodies and ourselves to more closely accommodate to this mythical norm. And the less we resemble the norm, the more likely we are to suffer the consequences—socially, financially, physically, and more.

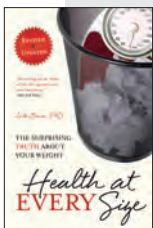
INTERESTED? YOU MAY ALSO LIKE ...

HEALTH AT EVERY SIZE, REVISED AND UPDATED EDITION: THE SURPRISING TRUTH ABOUT YOUR WEIGHT

LINDA BACON, PHD

Updated with the latest scientific research and even more powerful messages, *Health at Every Size* is not a diet book, and after reading it, you will be convinced the best way to win the war against fat is to give up the fight.

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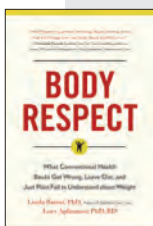


BODY RESPECT: WHAT CONVENTIONAL HEALTH BOOKS GET WRONG, LEAVE OUT, AND JUST PLAIN FAIL TO UNDERSTAND ABOUT WEIGHT

LINDA BACON, PHD, AND LUCY APHRAMOR, PHD, RD

Body Respect debunks common myths about weight and helps make sense of how poverty and oppression such as racism, homophobia, and classism affect life, opportunity, self-worth, and even influence metabolism.

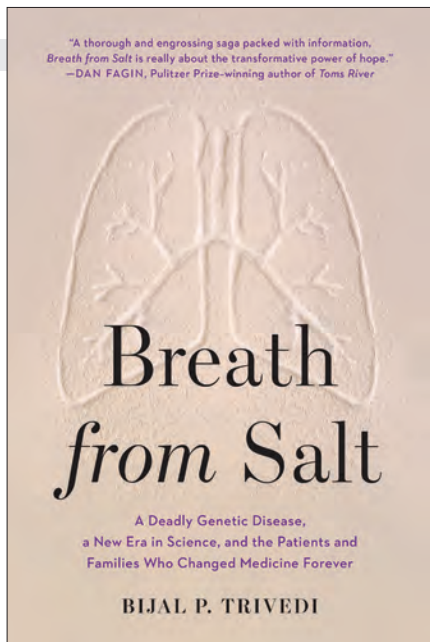
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BREATH FROM SALT

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

BIJAL P. TRIVEDI



A national science journalist chronicles the quest for the cure of cystic fibrosis through the lenses of a family, foundation, and business, and what their work could mean for the future of personalized medicine.

CYSTIC FIBROSIS WAS ONCE a mysterious disease that killed infants and children. Now it could be the key to healing millions with genetic diseases of every type—from Alzheimer's and Parkinson's to diabetes and sickle cell anemia.

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 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*, *Economist*, *National Geographic* magazine, *Science*, *Self*, *Nature*, among others. Her feature "The Wipeout Gene" was anthologized in *The Best American Science and Nature Writing: 2012*. Trivedi is the former editor of the *NIH Director's Blog*, which shares compelling, cutting edge biomedical research with the general public. Trivedi also worked as a writer and editor for the National Geographic News Service, a wire service she helped launch in partnership with the New York Times Syndicate. Residence: Washington, D.C.

- **Trivedi is an experienced science writer with connections at the *Wall Street Journal*, *Scientific American*, and NPR**
- **FDA recently approved new life-changing medicine from Vertex Pharmaceuticals (featured in the book) for 90% of CF patients**
- **Joe and Kathy O'Donnell (featured in the book) plan to reach out to media connections from their charity, The Joey Fund, which has 12 large fundraisers per year**
- **Cystic Fibrosis Foundation will support the book and promote to major media contacts, 500K followers, and 250K volunteers**
- **BijalTrivedi.com**

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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.

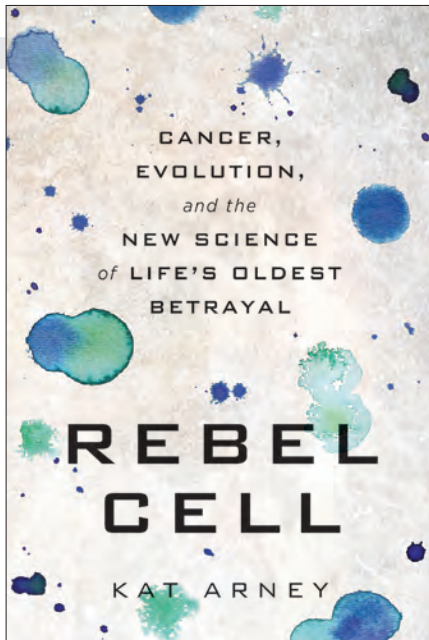
Andersen had never seen a celiac patient with a pancreas that was so damaged—nor with lungs so heavily scarred and clogged with mucus and deadly bacteria. This wasn’t celiac disease at all; Andersen was sure of it. This, she thought to herself, was something new.

“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?”

REBEL CELL

Cancer, Evolution, and the New Science of Life's Oldest Betrayal

KAT ARNEY



A popular science writer takes an in-depth look at the mechanisms and root causes of cancer, and why we have to rethink everything we know about the disease if we hope to stop it.

WHY DO WE GET cancer? Is it our modern diets and unhealthy habits? Chemicals in the environment? An unwelcome genetic inheritance? Or is it just bad luck?

The answer is all of these and none of them. We get cancer because we can't avoid it—it's a bug in the system of life itself.

Cancer exists in nearly every animal and has afflicted humans as long as our species has walked the earth. In *Rebel Cell*, Kat Arney reveals the secrets of our most formidable medical enemy, most notably the fact that it isn't so much a foreign invader as it is a double agent: cancer is hardwired into the fundamental processes of life. New evidence shows that this disease is the result of the same evolutionary changes that allowed us to thrive. Evolution helped us outsmart our environment, and it helps cancer outsmart its environment as well—alas, that “environment” is *us*.

Explaining why “everything we know about cancer is wrong,” Arney, a geneticist and award-winning science writer, guides readers with her trademark wit and clarity through the latest research into the cellular mavericks that rebel against the rigid biological “society” of the body and make a leap towards anarchy.

We need to be a lot smarter to defeat such a wily foe—even smarter than Darwin himself. In this new world, where we know that every cancer is unique and can evolve its way out of trouble, the old models of treatment have reached their limits. But we are starting to decipher cancer's secret evolutionary playbook, mapping the landscapes in which these rogue cells survive, thrive, or die, and using this knowledge to predict and confound cancer's next move.

Rebel Cell is a story about life and death, hope and hubris, nature and nurture. It's about a new way of thinking about what this disease really is and the role it plays in human life. Above all, it's a story about where cancer came from, where it's going, and how we can stop it.

- **Arney is a leading British science writer, broadcaster, and public speaker**
- **Author's previous book *Herding Hemingway's Cats* sold 16K copies**
- **Author hosts the *Genetics Unzipped* podcast, where she hopes to feature the book**
- **Author's work has been featured in *Wired*, *Daily Mail*, *BBC Focus*, *BBC Online*, *Guardian Online*, *Mosaic*, and *New Scientist***
- **Promotion to US-based science, health, and general interest print, radio, and podcasts**
- **KatArney.com**
- **Twitter: @Kat_Arney (10.3K)**

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KAT ARNEY, PHD, is a leading British science writer, broadcaster, and public speaker. Her previous books are *Herding Hemingway's Cats: Understanding How Our Genes Work and How to Code a Human*. Kat has a degree in natural sciences and a PhD in developmental genetics from Cambridge University and was a key part of the science communications team at Cancer Research UK from 2004 to 2016, cofounding the charity's award-winning science blog and acting as a principal media spokesperson. As a writer, her work has featured in *WIRED*, *Daily Mail*, *Nature*, *Mosaic*, *New Scientist*, and more. She has fronted several BBC Radio 4 science documentaries, as well as the factual comedy series *Did the Victorians Ruin the World?* and presents the fortnightly *Genetics Unzipped* podcast. Residence: Maidenhead, U.K.



THOUGH RICHARD DOLL and Austin Bradford Hill are widely credited with proving the connection between lung cancer and smoking, it was actually made more than a decade earlier. Alas, this research was ignored for one significant reason: it was done by Nazis.

Scientists working at Germany's Jena University in the 1930s were the first to show a link between smoking and cancer in humans, but as Jena was a hotbed for the eugenic "science" that helped shape the Nazis' extermination policies, there was understandable skepticism about research originating there. Hitler himself was an anti-smoking fanatic, which probably didn't help the cause.

It also didn't help that these findings were published in German. Non-Nazi evidence came in 1948 in a paper by Willem Wassink of Amsterdam, but as it was in Dutch, it didn't make it into English medical textbooks. Similarly, Argentine doctor Ángel Roffo discovered in 1931 that tobacco tar could cause cancer when painted onto the ears of rabbits, but because he published in German journals—where all the hot smoking research was happening at the time—his results went unnoticed in the English-speaking world.

Absent the tendency of the medical establishment to ignore anything done by Nazis and/or not published in English, even the British Doll and Bradford Hill struggled to bring attention to their findings. They only got doctors to sit up and take notice by showing that not only was smoking killing their patients, it was killing them, too.

In 1951, they recruited 40,000 doctors into a study aimed at unraveling connections between smoking and health. They were to follow them for years, but didn't have to wait long for answers: by 1954, the figures clearly showed that lung cancer was twenty times more common in smokers. Even so, it wasn't until the 1960s that the idea of restricting tobacco sales and marketing took hold, and sales only started to fall in the 1970s.

In the modern era, we are much quicker to adopt ideas about what might cause cancer, for better and for worse. A quick search online reveals a plethora of ideas, from the obvious to the obscure. Smoking, bad diets, chemicals in the environment, UV rays, certain viruses, inherited gene faults, pollution, a faltering immune system . . . the list goes on. Then there are the weirder claims that turn up from time to time, with some of my favorites including shower curtains, turning the light on at night to go to the bathroom, and—most ridiculously—water. The *Daily Mail* Oncology Ontology project was a blog attempting to catalog the newspaper's love of dividing all inanimate objects into things that either cause or cure cancer, although the anonymous writer soon gave up after realizing the sheer scale of the task.

But, as any good statistician knows, correlation doesn't prove causation: merely finding that many people with the same type of cancer have been exposed to the same thing doesn't prove that it's to blame. Cause is a slippery word when it comes to cancer, as it implies that just one thing triggers the disease. There are plenty of smokers who don't get cancer during

their lifetime and plenty of non-smokers who do, yet the evidence overwhelmingly shows that people who smoke have an increased chance of developing the disease. So it's better to think about these kinds of things as *a* cause rather than *the* cause—or refer to them as "risk factors," if you're feeling technical.

We can say that something is a cause or risk factor if exposure to it increases the probability of getting cancer, all other things being equal among similar people. By way of analogy, if you took 2 million drivers, randomly allocated half of them to drink four double whiskies, and sent them all on a journey down the M40 from Oxford to London, not only would you be well advised to steer clear of the highway, you'd also expect more accidents among the people who'd had the Scotch. But you'd also expect many of the drunk drivers to make it to the capital unscathed, and you wouldn't be surprised if a few of the sober ones had an accident along the way for an unrelated reason.

Still, such talk of risks and probabilities doesn't satisfy molecular biologists keen to know exactly *how* things cause cancer. If, as the somatic mutation theory suggests, cancer is caused by faults in specific genes within cells, then we should be able to search for the fingerprints of damage left within the genome by cancer-causing agents.

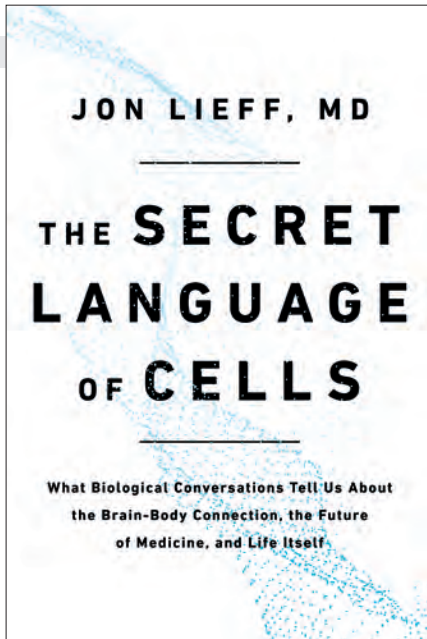
Making sense of the mess of mutations in a tumor genome *is* a bit like dusting for fingerprints at a crime scene. You might strike it lucky and find a set of perfect prints on a windowpane or door handle that match a known killer in your database. But you're much more likely to uncover a mishmash of fingerprints from a whole range of folk—from the victim and the murderer to innocent parties and police investigators—all laid on top of each other. So how do you work out whose prints are whose? And then how do you figure out whodunit?

"As any good statistician knows, correlation doesn't prove causation: merely finding that many people with the same type of cancer have been exposed to the same thing doesn't necessarily prove that it's to blame."

THE SECRET LANGUAGE OF CELLS

What Biological Conversations Tell Us About the Brain-Body Connection,
the Future of Medicine, and Life Itself

JON LIEFF, MD



Renowned neuroscientist and online sensation Jon Lieff provides ground-breaking cellular science that affects our immunity, mental health, weight loss, and susceptibility to disease.

YOUR CELLS ARE TALKING *about you.*

Right now, both your inner and outer worlds are abuzz with chatter among living cells of every possible kind—from those in your body and brain to those in the environment around you. From electrical alerts to chemical codes, the greatest secret of modern biology, hiding in plain sight, is that all of life's activity boils down to one thing: conversation.

While cells are commonly considered the building blocks of living things, it is actually the communication between cells that brings us to life by controlling our bodies and brains, determining whether we are healthy or sick, and directly influencing how we think, feel, and behave.

In *The Secret Language of Cells*, doctor and neuroscientist Jon Lieff lets us listen in on these conversations, and reveals their significance for everything from mental health to cancer. He explains the surprising science of how very different cells—bacteria and brain cells, blood cells and viruses—all speak the same language. This overarching principle has been long overlooked because scientific journals use impenetrable jargon that makes it hard to be understood across disciplines, much less by the general public.

Lieff presents a fascinating and accessible look into cellular communication science—a ground-breaking and comprehensive exploration of this biological phenomenon. In these pages, discover the intriguing lives of cells as they ask questions, get answers, give feedback, gather information, call for each other, and make complex decisions. During infections, immune T-cells tell brain cells that we should “feel sick” and lie down. Cancer cells warn their community about immune and microbe attacks. Gut cells talk with microbes to determine which are friends and which are enemies, and microbes talk with each other and with much more complicated human cells in ways that determine which medicines work and which will fail.

With applications for immunity, chronic pain, weight loss, depression, cancer treatment, and virtually every aspect of health and biology, cellular communication is revolutionizing our understanding not just of disease, but of life itself. *The Secret Language of Cells* is required reading for anyone interested in following the conversation.



JON LIEFF, MD, is as a nationally recognized neuropsychiatrist and a pioneer in several medical fields, including geriatric psychiatry, brain injury, computer applications in psychiatry, and the integration of medicine, psychiatry, and neurology. Starting with an interest in brain cell communication, Dr. Lieff found similar signaling among all cells in nature. Five years ago, he established his acclaimed and popular scientific website, *Searching for the Mind*, about the topic of cellular communication. With weekly posts, he reviews and synthesizes the latest scientific literature in neuroscience and cell biology. Residence: Newton, Mass.

- **Lieff has been featured on or in *Scientific American*, *Psychology Today*, *Smithsonian* magazine, *AARP*, *Discovery Channel*, *Fast Company*, *CBS News*, *Costco Connection*, and *SiriusXM's Doctor Radio***
- **Author plans to begin speaking on this topic to various science-related audiences**
- **Academic marketing push**
- **Promotion through author's blog (177K+ unique readers in past year) and professional opinion leader network**
- **JonLieffMD.com**
- **Facebook: /SearchingForTheMind (20K)**

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CYBER PRIVACY

Who Has Your Data and Why You Should Care
APRIL FALCON DOSS

A cybersecurity and privacy expert who has worked with the NSA explores the most common types of data being collected about individuals today and delves into how they are being used—sometimes against us.

YOU'RE BEING TRACKED. Google, Facebook, and Amazon—not to mention the federal government—keep incredible amounts of information about your online and real-world behaviors. Understand why it's a problem.

We live in an era of unprecedented data aggregation, and the trade-offs between individual privacy, personal convenience, and national security and cybersecurity have never been more challenging to negotiate. Technology is evolving quickly, while laws and policies are changing slowly.

April Falcon Doss, a cybersecurity and privacy expert with experience working for the NSA and the US government, has seen this imbalance in action. She wants to see policy catch up, for the protection of individuals and our private data. That starts with spreading awareness.

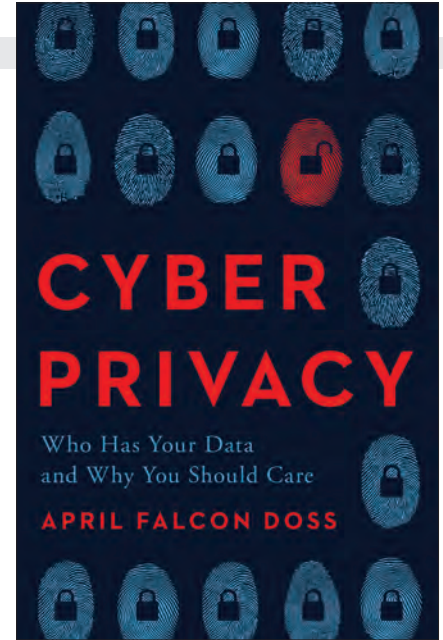
In *Cyber Privacy*, Doss explores the most common types of data being collected about individuals today and delves into how it is being used—sometimes against us—by the private sector, the government, and even our employers and schools. She reveals the trends in technology, data science, and law that directly impact our privacy based on the digital footprints we leave in our daily lives. Most important, Doss also offers new approaches that can help law, policy, and ethics keep pace with technological change.

No matter where we live or what demographic groups we fall into, someone is collecting our data: to profile us, target us, and assess us; to predict our behavior and analyze our attitudes; to influence the things we do and buy—even to impact our vote. Though government surveillance is one facet of the challenge, data collected by national security programs pale in comparison to the exquisitely detailed user profiles that are being amassed by major brands.

It's high time to rethink notions of privacy and what, if anything, limits the power of those who are constantly watching, listening, and learning about us. *Cyber Privacy* offers realistic solutions to restore individuals' control over information about themselves that is created, collected, combined, and manipulated every day.



APRIL FALCON DOSS leads the cybersecurity and privacy practice of a major US law firm. Prior to that, she spent over a decade at the National Security Agency where she was the Associate General Counsel for Intelligence law and served on Capitol Hill as the Senior Minority Counsel for the Russia Investigation in the United States Senate Select Committee on Intelligence. Doss is a regular commentator on data privacy, cybersecurity, and national security issues. She has appeared on CNN, MSNBC, and NPR. Doss's articles have appeared in a wide range of publications, including the *Washington Post*, *Atlantic*, *Weekly Standard*, *Lawfare*, and the American Bar Association's *SciTech Lawyer*. Residence: Baltimore, Md.



- **Doss spent over a decade at the National Security Agency**
- **Since 2016, the author has been in private law practice as a partner at Saul Ewing Arnstein & Lehr and chair of their cybersecurity and privacy practice group**
- **Author has appeared on CNN, MSNBC, and NPR, and has testified before Congress**
- **Author is well-connected and regularly speaks at conferences and events on issues relating to cybersecurity, privacy, and related issues (4–5 events per month)**
- **Author's articles have appeared in the *Washington Post*, *Atlantic*, and *Weekly Standard***
- **Twitter: @AprilFDoss (17.4K)**

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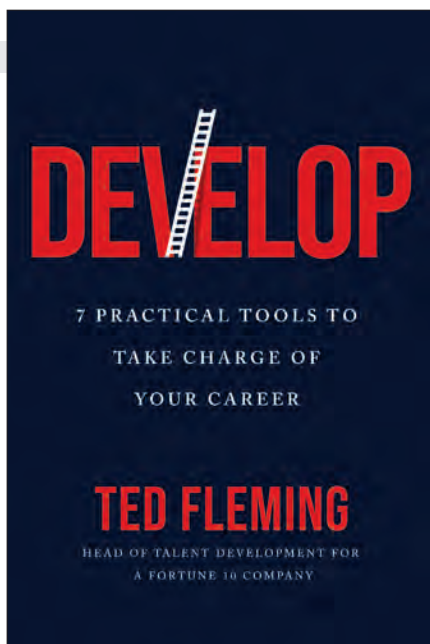
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DEVELOP

7 Practical Tools to Take Charge of Your Career

TED FLEMING



From the head of talent development for a Fortune 10 company comes a practical guide filled with actionable tools and techniques to take charge of your professional life and achieve your career goals.

WHY ARE SOME PEOPLE able to climb the corporate ladder easily while others get stuck? How can you set yourself on a rewarding career path and avoid job frustration?

In *Develop*, Ted Fleming, head of talent development for CVS Health, shares simple, powerful advice for finding the right job or growing in an existing role. Fleming offers actionable tools and step-by-step techniques that anyone can apply to crystallize and achieve their career goals.

Based on his more than two decades' experience managing, advising, and researching career growth, he offers an insider's view for navigating organizations where the path to advancement is complex and success strategies are often kept secret.

Develop will give you the guidance you need to:

- Discover what interests you.
- Learn how to communicate your unique gifts to others.
- Uncover what employers are really looking for.
- Network the right way.
- Identify your leadership style.
- Craft a powerful image.
- Create a development plan that will drive results.

Fleming also offers straightforward advice for navigating discrimination, gender biases, and other barriers to success. Designed as a practical reference to return to again and again, *Develop* will equip you to take charge of your professional life and find your way to a happier, more meaningful career.



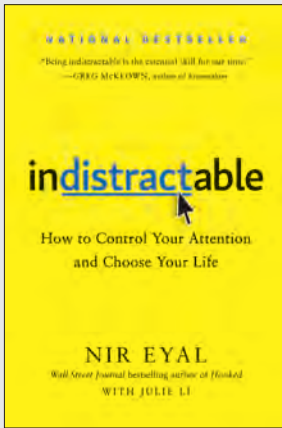
TED FLEMING is the head of talent development for CVS Health, a Fortune 10 company with more than 300,000 employees. His responsibilities include learning and career development for all employees, executive development, and providing business consulting solutions. Ted has more than 30 years of experience in the healthcare, financial services, and education industries as a strategic planner, consultant, business owner, and general manager. He speaks extensively on topics including managing your career, executive presence, driving business results, leadership, creativity, and innovation. Residence: Simsbury, Conn.

- **Fleming is the Head of Talent Development for CVS Health, a Fortune 10 company with over 300K employees, and has over 30 years of experience in health care, financial services, and education industries**
- **Author regularly speaks on business, management, and leadership topics**
- **National publicity team and online marketer hired**
- **Outreach and promotional copies planned for the largest US corporations**
- **Promotion planned via YouTube and social networking, radio and TV appearances, live webinars, keynotes, workshops, and seminars**

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INDISTRACTABLE NIR EYAL

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

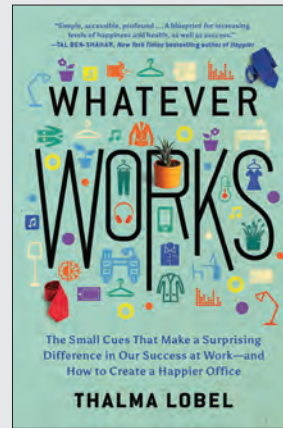
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12 MONTHS TO \$1 MILLION RYAN DANIEL MORAN

The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. *12 Months to \$1 Million* condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this road map helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year.

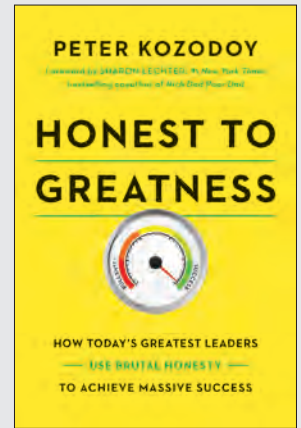
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WHATEVER WORKS THALMA LOBEL

Did you know that just doodling in a certain way can increase your creativity? That looking at something green for forty seconds will improve your attention? That crossing your legs similarly to an interviewer could get you the job? An internationally renowned psychologist shows us how overlooked factors in our workdays—our physical environments, our unconscious habits, and even traits like our faces and voices—have the power to make or break our careers. Helpful for anyone from individual employees to managers to leaders of large organizations, *Whatever Works* shares valuable insights and practical takeaways to transform your professional life.

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HONEST TO GREATNESS PETER KOZODOY

Today's consumers have the power to decide which brands are worth their time and money—and their consideration involves more than product quality. 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. Given this shift, the only way for today's leaders to achieve personal and professional success is to embrace honesty and authenticity as core values. Through case studies and interviews with leaders at Sprint, Quicken Loans, Domino's Pizza, The Ritz-Carlton, and more, this timely book demonstrates how to use honesty to achieve true greatness in life and business.

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AUGUST 2020

THE FRIENDLY VEGAN COOKBOOK

100 Essential Recipes to Share with Vegans and Omnivores Alike

MICHELLE CEHN AND TONI OKAMOTO



Author Toni Okamoto has teamed up with her longtime friend and fellow leader in the vegan community, Michelle Cehn, to expand on their already impressive collection of vegan recipes designed to become go-to staples for when plant-based eaters have meat-eater guests to impress.

THE FOUNDER OF World of Vegan and the author of *Plant-Based on a Budget* have teamed up to create the ultimate kitchen resource for longtime vegans and the veggie-curious alike, with 100 foolproof, flavor-forward recipes.

As all plant-based cooks know, when it comes time to please a crowd, the pressure is on. You want to serve delicious, memorable dishes, and you're also well aware that many will be skeptical of vegan food measuring up to their favorites.

Enter Michelle Cehn and Toni Okamoto, longtime friends and two of the most trusted figures in the online vegan community. Through their popular food blogs, videos, podcast, and cookbooks, the two have helped millions of people make living vegan easy, fun, and delicious.

In *The Friendly Vegan Cookbook*, you'll find rigorously tested, no-fail recipes including:

- Fettuccine Alfredo
- Sushi
- Pot Pie
- Breakfast Burritos
- Pop Tarts
- Chocolate Mousse
- Cinnamon Rolls
- Mac 'n' Cheese
- Corn Chowder
- Chewy Brownies

Michelle and Toni also share their go-to kitchen tips to make meal planning a breeze, helpful shopping lists, and directions for making your own staples—nut milks, dressings, pasta sauces, and breads.

- **Cehn and Okamoto are cohosts of the *Plant-Powered People Podcast* (30K downloads)**
- **Okamoto's previous books include *Plant-Based on a Budget* (42K sold across all formats) and *The Super Easy Vegan Slow Cooker Cookbook* (48K)**
- **Authors have been featured on *Hallmark Home & Family*, *VegNews*, *Forbes*, *BuzzFeed*, *Chicago Tribune*, and *Forks Over Knives***
- **Authors have connections with Farm Sanctuary, Mercy for Animals, Vegan Outreach, and PETA**
- **WorldofVegan.com; PlantBasedonaBudget.com**
- **Instagram: @Vegan (1.1M); @PlantBasedonaBudget (383K)**
- **Facebook: /PlantBasedonaBudget (200K)**

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MICHELLE CEHN is the founder of the popular food and lifestyle website World of Vegan and a YouTube personality who has reached millions through her creative and relatable videos. She is also cohost of the *Plant-Powered People Podcast* and cocreator of the 12-Day Dairy Detox, Plant Based on a Budget Meal Plans, and *7 Days* documentary. Michelle has been on a lifelong mission to make kind and healthy living enticing, easy, and fun, ever since the age of eight when she first became a vegetarian. Residence: Sacramento, Calif.



TONI OKAMOTO is the founder of Plant-Based on a Budget, the popular website and meal plan that shows you how to save dough by eating veggies. She's also author of the *Plant-Based on a Budget* and *The Super Easy Vegan Slow Cooker Cookbook*, and the cohost of the *Plant-Powered People Podcast*. Okamoto's work has been featured in the popular documentary *What the Health* that was profiled by NBC News and *Parade*, and she's a regular presence on local and national morning shows across the country, where she teaches viewers how to break their meat habit without breaking their budget. Residence: Sacramento, Calif.

Mac 'n' Cheese

YIELD: 6 TO 8 SERVINGS | PREP TIME: 25 MINUTES | COOK TIME: 21 MINUTES | TOTAL TIME: 46 MINUTES

We're a little obsessed with mac 'n' cheese. We've been trying every packaged vegan version we could get our paws on over the past decade, and we've made dozens of varieties from scratch. This is our favorite of all—a creamy, decadent mac 'n' cheese that will have your friends begging for the recipe. This mac makes a great party dish, and we served it at Michelle's baby shower, Toni's housewarming, and many other family gatherings.

Ingredients

- 1 (1-pound) package macaroni (or your favorite pasta)
- ½ cup vegan butter
- ½ medium yellow onion, diced
- ½ cup all-purpose flour
- 2 teaspoons salt
- 2 tablespoons soy sauce
- 3 medium cloves garlic, minced
- ¾ teaspoon ground turmeric
- 1 cup nutritional yeast
- ½ teaspoon ground black pepper
- ½ teaspoon red chili flakes (optional)
- 1 head broccoli, cut into small florets and steamed
- ½ cup vegan cheese shreds (optional)
- ½ cup panko breadcrumbs
- ½ teaspoon paprika

In a large pot of boiling water, cook the pasta according to package instructions. Drain the cooked pasta over a bowl to retain the pasta water and set aside.

Preheat the oven to 350 degrees F.

In a large pot, melt the butter over medium heat. Add the onions and sauté until they become translucent, about 5 minutes. Whisk in the flour and mix until it thickens and becomes a roux, for about 3 to 5 minutes.

Whisk 3½ cups of reserved pasta water into the roux. Add the salt, soy sauce, garlic, turmeric, nutritional yeast, pepper, and chili flakes (if using), and stir until the sauce thickens.

Stir the cooked pasta and steamed broccoli florets into the cheese sauce. Transfer the cheesy pasta into a 9x13-inch casserole dish, add an even layer of vegan cheese shreds (if using) and breadcrumbs, and sprinkle with paprika.

Bake for 20 minutes.

Turn the oven heat to broil, and broil for 1 minute, until the top gets slightly crispy and lightly browned.

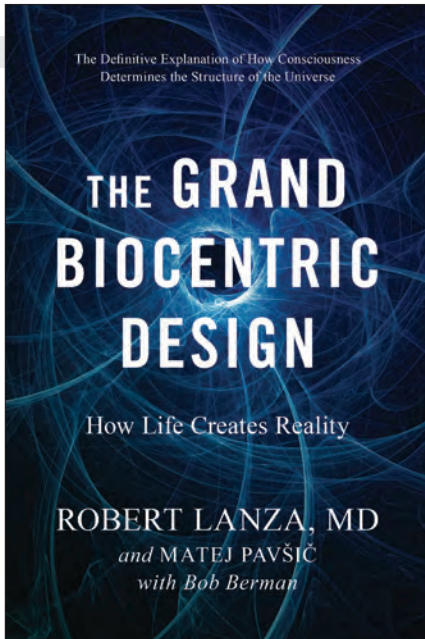
Meal Prepping Tips: If you're preparing this for an event, you can make this mac ahead of time and refrigerate it after step 5. Pull it out to bake when you're ready to party! You can also bake it and refrigerate your leftovers. This is a phenomenal bake-and-save casserole that's as delicious on day 5 as it is fresh out of the oven!



THE GRAND BIOCENTRIC DESIGN

How Life Creates Reality

ROBERT LANZA, MD, AND MATEJ PAVŠIČ WITH BOB BERMAN



A new installment in the bestselling Biocentrism series, this book offers an even deeper dive into the nature of reality and our universe based on the latest groundbreaking research.

WHAT IF LIFE ISN'T just a part of the universe . . . what if it determines the very structure of the universe itself?

The theory that blew your mind in *Biocentrism* and *Beyond Biocentrism* is back, with brand-new research revealing that its radical claims might not be so radical after all.

What is consciousness? Why are we here? Where did it all come from—the laws of nature, the stars, the universe? Humans have been asking these questions forever, but science hasn't succeeded in providing many answers—until now. In *The Grand Biocentric Design*, Robert Lanza, one of *Time* magazine's "100 Most Influential People," is joined by theoretical physicist Matej Pavšič and astronomer Bob Berman to shed light on the big picture that has long eluded philosophers and scientists alike.

This engaging, mind-stretching exposition of how the history of physics has led us to Biocentrism—the idea that life creates reality—takes readers on a step-by-step adventure into the great science breakthroughs of the past centuries, from Newton to the weirdness of quantum theory, culminating in recent revelations that will challenge everything you think you know about our role in the universe.

This book offers the most complete explanation of the science behind Biocentrism to date, delving into the origins of the memorable principles introduced in previous books in this series, as well as introducing new principles that complete the theory. *The Grand Biocentric Design* is a one-of-a-kind, groundbreaking explanation of how the universe works, and an exploration of the science behind the astounding fact that time, space, and reality itself all ultimately depend upon us.

- **Lanza is one of the most respected scientists in the world**
- **Lanza's previous books *Biocentrism* (134K sold across all formats) and *Beyond Biocentrism* (37K) have been translated into two dozen languages**
- **New book has a \$20K marketing commitment and \$50K author commitment**
- **Top podcast campaign planned, including interest from Joe Rogan (top-ten iTunes podcast) and Russell Brand**
- **RobertLanza.com; RobertLanzaBiocentrism.com**
- **Twitter: @RobertLanza (43.3K)**

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ROBERT LANZA, MD, received his undergraduate and medical degrees from the University of Pennsylvania, where he was both a University Scholar and Benjamin Franklin Scholar. Dr. Lanza is head of Astellas Global Regenerative Medicine, Ocata Chief Scientific Officer, and adjunct professor at Wake Forest University School of Medicine. Residence: Clinton, Mass.



MATEJ PAVŠIČ is a physicist interested in the foundations of theoretical physics. During his more than 40 years of research at the Jožef Stefan Institute, he often investigated the subjects that were not of wide interest at the time, but later became hot topics. He is among the pioneering authors in topics such as mirror particles, braneworld, and Clifford space. Residence: Ljubljana, Slovenia.



BOB BERMAN is the longtime science editor of the *Old Farmer's Almanac* and contributing editor of *Astronomy* magazine, formerly with *Discover* from 1989 to 2006. He produces and narrates the weekly *Strange Universe* segment on WAMC Northeast Public Radio. He taught physics and astronomy at New York's Marymount College in the 1990s and is the author of eight popular books. Residence: Willow, N.Y.

THIS MAY BE the beginning of this book, but it is not the beginning of our story.

That's because we are plunging into an ongoing odyssey. It's a movie that has already started, and we are seating ourselves long after the opening credits have rolled.

As our story unfolds, we will recount the history of bizzare discoveries that led to the reality-shaking conclusion that the basic structure of the cosmos—things like space and time and the way matter holds together—requires observers. We will see how strange quantum behavior first challenged the idea that an external world exists independent of the perceiving subject, an idea debated by philosophers and physicists from Plato to Hawking.

We'll untangle the logic that the mind uses to generate our spatiotemporal experience, and get insights into the so-called “hard problem” of how consciousness arises, exploring those quantumly-entangled regions of the brain that together constitute the system we associate with our “me” feeling. Along the way, we'll see how information that breaks the light-speed limit suggests mind is unified with matter and the world.

As we increasingly recognize life as an adventure that transcends our commonsense understanding, we will also get hints about death. We'll look at the mind-twisting thought experiment called quantum suicide, which can be used to explain why we are here now despite the overwhelming odds against it—and why death has no true reality.

We will find countless commonsense assumptions turned on their heads. For instance, while in classical physics the past is assumed to exist as an unalterable series of events, quantum physics plays by a different set of rules in which, as Stephen Hawking said, “the past, like the future, is indefinite and exists as a spectrum of possibilities.”

While we're at it, we'll look at physicists' century-long frustration with that very fact: that quantum mechanics exists via a “different set of rules.” Why can't science-at-large-scales communicate with science at the subatomic level? Astoundingly, this book arrives at a breakthrough in exactly that quest, a Holy Grail of physics.

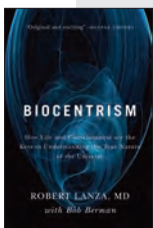
That breakthrough comes in the final chapters, where we will encounter an astounding paper by one of the authors (Lanza) and Dmitriy Podolskiy, a theoretical physicist at Harvard, explaining how time itself emerges directly from the observer. We will learn that time does not exist “out there,” ticking away from past to future, but rather depends on the observer's ability to preserve information about experienced events. In the world of biocentrism, a “brainless” observer does not merely fail to experience time—without a conscious observer, time has no existence in any sense.

But this book is not merely an arrow targeted at the shocking revelations at its end. Instead, it is an odyssey engineered to awe and inspire as it reveals the workings of the cosmos and our place in it. Watching this story unfold is a journey that is its own reward, with surprises at every turn.

And it starts where we might least expect it, in the familiar if still-puzzling realm of simple everyday awareness.

“But this book is not merely an arrow targeted at the shocking revelations at its end. Instead, it is an odyssey engineered to awe and inspire as it reveals the workings of the cosmos and our place in it.”

19



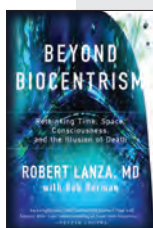
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BEYOND BIOCENTRISM: RETHINKING TIME, SPACE, CONSCIOUSNESS, AND THE ILLUSION OF DEATH

ROBERT LANZA, MD, WITH BOB BERMAN

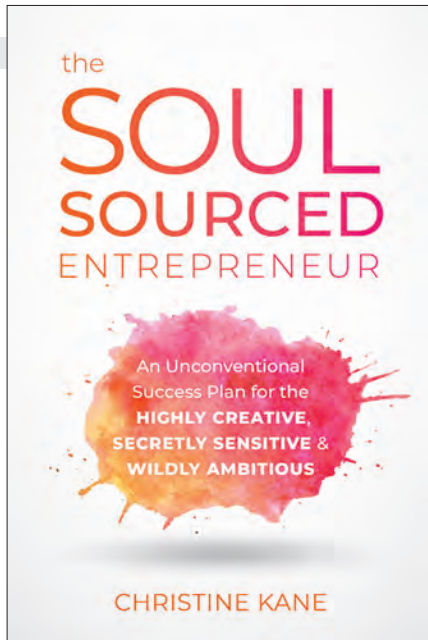
Beyond Biocentrism challenges us to fully accept the implications of the latest scientific findings in fields ranging from plant biology and cosmology to quantum entanglement and consciousness, and accept that life and consciousness are fundamental to any true understanding of the universe.

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THE SOUL-SOURCED ENTREPRENEUR

An Unconventional Success Plan for the Highly Creative,
Secretly Sensitive, and Wildly Ambitious

CHRISTINE KANE



Once-struggling entrepreneurs go from barely getting by to earning six and even seven figures annually—without sacrificing authenticity and sensitivity.

CAN YOU SUCCEED IN business when your strength is more about sensitivity than swagger? If you're moved by meaning, more than manipulation? In other words: *Can you succeed while still being you?*

Christine Kane is living proof that the answer is yes.

Far too many of us have swallowed the notion that business owners have to be a certain way to be successful—strategy-obsessed, data-driven, and relentlessly aggressive. Bookstore shelves are lined with guides for entrepreneurs that urge them to “Crush it! “10X It!” or “Unf**k it!” Those who aren't crushers or unf**kers of anything are left wondering if something's wrong with them.

A former songwriter and performer, and then founder of Uplevel YOU—a multimillion-dollar business coaching company—Christine Kane shows a new class of entrepreneurs another way. It's time to connect, not crush. In *The Soul-Sourced Entrepreneur*, Kane shares the insights that have helped thousands find success without losing themselves.

In these pages, readers will find a practical plan to:

- Toss out ineffective and old-school goal-setting models.
- Reframe your intuition and sensitivity as valuable assets, not as flaws to hide.
- Examine old patterns for clues as to what's been holding you back.
- Clean up the spaces and distractions draining your energy and power.
- Learn to confidently trust in your own wisdom.
- Break free from fear-based decision making that plagues most businesses.

Throughout the book, you'll hear stories from other soul-sourced entrepreneurs, who employ their own reliable, unique set of best practices based as much on intuition and self-awareness as on specific skills and strategies.

Your business is personal, and in this new era, authenticity, creativity, and sensitivity are what set businesses apart. *The Soul-Sourced Entrepreneur* is your unconventional plan to build the business of your dreams, and be wildly successful by being you.

- **Kane is the founder and CEO of Uplevel YOU; new book will be part of the company's mastermind curriculum**
- **Author hosts regular webinars, online coaching appearances, and two annual events**
- **A songwriter and performer, the author produced seven albums under her own label, Firepink, selling more than 100K copies**
- **Promotion to Uplevel YOU email list (270K subscribers)**
- **Preorder, social media, digital book tour, and launch day campaigns planned**
- **ChristineKane.com**
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CHRISTINE KANE is the founder of Uplevel YOU, a leading multimillion-dollar business-coaching company that specializes in teaching a unique “Strategy & Soul” approach that transforms creative entrepreneurs who are barely getting by into wildly successful business owners—on their terms. Uplevel YOU was a natural evolution from Christine's 15-year career in the music industry. While she was producing seven CDs on her own label and selling more than 100,000 copies, she also tirelessly studied marketing, sales, psychology . . . and how not to take everything so freaking personally. Christine never had a single investor; she started both her music business and Uplevel YOU from scratch. Turns out, entrepreneurs and scrappy artists have a lot in common. She taught herself how to do it all step-by-step and now shares this wisdom with her clients, so they finally get it, apply it, and, well, make a lot more money. Residence: Asheville, N.C.

WHEN I FIRST moved away from home to forge a life as a performer and songwriter, I got many letters from my parents. These were not happy letters. They were warning letters. Mind you, I don't come from a family of entrepreneurs or artists. In my parents' attempts to protect me from tossing myself into a life of poverty and suffering, they regularly let me know I was making the wrong choice. My dad told me, on several occasions I was going "downhill." My mom wrote that there was "only one Mary Chapin Carpenter." (My idol, whom I apparently didn't measure up to.)

Whenever I got one of these letters, I went fetal. They terrified me. They went to work in my mind and tried to get me to shrink my intention, or just plain give up. Get the cubicle job and be satisfied with a few rounds of "Uncle John's Band" in Sunday-night song circles.

But then one day, I heard one of those often-told Zen stories. It's an old tale about a seeker who'd traveled many miles by foot to a monastery. He wanted to enter the monastic life and begin his devotion in earnest.

When he finally arrived at the monastery door, he was asked, "What do you want?"

"I want Truth," he replied.

He was told to go away. The door was slammed in his face.

He sat outside in the cold overnight.

The next day, the door opened a crack. He was asked again what he wanted. He made his intention clear. They said go away.

Yet another slamming door.

Still, he sat. In the rain. In the cold. With no food. Day after day, he was told to go away. But he stayed. Until finally, one day, the door opened, and he was welcomed in. His clarity had been proven. His intention was real.

When I heard this story, I thought, "Oh, so these letters are just the monastery door!" I began to see any adversity, be it rejection, criticism, inner doubt, or confusion, simply as clarity's way of poking me. Checking in. Giving me the opportunity to stand more firmly in my intention. Or providing me with a seemingly sensible (and convenient) excuse to exit the scene. It was all so inconspicuous, and I marveled at how easy it was to be misled.

People often lean toward the dramatic when talking about what gets in the way of intention. Even in initial conversations about intention, you'll hear words like "sabotage" get tossed around. As in, "I always sabotage my own success!" As if they're waging a war against evil, and the dark forces are winning out with a space station that can blast entire planets to oblivion.

But it's never like that, is it? Unless you're a five-star military strategist, sabotage is mostly a stupid word. What keeps you from taking action is never that obvious, never that big, and never that dangerous. Our obstacles aren't Darth Vader entering the scene with all that metallic, heavy breathing, the shiny helmet, and the ominous theme song composed by John Williams.

Our obstacles are fleeting, like the sharp sound of a door closing in your face. They're rational, like the fact that there really *is* only one Mary Chapin Carpenter. They're even practical, like how running an errand is more urgent than sitting at your desk and facing your latest blog post, which by anyone's standards could've been written by your dog.

In fact, the primary blocks to intention are subtle. You barely notice them until they've orchestrated all of your moves and caused their desired end result: you, stuck in place.

"My dad told me, on several occasions I was going 'downhill.' My mom wrote that there was 'only one Mary Chapin Carpenter.' (My idol, who I apparently didn't measure up to.)"

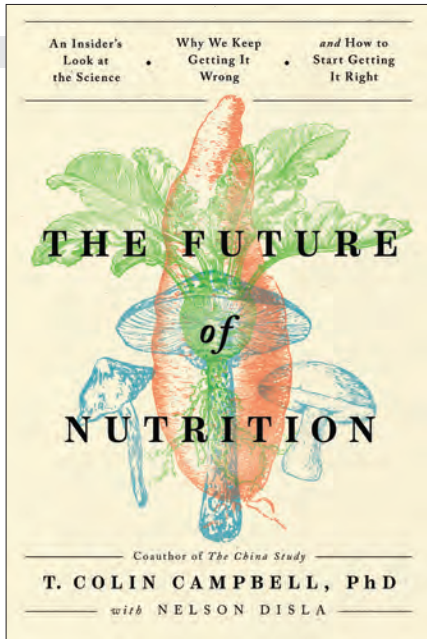
"What keeps you from taking action is never that obvious, never that big, and never that dangerous. Our obstacles aren't Darth Vader entering the scene with all that metallic, heavy breathing, the shiny helmet, and the ominous theme song composed by John Williams."

"I began to see any adversity, be it rejection, criticism, inner doubt, or confusion, simply as clarity's way of poking me. Checking in. Giving me the opportunity to stand more firmly in my intention."

THE FUTURE OF NUTRITION

An Insider's Look at the Science, Why We Keep Getting It Wrong,
and How to Start Getting It Right

T. COLIN CAMPBELL, PHD, WITH NELSON DISLA



Bestselling author of *The China Study* and *Whole* returns with a book examining the shortcomings and confusion within the nutrition industry and outlining steps to improve it.

WHY, DESPITE THE MANY advances in science and technology over the past few decades, does our health only seem to be getting worse? Why, despite so much time and energy spent studying the foods we eat, are we more confused than ever about nutrition—what good nutrition looks like, and what it can do for our health?

Colin Campbell's first book, *The China Study*—with 3 million copies sold (and growing!)—laid out the exhaustive evidence for the whole foods, plant-based diet as the healthiest way to eat. His *New York Times* bestselling follow-up, *Whole*, addressed the widespread scientific emphasis on reductionism that has kept our focus on the discrete behaviors of individual vitamins and nutrients in the foods we eat, rather than diet's synergistic effects on health.

Now, in *The Future of Nutrition*, Campbell takes on the institution of nutrition itself: the history of how we got locked in to focusing on “disease care” over health care; the widespread impact of our reverence of animal protein on our interpretation of scientific evidence; the way even well-meaning organizations can limit what science is and is not taken seriously; and what we can do to ensure the future of nutrition is different than its past.

The Future of Nutrition offers a fascinating deep dive behind the curtain of the field of nutrition—with implications both for our health and for the practice of science itself.

- **Campbell has a strong platform from *The China Study* (over 3M copies sold across all formats and translated into 24 languages) and *Whole* (*New York Times* bestseller, 166K copies sold)**
- **Promotion through the T. Colin Campbell Center for Nutrition Studies' social media (245K across all platforms)**
- **Promotion through BenBella Vegan's newsletter (14K subscribers) and social media (6.8K across all platforms)**
- **NutritionStudies.org**
- **Facebook: /NutritionStudies (177K)**



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

NELSON DISLA is a writer and editor. He graduated from the University of North Carolina at Chapel Hill, where he studied English. He has worked for non-profit organizations, small businesses, and local government. Residence: Carrboro, N.C.

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CLOSE YOUR EYES, SLEEP

Reprogram Your Subconscious Mind in 6 Weeks to Fall Asleep Naturally and Wake Up Energized with the Groundbreaking Power of Hypnosis

GRACE SMITH

Expert hypnotherapist and author of the Close Your Eyes series Grace Smith returns with her third book that will help readers train their restless minds to get the deep, restorative rest they need.

“If you’re ready to clean out subconscious cobwebs, power up, and love yourself like never before, Grace’s book will show you how.”

—GALA DARLING, AUTHOR AND SPEAKER
ENDORSEMENT FOR *CLOSE YOUR EYES, LOSE WEIGHT*

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

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

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



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



- **Grace Smith is a world-renowned hypnotherapist and her private clients include celebrities, Fortune 500 CEOs, pro athletes, and government officials**
- **Author’s keynote speeches and workshops have taken her to OZY Fest, Procter & Gamble, SummitLive, Women Empower Expo, Ritz-Carlton, PSEG, Soul Camp, and Verizon**
- **Author has been featured in/on *The Doctors* (recurring guest), *Atlantic*, *Dr. Oz*, *InStyle*, *Glamour*, and *Forbes***
- **Preorder campaign planned**
- **Promotion through author’s email list (80K subscribers)**
- **GSHypnosis.com**
- **Facebook: /GraceSmithTV (42K)**
- **Instagram: @GraceSmithTV (62K)**

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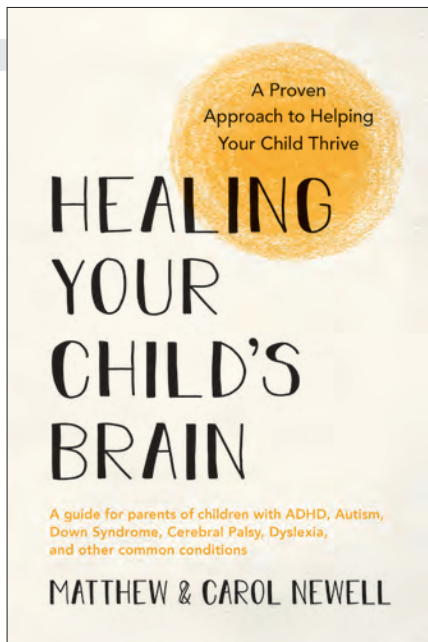
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HEALING YOUR CHILD'S BRAIN

A Proven Approach to Helping Your Child Thrive

MATTHEW AND CAROL NEWELL



- **The Newells founded The Family Hope Center in Philadelphia, providing services to nearly 20K children from over 35 countries**
- **Authors and The Family Hope Center will promote the book through their website (45K unique visitors per year), email list (8K), and conferences and seminars**
- **Matthew has written articles or columns for *Parenting Special Needs Magazine* (200K readers), *Autism Parenting Magazine* (65K), and *Philadelphia Inquirer* (2.9M)**
- **FamilyHopeCenter.com**
- **Facebook: /TheFamilyHopeCenter (12.7K)**

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Experts guide readers through the stages of child brain development and provide parents tested tools to help their children flourish.

AUTISM. ADHD. LEARNING DIFFICULTIES. Epilepsy. Cerebral palsy. Traumatic brain injury. From the moment your child is diagnosed with a special needs condition, you are plunged into a world of doctors, specialists, and therapists.

In *Healing Your Child's Brain*, child development experts Matthew and Carol Newell arm parents with the knowledge, confidence, and tools they need to help their special-needs child flourish. The Newells have treated more than 20,000 children and are the parents of two special-needs children of their own.

Most treatments focus on managing symptoms but don't address underlying neurological issues. In these pages, parents will learn:

- the seven key developmental areas that contribute to how well your child functions in daily life
- how to evaluate your child's capabilities and challenges
- how to create an environment tailored to your unique child, meeting them where they are, rather than where they are "supposed" to be

With insight into how your child's unique brain functions, you can move beyond managing symptoms to establishing a home regimen that fosters neurological growth. It is possible to transform the structure of your child's brain—from the cells themselves to the connections between them.

MATTHEW NEWELL is the founder of The Family Hope Center in Greater Philadelphia. He has assembled a team of doctors and therapists and developed neurologically based therapy programs for over thousands of families, guiding parents through the process of healing their children. His rate of success with these children is unparalleled in the field. Over the past 35 years, Matthew has lectured and initiated child development programs internationally, working with parents and specialists in more than two dozen countries. He is the recipient of many international awards, including The Founders Award from The International Academy for Child Brain Development. Residence: Philadelphia, Pa.

A native of England, **CAROL NEWELL** has dedicated her life to helping children, particularly those with special needs. She began her career as a Certified Nursery Nurse in the UK, where she worked with healthy children as well as those with varying degrees of health problems. She was accepted into a four-year program that brought her to the United States, where she later became certified in Child Brain Development. Carol ran the Early Development Program for IAHP for 10 years. She has worked in a clinical setting with special needs children for 35 years. Residence: Philadelphia, Pa.

YOU TURN

Get Unstuck, Discover Your Direction, and Design Your Dream Career

ASHLEY STAHL

From a widely recognized career coach, podcaster, and blogger, *You Turn* is a guide to help redirect your career path toward a role where you thrive and your passions shine.

IF YOU'RE THINKING ABOUT buying this book, it's probably because it feels like something's missing in your career. Guess what? It could be *YOU*.

Whether you're living for the weekends or counting the minutes until 5pm every day, life is too short to wish it away because you feel stuck in your job. The good news is that you have the power to stop living on autopilot and turn your career around.

"Follow your passion," "find your purpose," and "do what you love" have joined the parade of bland directives that aren't doing much to actually help you figure out what you're meant to do with your career. Instead, they only create more confusion. If all we have to do is "follow our bliss" . . . why aren't we blissful yet? The truth is, the best career is not one where you only do what you love, but one where you honor who you are.

In *You Turn*, counterterrorism professional turned career coach Ashley Stahl shares the strategies she's used to help thousands ditch their Monday blues, get clarity on what work lights them up, and devise an action plan to create a career they love.

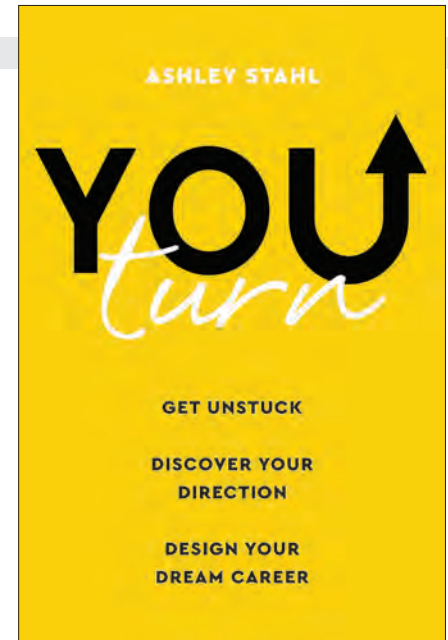
This book gives readers access to Stahl's coveted 11-step road map that has guided thousands of coaching clients in 31 countries to self-discovery and success. Throughout her process, you'll:

- **Discover your Core Skillset.** Uncover your gifts and talents to create an intentional career path that's fulfilling and aligned with who you are—and what you're good at.
- **Understand your "Inner Money Blueprint."** Discover the root of your money mindset and how to break free from financial limitation.
- **Clarify your Core Interests.** Identify the difference between a passion, gift, and calling so you can get clear on what's meant to be a hobby—and what's meant to be a career!
- **Become your own coach.** Walk away with a unique set of tools for staying true to your best self in times of stress, frustration, or anxiety.

Whether you're considering a career pivot, or just curious about what else is possible for you, it's time to make a "you turn"—to get unstuck, discover your true self, and thrive (not just survive) in your career.



ASHLEY STAHL is a counterterrorism professional turned highly sought-after career coach, *Forbes* blogger, and author on a mission to help job seekers step into a career that lights them up. As a creative writer, modern-day entrepreneur, and content creator, Ashley has more than 516,000 job seekers have subscribed to her free trainings, while her online courses have helped thousands of job seekers in 31 countries unlock their best career fit, land job offers, and upgrade their confidence. Residence: Santa Clarita, Calif.



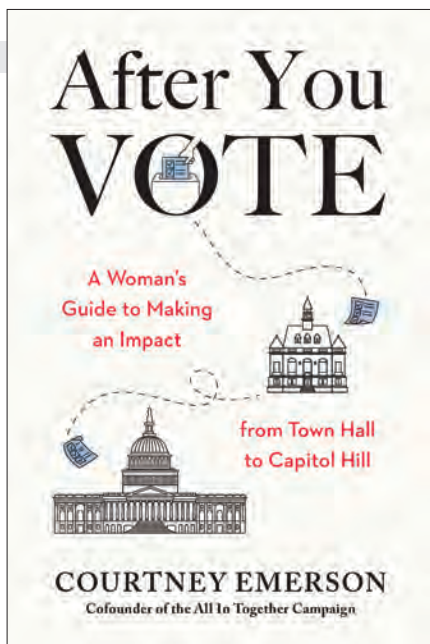
- **Stahl is a counterterrorism professional turned career coach, *Forbes* columnist, and creator/host of the *You Turn* podcast (1K downloads per day)**
- **Author was named a "Power 30 Under 30 Leader" by Apex Society and has done two TEDx talks (over 1M views)**
- **Author's work has been featured on or in the *Wall Street Journal*, CBS, *SELF*, *Fortune*, *Newsweek*, and *Fast Company***
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AFTER YOU VOTE

A Woman's Guide to Making an Impact, from Town Hall to Capitol Hill

COURTNEY EMERSON



A civic literacy leader offers a nonpartisan, nonjudgmental starting point for women who want to do more but aren't sure how to begin.

REGARDLESS OF THE 2020 election results, the real work begins *now*.

Today, women in the United States are more educated and politically ambitious than ever before. However, the record numbers of women running for office, casting votes, and marching for change haven't translated into full and equal political participation. On average, women are less likely than men to engage in a huge range of important political activities—from speaking up on the issues they care about to holding their representatives accountable.

There are lots of reasons we fail to get involved, despite how much we care. Maybe you're worried that you don't know enough to be an effective advocate. Or maybe the problems seem so big and overwhelming that you feel paralyzed, or like our political system is broken, and you don't know which tools and tactics will actually create real change.

Equal parts information and inspiration, *After You Vote* is both a primer and call-to-action for women of all ages who want to exercise their voices and engage more fully in civic life. It's the ultimate guide to political engagement, filled with practical (and proven) tactics to make your voice heard and have an influence on the issues YOU care about most—whatever those may be.

Many of the skills you need—to get local roads fixed or to engage on issues of reproductive health, global warming, or any issue you're passionate about—you likely already have. That's where this book comes in. Written by Courtney Emerson, cofounder of All In Together, *After You Vote* is a nonpartisan, nonjudgmental starting point for all women who want to do more but aren't sure where to start, featuring stories and tactics from changemakers across the country.

This book will help you:

- Brush up on how our government is structured and how the legislative process works (from Congress to your local city council)
- Find out who represents you and the best ways to engage and influence them
- Prioritize your issues, where you can make the most difference
- Plan for the kind of long-term civic engagement that actually makes change happen (politics is a marathon, not a sprint!)

The question isn't *if* you can create change on behalf of the issues you care about. You can. The question is: What's at stake if you don't? You already have issues—now is the time to do something about them.



COURTNEY EMERSON is the cofounder and former chief operating officer of the All In Together Campaign (AIT). Formerly a vice president at the Center for Talent Innovation, she advised Fortune 500 and global companies on the design and delivery of diversity and inclusion initiatives. Courtney has spoken at conferences and companies around the country, including Facebook, Lyft, and Oxford University's Power Shift Summit, and has written for Refinery29, HuffPost, The Hill, and *New York Daily News*. Residences: Seattle, Wash. and Stratham, N.H.

- **Emerson is the cofounder of All In Together**
- **Author has built and facilitated advocacy and civic leadership workshops for Facebook, Google, and Lyft, and has been a featured speaker at Oxford University's Power Shift Summit, the DNC's Women's Leadership Forum, and NYU Stern Women in Business Summit**
- **Author has written for Refinery29, Thrive Global, OZY, HuffPost, The Hill, DailyWorth, and New York Daily News, and has appeared on The Kelly File with Megyn Kelly, FOX Business, and Cheddar TV**
- **AITogether.org**

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LISTEN: WHEN IT COMES TO POLITICS, we all have issues—the things that make us furious, devastated, or wildly happy; the stuff that makes us call our best friend or our sister or mom to complain or celebrate. Those issues can be as small as that annoying pothole in the road that’s been there since you moved into the neighborhood three years ago, or as big as worrying about not being able to afford your rent or your birth control, or why it’s 100 degrees in New York City in October, or the threat of gun violence at your school.

Now more than ever, what’s happening in our personal lives feels inextricable from what’s happening in politics. And it is: policies implemented by our government at all levels have direct influence on our lives, our choices, and the realities in our communities. But while you certainly care about lots of issues, maybe you haven’t wanted to jump into the fray because it all feels totally overwhelming, or because you suspect that these issues are not always simple enough to be summed up in 180 characters. Maybe you’re hesitant to get more involved because you don’t feel you’re an expert on those complicated issues or that, even if you wanted to, you don’t have time to develop the expertise you feel is required of a bona fide advocate. Or maybe it seems like the problems are so big and overwhelming that you feel paralyzed—that our political system is broken, and you don’t know which tools and tactics will actually help you fix those issues or create real change.

“Policies implemented by our government at all levels have direct influence on our lives, our choices, and the realities in our communities.”

But what if I told you that you already know more than you think? Political knowledge is not just about the statistics, although it often feels that way. It’s also about your experience: what you see and feel around you every day, the joys and injustices in your communities. What if I told you that “doing” politics is just like everything else you’re juggling (and kicking ass at) as a woman in the twenty-first century? Being an effective advocate for your issues requires research, planning, and prioritization. You can do that. It requires effective relationship building, intellectual humility, and the ability to listen as much as you speak. You can do that, too. It requires passion and persistence. Check, check, check!

“But what if I told you that you already know more than you think? Political knowledge is not just about the statistics, although it often feels that way.”

I’ve written this book specifically for women, and you might be wondering: Why? Isn’t smarter, more sustainable civic engagement important for . . . well, everyone? Definitely! So then, why target this book towards women at all?

“Women are under-participating and underrepresented politically compared to men. In the United States, we simply do not have equality when it comes to political engagement and political leadership.”

The reason is this: women are under-participating and underrepresented politically compared to men. In the United States, we simply do not have equality when it comes to political engagement and political leadership. Every year, the World Economic Forum measures the Global Gender Gap; as of 2020, when it comes to gender equality in political empowerment, the United States ranks eighty-sixth in the world. Eighty-sixth! This is a totally unacceptable reality.

Some argue that women’s political engagement has changed since the divisive 2016 presidential election, pointing to article after article showcasing women’s supposed increased engagement and interest in politics. And this is partially true; the 2018 midterm elections showed an unprecedented number of women running and winning—which is fantastic. Millions of women marched. The 2020 Democratic presidential field was the most gender diverse in history, with a record-breaking six female candidates seeking the nomination. But despite these encouraging shifts, research suggests that significant gender gaps persist in political participation, particularly when it comes to political voice and political leadership. That’s what this book aims to change.

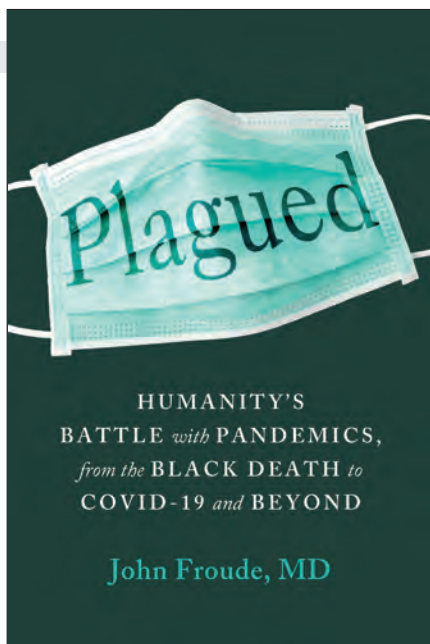
“... research suggests that significant gender gaps persist in political participation, particularly when it comes to political voice and political leadership.”

PLAGUED

Humanity's Battle with Pandemics, from the Black Death to Covid-19

JOHN FROUDE, MD

28



An infectious disease specialist takes a comprehensive look at the history of pandemics and pestilence, detailing how plagues have shaped human history.

FROM THE BLACK DEATH to Covid-19, pandemics have shaped and reshaped human society.

Science and history can give us insight into two urgent questions: Why do they persist? And how can we survive them?

Pandemics have been with us since Homo sapiens appeared on earth nearly 300,000 years ago. Forty percent of our genes are made of DNA from viruses. Yet we still remain vulnerable. Today, we are engulfed by a new pandemic: SARS-CoV-2 or the coronavirus that originated in China and, within four months, had spread to every country in the world.

Thanks to advances in molecular biology and new tools with which to probe them, we are also in the midst of a golden age of understanding when it comes to our tiniest enemies. DNA technology is rewriting history, resolving disputes that have persisted for decades—and giving us crucial insights that may safeguard our future.

Infectious Disease Specialist Dr. John Froude has worked on four continents over nearly 50 years, treating sufferers of plagues that arose over a century ago and never left us (like malaria and cholera) and battling new threats (like AIDS and Covid-19) as they emerge. In *Plagued*, he offers a gripping and timely account of the pandemics that have driven our evolution and shaped our history.

Plagued tells the stories of yellow fever, smallpox, syphilis, the bubonic plague, influenza, typhus, cholera, malaria, tuberculosis, AIDS, and Covid-19. Blending science and narrative, Froude explores not only the unstoppable march of pestilence and its effects, but our intimate relationship with bacteria and viruses. He also explores the complex wonder that is human immunity, which itself is the consequence of an arms race between microbes and our animal ancestors that started 3.5 billion years ago. Along the way, we meet the dogged geniuses who have brought us back from the brink and see what it might take to do it again.

Plagues arise without warning. But as we watch the current cataclysm unfold in real time, we have a unique opportunity to forge a path ahead that avoids both denial and panic. This timely book illustrates how lessons from the past, both distant and recent, may be the key to understanding why pandemics continue to plague us, and what can be done to stop them.

- **Froude is a practicing physician and infectious disease specialist who graduated from Guy's Hospital London**
- **Author has worked in UK, Nigeria, Uganda, Zimbabwe, Saudi Arabia, Oman, and the United States**
- **Currently, he works in upstate New York for the COVID-19 pandemic and has written about his current experiences in Air Mail, an online magazine**
- **Author is a Fellow of the Royal College of Physicians in England**

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JOHN FROUDE, MD, is a practicing physician and infectious disease specialist from Guy's Hospital London and has worked in UK, Nigeria, Uganda, Zimbabwe, Saudi Arabia, Oman, and the United States. In the US he has worked at Rockefeller University and New York University. Currently he works in upstate New York out of semi-retirement for the Covid-19 pandemic and has written about this current experiences in *Air Mail*, an online magazine. He is a fellow of the Royal College of Physicians. Residence: Sussex, England; Woodstock, N.Y.

IT IS 2014. In Colorado, not far from Boulder, a 50-year-old man takes his sick pit bull terrier to the vet. The vet does not know what has caused the animal to become so ill. “It’s severe pneumonia,” he says. “I’m sorry, he has to be euthanized.”

Two days later, the dog’s owner falls ill with a fever and shortness of breath. When he reaches the emergency room he is urgently placed on a ventilator and taken to the Intensive Care Unit. A friend who had helped him with the pit bull also develops fever as do two assistants from the vet’s office.

All four have *Yersinia pestis* (*Y. pestis*) growing in their bloodstreams.

Yersinia pestis is the bacteria that causes bubonic plague.

Yes, *that* bubonic plague. “The Black Death.” The plague that conjures up images of white crosses painted on the doors of the afflicted, piles of skulls, and cries of, “Bring out your dead!” It’s the one plague that everyone has heard of; the one that killed a third of Europeans in the Dark Ages; the one so famous and deadly it is known simply as “the plague.”

How did four Americans and a dog living in our contemporary world get infected with this medieval disease?

The bacteria discovered in the blood of these people from Colorado has a family tree stretching back for 20 thousand years to what is now called China, in or around the Gobi desert. How it spreads is a lesson in the interactions between microbes and *Homo sapiens*, and an example of how such interactions have determined human history and will do so again.

Bubonic plague has caused the deaths of at least 300 million people. The death of one person is a tragedy. The saying goes on to say that the death of a million is a statistic. It isn’t. It is a million tragedies. We can neither quantify nor comprehend the human suffering that attends a plague. Because of plague, empires collapsed, armies disintegrated, famine and more war followed. The history of mankind was changed forever because a bacteria secreted a sticky protein that blocked up the esophagus of a flea.

The particular strain of infection that struck our four Coloradans dates to 1894, when rats bearing fleas containing *Y. Pestis* jumped aboard steamships in Hong Kong and traveled around the world.

On March 6, 1900, Won Chut Xing, a 41-year-old lumber salesman, became the first human to die of bubonic plague on the North American continent. Chinese New Year had been celebrated a week before. By a cosmic irony, it was the Year of the Rat.

Doctor Joseph Kinyoun, a federal public health official who had studied with Louis Pasteur in Paris, was San Francisco’s quarantine officer. He aspirated pus from the lymph nodes of Won Chut Xing’s corpse and examined it under the microscope. There they were: Pink rods, stained at both ends, like an unopened safety pin. The Board of Health ordered that Chinatown be quarantined using a *cordon sanitaire* of 32 police officers—prohibiting Asians from entering or leaving, while allowing white people to travel freely. The arrival of the infamous scourge exacerbated the prevailing anti-Chinese racism. Chinese Americans simultaneously become both victims and scapegoats for pestilence in San Francisco.

Kinyoun had injected the bacterium harvested from Won Chut Xing into a monkey, a rat, and two guinea pigs. But after three days, there were no new plague cases and the animals he had injected were still alive. Chinese Americans were threatening a lawsuit, and the wealthy residents of Nob Hill who employed Chinese men and women as servants were chafing.

Two days later, all three of the injected animals were dead. All stains were positive for *Y. pestis*. Here was absolute proof of bubonic plague in San Francisco.

How did the city respond?

Not well. For the next two years, the press alleged that the Board of Health had lied. The media ridiculed Kinyoun and “his monkey.” The Governor of California, Henry Gage, suppressed evidence and lied openly. On June 14th, after ten cases had been reported, the governor sent a manifesto to Secretary of State John Wyman stating, “there was no plague in the great and healthful city of San Francisco.” Plagues are bad for business. But Governor Gage wasn’t finished. He publicly accused surgeon Kinyoun of importing “vials of bubonic plague” himself.

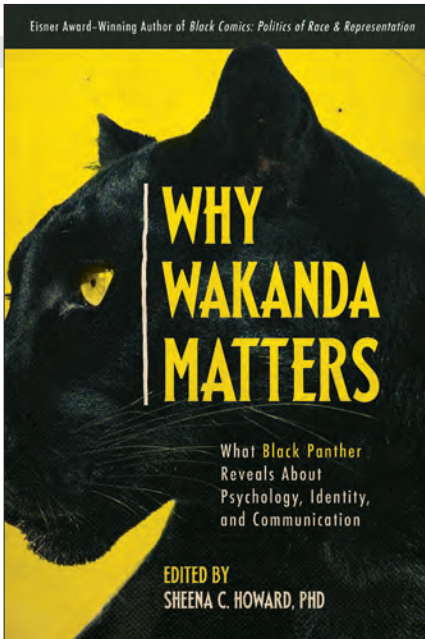
With no qualms about bartering the city’s health for commerce, Gage influenced the legislature to pass a joint resolution asking the President to remove Kinyoun from West Coast duty.

An unappetizing gumbo of racism, ignorance, greed, and protectionism had ushered *Y. pestis* onto the North American continent.

WHY WAKANDA MATTERS

What *Black Panther* Reveals About Psychology, Identity, and Communication

EDITED BY SHEENA C. HOWARD, PHD



Edited by an award-winning author, filmmaker, and scholar, this collection of essays offers an in-depth analysis of *Black Panther*—and its lasting cultural impact—through the lens of the latest psychological concepts.

IN 2018, THE MARVEL Cinematic Universe finally delivered on something fans had long been waiting for: a feature film with a solo Black superhero.

Black Panther introduced viewers to the stunning world of Wakanda, a fictional African country with incredible technological advancements, and to T'Challa, a young man stepping into his role as king and taking up the mantle of the Black Panther from his late father.

The unforgettable story, coupled with the film's mega-success, has undoubtedly shaped the future of superhero cinema, in addition to genuinely changing viewers' lives. *Why Wakanda Matters* gives this iconic film the in-depth analysis it deserves through the lens of the latest psychological concepts—as well as delving into the lasting cultural impact of this powerful story.

Why Wakanda Matters: What Black Panther Reveals About Psychology, Identity, and Communication features a collection of essays from leading experts in a variety of fields who offer insightful perspectives on topics such as:

- **Cognitive dissonance:** The important messages within T'Challa's nuanced identity and eventual shift from nationalism to globalism.
- **Intergenerational trauma and resistance:** How N'Jadaka (aka Erik/Killmonger) identifies with the trauma that his ancestors have suffered.
- **Social identity:** How Nakia, Shuri, Okoye, and Ramonda—all empowered, intelligent, and assertive Black women—can make a lasting impression on women and girls.
- **Collective identity:** How *Black Panther* has created a shared fantasy for Black audience members—and why this is groundbreaking.
- **Cultural and racial identity:** What we can learn from *Black Panther*'s portrayal of a culture virtually untouched by white supremacy.

Fans of the movie and those interested in deeper discussions about the film will revel in this thought-provoking examination of all aspects of *Black Panther* and the power of psychology.

- Howard is an associate professor at Rider University in New Jersey and an award-winning author, filmmaker, and scholar
- In 2014, the editor became the first Black woman to win an Eisner Award for her first book, *Black Comics*
- Editor has appeared on NPR, ABC, PBS, and other networks and documentaries as an expert on popular culture, politics, and social justice
- Editor directed, produced, and Promotion through comic-related conventions and podcasts, and connections from contributors (*Psychology Today*, *Therapy for Black Girls* podcast)
- SheenaCHoward.com

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SHEENA C. HOWARD, PHD, is an associate professor of communication at Rider University and an award-winning author, filmmaker, and scholar. In 2014, Sheena became the first Black woman to win an Eisner Award for her first book, *Black Comics: Politics of Race and Representation*. In 2014, Sheena published *Black Queer Identity Matrix*. Sheena is the author/editor of the award-winning book, *Encyclopedia of Black Comics* and the cowriter of the comic book *Superb*, about a teenage superhero with Down Syndrome. In 2016, through her company Nerdworks, LLC, Sheena directed, produced, and wrote the documentary *Remixing Colorblind*, which explores the ways the educational system shapes our perception of race and “others.” Residence: Philadelphia, Pa.

THE A-FIB CURE

Get Off Your Medications, Take Control of Your Health, and Add Years to Your Life

JOHN D. DAY, MD, AND T. JARED BUNCH, MD, WITH MATTHEW D. LAPLANTE

In accessible language, the country's foremost a-fib experts share their revolutionary approach to treating atrial fibrillation, developed through a combined 53 years of experience.

MOST DOCTORS WILL TELL you that there isn't much you can do to treat atrial fibrillation, aside from taking medications for the rest of your life.

Cardiologists and a-fib specialists John Day and T. Jared Bunch disagree.

Atrial fibrillation strikes one in four American adults. Not only do people suffering from this condition suffer from shortness of breath, fatigue, chest discomfort, decreased ability to exercise and do activities of daily living, arrhythmia, and palpitations, but their risk of a stroke, cognitive decline and dementia, heart failure, or premature death also shoot way up.

Today, a whole new body of research—one most physicians are unaware of—shows that biomarker and lifestyle optimization may put *half* the cases of atrial fibrillation into remission without drugs or procedures. And for those in whom these remedies are insufficient or not tolerated, new procedures, in combination with biomarker and lifestyle optimization, may offer lifetime remission from atrial fibrillation and its devastating consequences.

Drs. Day and Bunch have a combined 53 years working with a-fib patients and the effectiveness of their plan has been proven through countless medical studies.

Let *The A-Fib Cure* show you how to live longer, healthier, free from medications, and free from the fear of atrial fibrillation overshadowing your life.



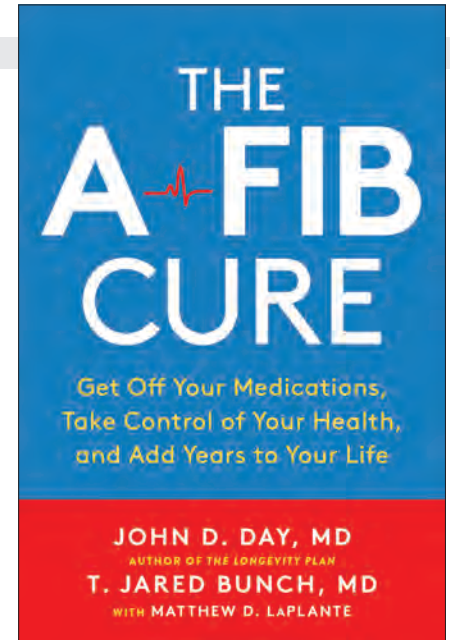
JOHN D. DAY, MD, is an electrophysiologist at the Intermountain Heart Institute in Salt Lake City, Utah, and is recognized as an international thought leader on atrial fibrillation management. He previously served as president of the Heart Rhythm Society and currently serves as the Utah Governor of the American College of Cardiology. Day is the author of *The Longevity Plan*, which received the Nautilus Book Award Gold Medal for the best book of 2017. Residence: Park City, Utah.



T. JARED BUNCH, MD, is the founding editor of the *Heart Rhythm Case Reports* journal and is active in the Heart Rhythm Society. After completing his residency and fellowship in cardiovascular diseases and electrophysiology at the Mayo Clinic, he worked at the Intermountain Heart Institute and, in 2019, he joined the faculty at the University of Utah School of Medicine. Residence: Salt Lake City, Utah.



MATTHEW D. LAPLANTE is an associate professor of journalism at Utah State University, where he teaches news reporting, narrative nonfiction writing, and crisis reporting. He has reported from more than a dozen nations, including Iraq, Cuba, Ethiopia, and El Salvador, and his work has appeared in the *Washington Post*, *Los Angeles Daily News*, CNN.com, and numerous other publications. LaPlante is also the author of *Superlative*. Residence: Salt Lake City, Utah.



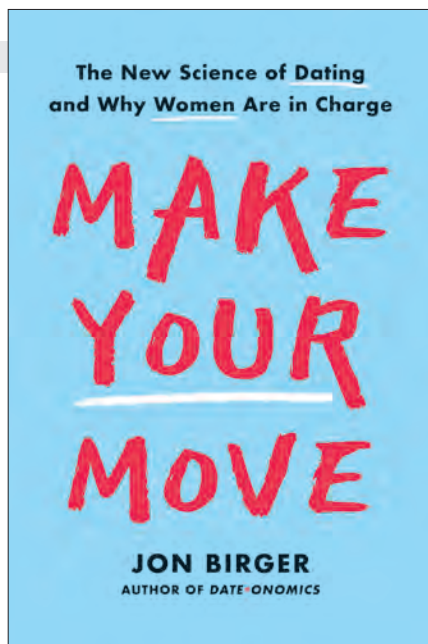
- **Day is a cardiologist specializing in atrial fibrillation, host of the *The Longevity Plan* podcast, and author of *The Longevity Plan*, which won two Nautilus Awards**
- **Bunch is the medical director of Heart Rhythm Services for Intermountain Healthcare, associate professor at Stanford University, and recipient of prestigious awards from the Mayo brothers and American Heart Association**
- **LaPlante is a journalist, cowriter of *Inheritance* (12K copies sold), and author of *Superlative* (BenBella, 6K)**
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MAKE YOUR MOVE

The New Science of Dating and Why Women Are in Charge

JON BIRGER



The author of *Date-onomics* returns to empower women navigating dating in this era of too many apps and what feels like dwindling choices

MODERN ROMANCE IS BROKEN. It's time to flip the script.

Apps have transformed dating from a mysterious adventure into a daily chore. Young, single, college-educated women are sick and tired of competing for a shrinking supply of guys. And marriage-material men, long expected to take the lead when it comes to asking women out, are suddenly balking at making the first move, fearing they'll come across as creepy or inappropriate.

Society is changing, which means it's time for dating to evolve. Millennial and Gen Z women are more than capable of seeking out what—and who—they want. They're standouts in the classroom and champions on the playing fields. They're leaders in the workplace and trailblazers in city halls, state houses, and Congress. So why would we tell a generation of badass women that they're not allowed to be bold when it comes to finding love? Why should they have to sit back and wait (and wait and wait) for men to find them?

In *Make Your Move: The New Science of Dating and Why Women Are in Charge*, Jon Birger, author of *Date-onomics*, offers women bold new strategies for finding the one. Backed by research showing that women can win at romance by making the first move with the men of their choice, Birger explains why:

- it's better to choose than to be chosen
- the “play hard to get” method is not only outdated but also grounded in bad science
- the first move does not have to be a big move
- it's time to log off dating apps and date men you actually know
- the workplace can be a terrific place to meet a long-term romantic partner
- ...and more!

Make Your Move is an honest, solution-based guide to finding love that lasts. If you're tired of playing by old rules, look no further: Make your move and *win*.



JON BIRGER is an award-winning magazine writer, a contributor to *Fortune*, and the author of *Date-onomics: How Dating Became a Lopsided Numbers Game*. A former senior writer at both *Fortune* and *Money*, Jon's work has also appeared in *Barron's*, *Bloomberg BusinessWeek*, *New York Magazine*, *Time*, and *Washington Post*. He was included on AlwaysOn Network's list of “Power Players in Technology Business Media.” A familiar face and voice on television and radio, Jon has been a guest on ABC's *Good Morning America*, BBC World Service, CNBC, CNN, MSNBC, National Public Radio, and Fox News—discussing a wide range of topics from the dating market to the stock market to the oil market. Residence: Larchmont, N.Y.

- Birger's previous book *Date-onomics* is now being represented for TV and film by ICM Partners
- Author is a contributing writer for *Fortune* and is in talks to launch a dating podcast
- Author's work has appeared in *Fast Company*, *Time*, *Washington Post*, *Barron's*, and *New York Magazine*
- Previous media coverage includes *Good Morning America*, *Glamour*, *New York Post*, *Boston Globe*, *Seattle Times*, *VICE*, *FOX LA*, *NPR*, and *Guardian*
- Author has spoken at The Cato Institute, University of Kansas, Luxury Marketing Council, and SXSW Conference
- JonBirger.com

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The *Make Your Move* Offline Dating Challenge

Consider it a romantic cleanse. It's sort of like a juice cleanse, except this one improves your love life instead of your immune system. Follow my advice for a month, use the blueprint below, and you can thank me later.

STEP ONE. Delete every dating app from your smartphone or tablet. Log out of every dating site on your laptop. Turn off all your notification emails. Remember, for any cleanse to work properly, you cannot cheat. You need to be all in.

STEP TWO. Make a list of all the single men in your life whom you've ever wondered about. Go through your immediate friend group, past and present coworkers, friends you've kept in touch with from college. If you've ever wondered about dating him, he needs to be on your list.

STEP THREE. Now build your list by asking friends and family for help. I understand that this will not be easy. It's embarrassing to ask friends for set-ups. It's hard for them too. Nobody wants to offend a close friend by setting her up with a man who may not be up to her standards.

Just blame me. Tell your sister-in-law or your best friend from college, "Hey, I'm reading this crazy dating book that wants me to do an 'online dating cleanse.' I already bought the book, so I figured what the hell. The author wants me to compile a list of potential *offline* dates. He also wants me to reach out to friends and family and ask if you know any single guys you could set me up with. I know it sounds silly, but can you help?"

STEP FOUR. Rank your list, starting with the men whom you would most like to date.

Please, please, please, *do not* rank your third choice ahead of your first just because you think third-ranked guy is more likely to say yes if you ask him out on a date. You're not shopping for a used car here. You're searching for a life partner. A soulmate. I don't want you to wake up ten years from now and wonder about what might have been.

STEP FIVE. Ask your first-choice guy out on a date.

How you do the asking is important. Do not ask him in a wishy-washy, roundabout way. Do not ask your coworker if he wants to grab lunch some time. He may just think *you* are being nice (which you probably are!).

Be specific. Don't be afraid to use the word "date." Your instinct will be to create some wiggle room, some deniability, just in case he says no. But saving face should not be your primary concern. There should be zero uncertainty in his mind that *you* are asking *him* out on a real date.

Be direct: "Would you like to go out with me on Friday night?" Ask the question and wait for the answer. Let him fill the silence.

If he responds, "You mean, like on a date?" your response should be a simple and honest: "Yes, a date" or "Yes, I hope that's okay."

If he asks why him, again keep it simple but truthful: "Because I like you?" Or "I've always liked you—but if you don't feel the same, that's totally okay. We can still be friends."

Use the Offline Dating Challenge as part of your explanation, if need be. But just be honest with him, and see what happens. Maybe his answer will turn into your own first encounter of the close kind—the story the two of you tell your kids someday. If not, if he still seems ambivalent or if it's clear he was just hoping to get laid, then you've got your answer.

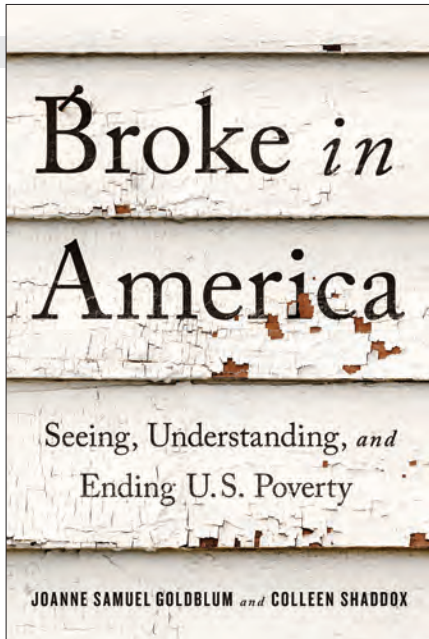
Remember, this is not a first date with a complete stranger. This is someone you already know or someone you trust already knows. If he doesn't seem as enthusiastic about you as you are about him—especially after you so courageously put yourself out there—there's no need for a second date. Just cross him off your list and move on.

"Remember, this is not a first date with a complete stranger. This is someone you already know or someone you trust already knows."

BROKE IN AMERICA

Seeing, Understanding, and Ending U.S. Poverty

JOANNE SAMUEL GOLDBLUM AND COLLEEN SHADDOX



A journalist and non-profit CEO take an authentic look at the realities faced by those living in poverty across the United States as well as a road map for eradicating destitution via policy changes.

WATER. FOOD. HOUSING. The most basic and crucial needs for survival, yet 40 percent of people in the United States don't have the resources to get them. With key policy changes, we could eradicate poverty in this country within our lifetime—but we need to get started now.

Public policy has purposefully erected barriers that deny access to basic needs, creating a society where people can easily become trapped—not because we lack the resources to lift them out, but because we are actively choosing not to. Poverty is close to inevitable for low-wage workers and their children, and a large percentage of these people, despite qualifying for it, do not receive government aid.

From Joanne Samuel Goldblum and Colleen Shaddox, *Broke in America* offers an eye-opening and galvanizing look at life in poverty in this country: how circumstances and public policy conspire to keep people poor, and the concrete steps we can take to end poverty for good.

In clear, accessible prose, Goldblum and Shaddox detail the ways the current system is broken and how it's failing so many of us. They also highlight outdated and ineffective policies that are causing or contributing to this unnecessary problem.

Every chapter features action items readers can use to combat poverty—both nationwide and in our local communities, including the most effective public policies you can support and how to work hand-in-hand with representatives to affect change.

So far, our attempted solutions have fallen short because they try to “fix” poor people rather than address the underlying problems. Fortunately, it's much easier to fix *policy* than people. Essential and timely, *Broke in America* offers a crucial road map for securing a brighter future.

- Goldblum is the CEO and founder of the National Diaper Bank Network, which has more than 200 community-based member organizations in 47 states
- Shaddox has won the CT Society of Professional Journalists top audio journalism award twice
- Authors recently launched *Broke in America* podcast
- Authors are frequent op-ed writers, and their work has appeared in and on CNN.com, *US News & World Report*, *Washington Post*, *HuffPost*, *NPR*, and *Wall Street Journal*
- NationalDiaperBankNetwork.org
- Facebook: /NationalDiaperBankNetwork (14K)



JOANNE SAMUEL GOLDBLUM is CEO and founder of the National Diaper Bank Network, as well as the Alliance for Period Supplies. Joanne has spent her career working with and advocating for families in poverty. She has written op-eds for the *Washington Post*, *US News & World Report*, and *HuffPost*. She has been an ABC Person of the Week and the subject of profiles by

CNN, *People*, and many other outlets. In 2007 she was chosen as one of 10 Robert Wood Johnson Community Health Leaders due to her work to found the New Haven Diaper Bank. Residence: Branford, Conn.

COLLEEN SHADDOX is a print and radio journalist and activist. Her publication credits include the *New York Times*, *Washington Post*, National Public Radio, *America*, and many more. She left daily newspapers when an editor reprimanded her for “writing too many stories about poor people” and went to work in a soup kitchen. In states throughout the country, Colleen has worked on winning campaigns to get kids out of adult prisons, to end juvenile life without parole, and to limit shackling in juvenile courts. Residence: East Haddam, Conn.

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A COMMON SAYING—accepted as wisdom, available on posters and t-shirts meant to be inspirational—reveals a tragic misunderstanding about poverty and its causes: “Give a man a fish, and you feed him for a day; teach a man to fish, and you feed him for a lifetime.”

Anti-poverty efforts should stop making assumptions about people’s fishing abilities. Maybe the river by his home is fished out. Maybe that man is too weak with hunger to pick up a pole. Maybe “he” is actually a “she,” and the Anglers Club that controls the river doesn’t admit women. It is time to stop judging and give that hungry person a fish. Nobody in the US needs to be poor.

The United States approaches poverty as a lack of knowledge, or perhaps of character and ambition, when in fact we’ll show it is a lack of resources. We hope you’ll adopt that definition as you travel with us across the country, from a dying farm town where the water coming out of the tap is so dirty it looks like chocolate milk, to LA’s Skid Row, where a quarter of the residents report eating out of garbage cans in the shadow of a new Whole Foods. When you focus on basic needs—water, food, housing, energy, transportation, hygiene, and health—and learn about the significant barriers that many Americans face in obtaining them, you cannot help but realize that poverty is close to inevitable for low-wage workers and their children. They don’t need to change. The world does.

And it can. US policy has deliberately shaped a society where people can easily become trapped in poverty—not because this country lacks the resources to lift them out, but because it chooses not to. In the case of every basic need, there are clear barriers consciously erected that deny access for people in poverty.

When people don’t have the necessities of life, poverty becomes a kind of quicksand. An educator who runs a program that trains women in poverty to qualify for high paying manufacturing jobs told us that attendance suffers in the winter. Her students are sick during the cold weather because they cannot afford to heat their apartments. Too many absences, and they must leave the program.

Parents who cannot afford diapers are turned away from daycare centers. Research shows that, as a result, adults who cannot purchase enough diapers for their children miss an average of four work days a month. Poverty makes it harder to stay healthy, clean, punctual, well-fed . . . a parade of things that help you to earn a living. The disadvantage is compounded for people oppressed by racism, sexism, and other forms of discrimination.

The truth of poverty is generally hidden by economic and racial segregation where US Americans live, study, and work. We have spent our careers moving past those barriers: Joanne, as a social worker and later the founder of a nonprofit; Colleen, as a journalist. Even before we began writing this book, we were privileged to share people’s journeys, to learn how the daily struggle for basic needs exhausted both tangible and intangible resources . . . and to marvel at how people keep going, day after day.

This book is a combination of heartbreak and hope, the twin streams that always feed advocacy. The way things are is unfair and inhuman. That’s the heartbreak. But poverty is not gravity. There is nothing natural or inevitable about it. That’s the hope.

Throughout this book, we offer concrete steps that anyone can take to work toward an end of poverty in the US. Poverty is a human invention. Humans can invent something better. Someday Americans will look back and note that the US in the early twenty-first century was the wealthiest nation in human history. Yet 40 percent of us lack the resources to provide for basic needs. It will seem incredible that such inequality was tolerated.

The question is: Who will be doing that reflecting in a post-poverty America? Will it be us? Our children? Their children? That depends upon what we do next.

“US policy has deliberately shaped a society where people can easily become trapped in poverty—not because this country lacks the resources to lift them out, but because it chooses not to.”

“The United States approaches poverty as a lack of knowledge, or perhaps of character and ambition, when in fact we’ll show it is a lack of resources.”

“The truth of poverty is generally hidden by economic and racial segregation where US Americans live, study, and work. ”

HEALTH

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



ALWAYS EAT AFTER 7 PM

JOEL MARION

Conventional diet wisdom tells us we should avoid carbs, have an early dinner, and never eat before bed. In *Always Eat After 7 PM*, fitness expert, nutritionist, and bestselling author Joel Marion debunks the myths underlying traditional dieting and offers a simple, highly effective weight loss program. This three-phase plan shows dieters how to lose big by strategically eating big in the evening when we're naturally hungriest. With straightforward food lists, easy-to-follow meal plans, and delicious recipes for every phase, this is a simpler, step-by-step, more enjoyable way to lose weight without feeling restricted.

TRADE PAPERBACK
9781948836524
EBOOK: 9781948836777
US \$19.95 • HEALTH
MARCH 2020

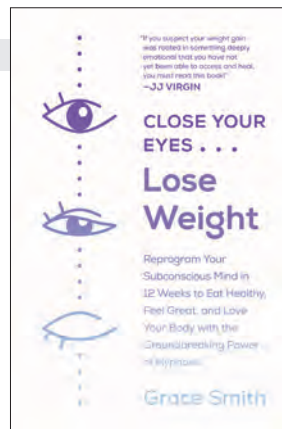


WHY WE GET SICK

BENJAMIN BIKMAN, PHD

Around the world, we struggle with diseases that were once considered rare. Cancer, heart disease, Alzheimer's disease, and diabetes affect millions each year; many people are also struggling with hypertension, weight gain, fatty liver, dementia, low testosterone, menstrual irregularities and infertility, and more. A scientist reveals the groundbreaking evidence linking many major diseases to a common root cause—insulin resistance—and shares an easy, effective plan to reverse and prevent it. Reversing insulin resistance is possible, and *Why We Get Sick* offers an evidence-based plan to stop and prevent it, with helpful food lists, meal suggestions, easy exercise principles, and more.

TRADE CLOTH
9781948836982
EBOOK: 9781950665174
US \$26.95 • HEALTH
JULY 2020

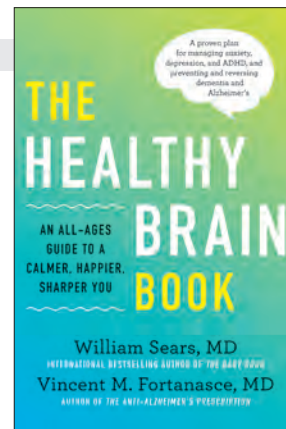


CLOSE YOUR EYES, LOSE WEIGHT

GRACE SMITH

Forget everything you think you know about hypnosis based on party tricks and television silliness. Genuine hypnotherapy is a serious, scientifically proven method of influencing our hard-to-reach subconscious. Rather than simply aiming for a number on the scale, *Close Your Eyes, Lose Weight* helps you achieve the self-confidence to love yourself enough to appreciate your incredible body and the conviction to live your life with pride. World-renowned hypnotherapist Grace Smith will give you the tools you need to train your subconscious mind to eat only the foods that nourish your body, mind, and life.

TRADE PAPERBACK
9781950665020
EBOOK: 9781950665198
US \$16.95 • HEALTH
APRIL 2020



THE HEALTHY BRAIN BOOK

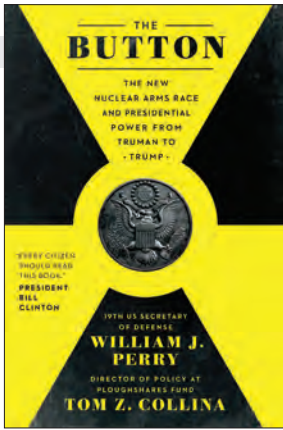
WILLIAM SEARS, MD, AND
VINCENT M. FORTANASCE, MD

For more than 20 years, *The Baby Book* author William Sears' advice has been trusted by millions around the world. Now, he and *The Anti-Alzheimer's Prescription* author Vincent M. Fortanasce have put together an accessible, all-ages guide to optimum brain health, from treating depression, anxiety, and ADHD to preventing Alzheimer's and dementia, with or without medication. Laced with relatable personal stories as well as detailed illustrations, *The Healthy Brain Book* weds Fortanasce's deep neurological and psychiatric expertise with Sears' sympathetic bedside manner and reader-friendly writing.

TRADE CLOTH
9781948836517
EBOOK: 9781948836760
US \$24.95 • HEALTH
APRIL 2020

CURRENT EVENTS

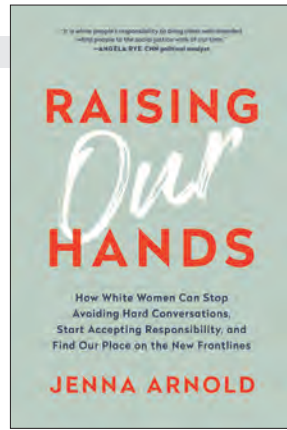
Staying informed has never been easier—with titles that inspire critical thinking and help you better understand the latest political events.



THE BUTTON
WILLIAM J. PERRY AND
TOM Z. COLLINA

Almost every governmental process is subject to institutional checks and balances. Why is potential nuclear annihilation the exception to the rule? For decades, glitches and slip-ups have threatened to trigger nuclear winter: misinformation, false alarms, hacked warning systems, or even an unstable President. And a new nuclear arms race has begun, threatening us all. *The Button: The New Nuclear Arms Race and Presidential Power from Truman to Trump* reveals the shocking tales and sobering facts of nuclear executive authority throughout the atomic age, delivering a powerful condemnation against ever leaving explosive power this devastating under any one person's thumb.

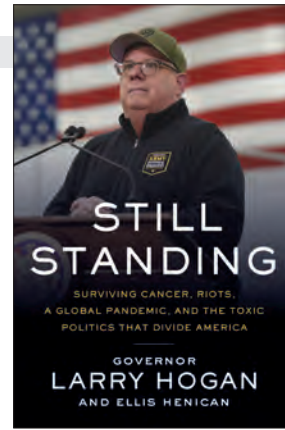
TRADE CLOTH
9781948836999
EBOOK: 9781950665181
US \$27.95
HISTORY/CURRENT EVENTS
JUNE 2020



RAISING OUR HANDS
JENNA ARNOLD

By crisscrossing the US to have conversations with white women about their identity and role in the country, Women's March national organizer Jenna Arnold has learned that we possess common characteristics—ones that get in the way of us becoming more engaged as citizens. In these pages, Jenna peels back the history that's been kept out of textbooks and the cultural norms that are holding us back, so we can finally start really listening to marginalized voices and doing our part to promote progress. *Raising Our Hands* provides the tools we need to be the full, productive participant the world has been waiting for.

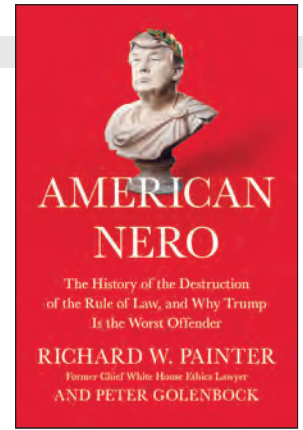
PAPER OVER BOARD
9781950665075
EBOOK: 9781950665242
US \$24.95
HISTORY/CURRENT EVENTS
JUNE 2020



STILL STANDING
GOVERNOR LARRY HOGAN AND
ELLIS HENICAN

As the rookie Republican governor of deep-blue Maryland, Larry Hogan beat some daunting odds. But none of that prepared him for the challenge he would have to face next: a highly aggressive form of late-stage cancer. Could America's most popular governor beat the odds again? As he began his second term cancer-free, Hogan's next challenge went far beyond Maryland: bringing our divided country together for "urgent action" to confront a once-in-a-generation pandemic. *Still Standing* is a timely reminder that perseverance in the face of unexpected obstacles is at the heart of the American spirit.

TRADE CLOTH
9781950665044
EBOOK: 9781950665211
US \$26.95 • MEMOIR/POLITICS
JULY 2020



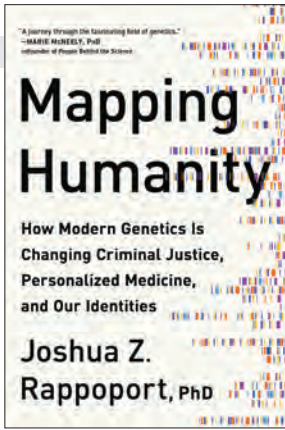
AMERICAN NERO
RICHARD W. PAINTER AND
PETER GOLENBOCK

From Richard W. Painter, a senate candidate and law professor who served as White House chief ethics counsel under President George W. Bush, and *New York Times* bestselling author Peter Golenbock, *American Nero* presents a clear description of rule of law—arguably the single most important principle underlying our civilization. They also describe the abuses of power that have occurred throughout our nation's history. Beginning in Puritan New England with the infamous Salem Witch Trials, *American Nero* makes vivid stops at The Red Scare of the 1920s, Japanese-American internment, the McCarthy Era, and, much more recently, President Trump's attempt to ban Muslims from entering the US.

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HISTORY/CURRENT EVENTS
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SCIENCE

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MAPPING HUMANITY

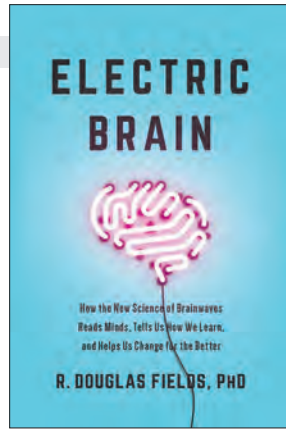
JOSHUA Z. RAPPOPORT, PHD

It is now easier than ever to get information about our DNA—but who does this information really benefit? This new accessibility of genome sequence information creates huge potential for advances in how we understand and treat disease. It also raises significant concerns regarding ethics and personal privacy. In compelling, accessible prose, Joshua Z. Rappoport explores the societal, ethical, and economic impacts of this new era. Offering a framework for balancing the potential risks and benefits of genetic information technologies and genetic engineering, *Mapping Humanity* is an indispensable guide to navigating the possibilities and perils of our gene-centric future.

TRADE PAPERBACK
9781950665082

EBOOK: 9781950665259

US \$17.95 • SCIENCE/TECHNOLOGY
JULY 2020

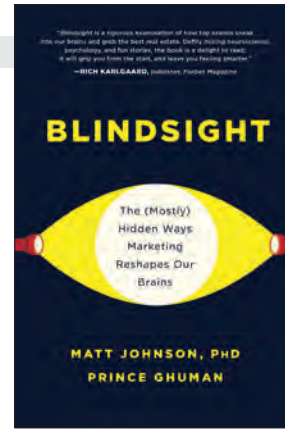


ELECTRIC BRAIN

R. DOUGLAS FIELDS, PHD

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

TRADE CLOTH
9781946885456
EBOOK: 9781948836296
US \$26.95 • SCIENCE
FEBRUARY 2020

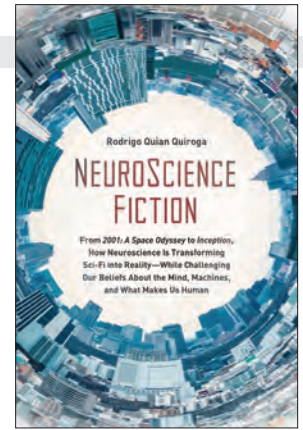


BLINDSIGHT

MATT JOHNSON, PHD, AND
PRINCE GHUMAN

We think of ourselves as independent actors making objective decisions. But many external factors—from the colors we see, to the music we hear, to the stories we're told—impact our “objective” perception and buying behavior down to the most fundamental, biological levels. That's why brands exist—and they derive their power from neuroscience. With eye-opening science and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman reveal what companies don't: how brands hack your psychology to drive your behavior. Their goal: to close the knowledge gap between consumer and brand, to let you consume on your own terms.

TRADE CLOTH
9781950665068
EBOOK: 9781950665235
US \$24.95 • PSYCHOLOGY/BUSINESS
MAY 2020



NEUROSCIENCE FICTION

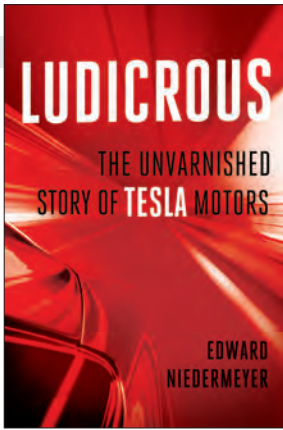
RODRIGO QUIAN QUIROGA

What if science fiction stopped being *fiction*? Developments in neuroscience are turning sci-fi scenarios into reality, and causing us to revisit some of the philosophical questions we have been asking ourselves for centuries. In *NeuroScience Fiction*, neuroscientist and author Rodrigo Quiroga reveals the futuristic present we are living in, showing how the far-out premises of 10 seminal science fiction movies are being made possible by discoveries happening right now, on the cutting edge of neuroscience. He also explores the thorny philosophical problems raised as a result, diving into *Minority Report* and free will, *The Matrix* and the illusion of reality, *Blade Runner* and android emotion, and more.

TRADE PAPERBACK
9781950665051
EBOOK: 9781950665228
US \$17.95 • SCIENCE/FILM
APRIL 2020

UNUSUAL BUSINESS AND TECH

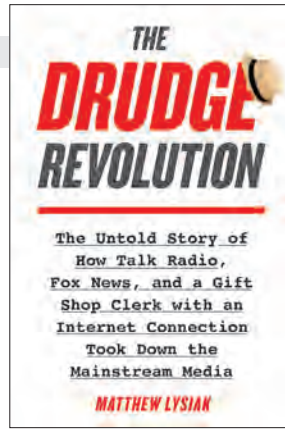
Forget the typical, cookie-cutter corporate books and step outside the box with BenBella's most unique business titles.



LUDICROUS
EDWARD NIEDERMAYER

Tesla is the most exciting car company in a generation, but can it live up to the hype? Tesla's commitment to innovation has led it to reject the careful, zero-defects approach of other car manufacturers, even as it struggles to mass-produce cars reliably, and with minimal defects. In *Ludicrous*, 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 never-before-published insider accounts with savvy industry analysis, Niedermeyer tells the story of Tesla as it's never been told before—with clear eyes, objectivity, and insight.

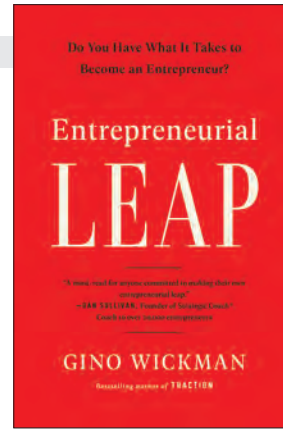
TRADE PAPERBACK
9781950665655
EBOOK: 9781948836326
US \$16.95 • BUSINESS
JANUARY 2021



**THE DRUDGE
REVOLUTION**
MATTHEW LYSIAK

For the first time, the curtain is pulled back on the world's most powerful journalist, Matt Drudge. Investigative journalist Matthew Lysiak tells the inside story of how one man's visionary belief in the potential of the internet, coupled with the post-Fairness Doctrine growth of conservative talk radio and the rise of cable news and social media, created the perfect storm that seized the narrative from the mainstream media and ushered in the presidency of Donald Trump. Based on extensive research and nearly 200 personal interviews, *The Drudge Revolution* is the definitive portrait of the most powerful man in media, and his outsized impact on our world today.

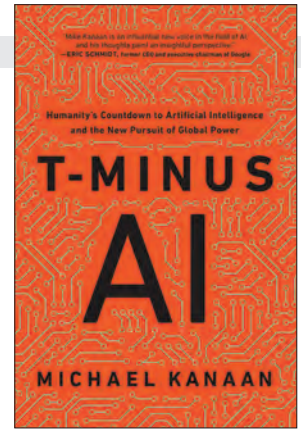
TRADE CLOTH
9781948836968
EBOOK: 9781950665150
US \$26.95 • CURRENT EVENTS
JULY 2020



**ENTREPRENEURIAL
LEAP**
GINO WICKMAN

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

PAPER OVER BOARD
9781948836814
EBOOK: 9781948836845
US \$29.95 • BUSINESS
OCTOBER 2019



T-MINUS AI
MICHAEL KANAAN

To most of us, AI remains shrouded by a cloud of mystery and misunderstanding. Michael Kanaan, a recognized national expert and the U.S. Air Force's first Chairperson for Artificial Intelligence, weaves a compelling new view on our history of innovation and technology to masterfully explain what each of us should know about modern computing, AI, and machine learning. As we march toward a future far different than ever imagined, *T-Minus AI: Humanity's Countdown to Artificial Intelligence and the New Pursuit of Global Power* leaves the fiction behind, paints the alarming implications of AI for what they actually are, and calls for unified action to protect fundamental human rights and dignities for all.

TRADE CLOTH
9781948836944
EBOOK: 9781950665136
US \$27.95 • TECHNOLOGY
AUGUST 2020

BENBELLA VEGAN

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



PLANT-POWERED BEAUTY

Updated Edition

AMY GALPER AND
CHRISTINA DAIGNEAULT

If you've ever looked at the back of your so-called "natural" body cream and seen a list of complicated additives, then you know firsthand that mass-produced synthetic beauty products can be a mystery. With *Plant-Powered Beauty*, harness the power of plants—including new CBD recipes—to maintain your natural beauty and let your skin glow like never before. Beauty experts Amy Galper and Christina Daigneault show readers how to deconstruct beauty labels, parse ingredients lists, make informed choices about the products they use—and, most important, better understand how their skin works.

TRADE PAPERBACK
9781950665679
EBOOK: 9781950665716
US \$22.95 • HEALTH
AUGUST 2020

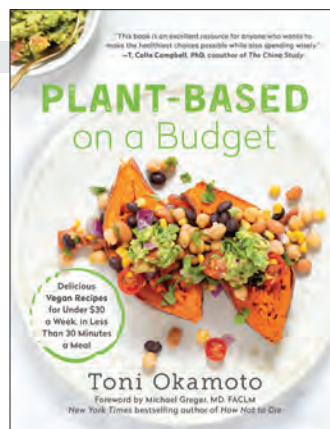


THE JOYFUL VEGAN

COLLEEN PATRICK-GOUDREAU

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

TRADE PAPERBACK
9781948836463
EBOOK: 9781948836715
US \$16.95
HEALTH/ANIMAL RIGHTS
NOVEMBER 2019



PLANT-BASED ON A BUDGET

TONI OKAMOTO

Between low-paying jobs, car troubles, student loans, and credit card debt, Toni Okamoto spent most of her early adult life living paycheck to paycheck. So when she became a vegan at age 20, she worried: How would she be able to afford that lifestyle? With *Plant-Based on a Budget: Delicious Vegan Recipes for Under \$30 a Week, in Less Than 30 Minutes a Meal*, going vegan is not only an attainable goal, but the best choice for your health, the planet—and your wallet. Inside, discover 100 of Toni's "frugal but delicious" recipes, including: 5-Ingredient Peanut Butter Bites, Lentil and Sweet Potato Bowl, Tofu Veggie Gravy Bowls, and more.

TRADE PAPERBACK
9781946885982
EBOOK: 9781948836241
US \$21.95 • COOKING
MAY 2019

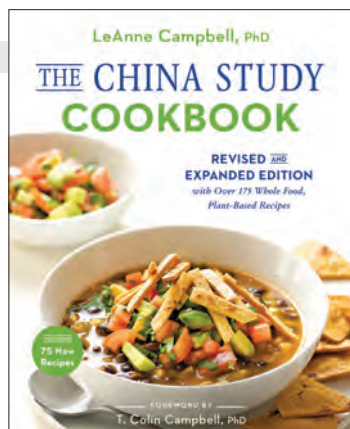


PLANT-POWERED FAMILIES

DREENA BURTON

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

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

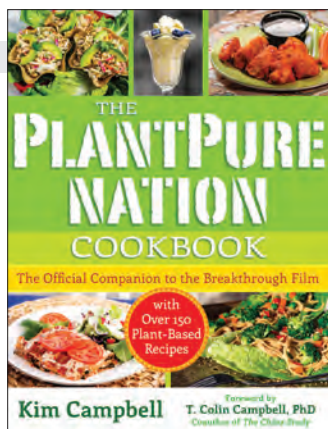


THE CHINA STUDY COOKBOOK

*Revised and
Expanded Edition*
LEANNE CAMPBELL, PhD

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

TRADE PAPERBACK
9781944648954
EBOOK: 9781946885302
US \$24.95 • COOKING
JUNE 2018

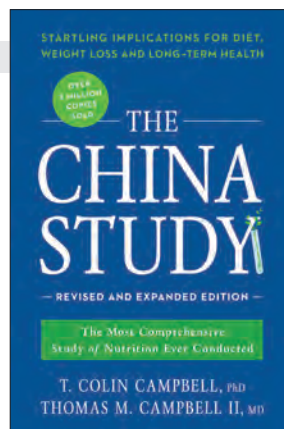


THE PLANTPURE NATION COOKBOOK

KIM CAMPBELL

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

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

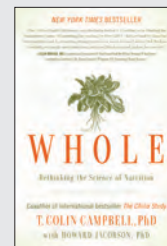


THE CHINA STUDY

*Revised and
Expanded Edition*
T. COLIN CAMPBELL, PhD, AND
THOMAS M. CAMPBELL II, MD

More than 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.

TRADE PAPERBACK
9781941631560
EBOOK: 9781942952909
US \$17.95 • HEALTH/NUTRITION
DECEMBER 2016



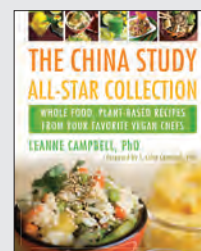
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EDITED BY LYNN S. ZUBERNIS

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SMART POP

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THERE'LL BE PEACE WHEN YOU ARE DONE

EDITED BY LYNN S. ZUBERNIS

With heartfelt chapters written by both the series' actors and its fans—plus full-color photos and fan illustrations—this book is an emotional look back at the beloved television show *Supernatural* as it wraps up its final season after fifteen unprecedented years on air. Both a celebration of the show and a way of remembering what made it so special, *There'll Be Peace When You Are Done* is a permanent reminder of the legacy it leaves behind and a reminder to the SPN Family to, like the series' unofficial theme song says, “carry on.”

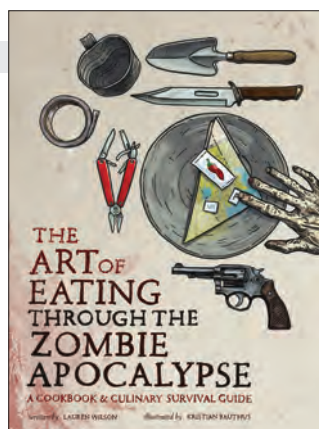
TRADE PAPERBACK

9781950665327

EBOOK: 9781950665488

US \$16.95 • TELEVISION/FILM

MAY 2020



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 takeout, 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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Katniss Everdeen's adventures may have come to an end, but her story continues to blaze in the hearts of millions worldwide. In this latest edition, 16 YA authors take you back to the world of the Hunger Games with moving, dark, and funny pieces on Katniss, the Games, Gale and Peeta, reality TV, survival, and more. From the trilogy's darker themes of violence and social control to fashion and weaponry, the collection's exploration of the Hunger Games reveals exactly how rich, and how perilous, Panem, and the series, really is.

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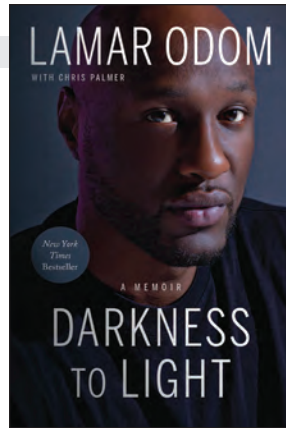


ONE MILLION FOLLOWERS

Updated Edition
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. In this updated edition, digital strategist and “growth hacker” Brendan Kane 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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DARKNESS TO LIGHT

LAMAR ODOM WITH CHRIS PALMER

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

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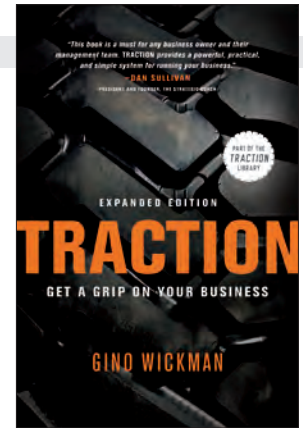


SACRED COW

DIANA RODGERS, RD, AND
ROBB WOLF

We're told if we care about our health—or our planet—eliminating red meat is crucial. But science says otherwise. Taking a critical look at the assumptions and misinformation about meat, this book points out the flaws in our current food system and in the proposed “solutions.” Inside, revealed are contrarian but science-based findings, such as: a sustainable food system cannot exist without animals; a vegan diet may destroy more life than sustainable cattle farming; and regenerative cattle ranching is one of our best tools at mitigating climate change. With scientific rigor, compassion, and wit, *Sacred Cow* argues that meat (done right) should have a place on the table.

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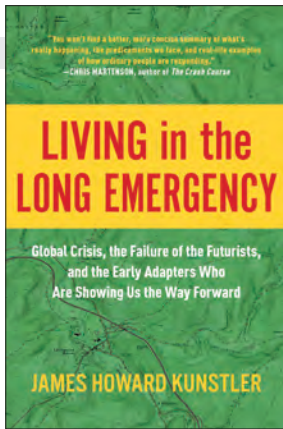
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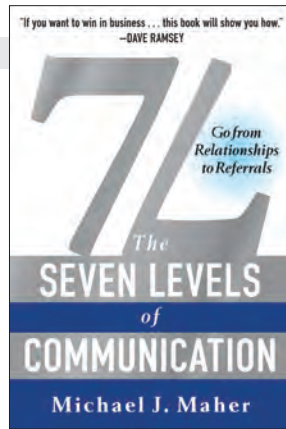


LIVING IN THE LONG EMERGENCY

JAMES HOWARD KUNSTLER

The long anticipated follow-up to *The Long Emergency* is here, taking an up-close-and-personal approach to how real people are living *now*. Through his popular blog, *Clusterf*ck Nation*, Kunstler has had the opportunity to connect with people from across the country. They've shared their stories with him—sometimes over years of correspondence—and in *Living in the Long Emergency: Global Crisis, the Failure of the Futurists, and the Early Adapters Who Are Showing Us the Way Forward*, he shares them with us, offering an eye-opening and unprecedented look at what's really going on “out there” in the US—and beyond.

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US \$24.95 • CURRENT EVENTS
MARCH 2020



7L: THE SEVEN LEVELS OF COMMUNICATION

MICHAEL J. MAHER

Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters. (*7L*) *The Seven Levels of Communication* tells the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. This heartwarming tale of Rick's trials and triumphs 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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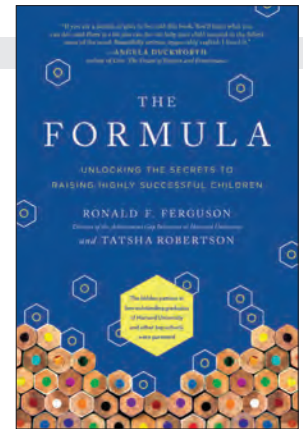


HUNGRY

EVE TUROW-PAUL

In *Hungry: Avocado Toast, Instagram Influencers, and Our Search for Connection and Meaning*, Eve Turow-Paul provides a guided tour through the stranger corners of today's global food and lifestyle culture. Weaving together evolutionary psychology and sociology with captivating investigative reporting from around the world, Turow-Paul reveals the modern hungers—physical, spiritual, and emotional—that are driving today's top trends. From gluten-free and Paleo diets to meal kit subscriptions, and from *mukbang* broadcast jockeys to craft beer, this book deepens our understanding of why we do what we do, and helps us find greater purpose and joy in today's technology-altered world.

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JUNE 2020



THE FORMULA

RONALD F. FERGUSON AND
TATSHA ROBERTSON

In *The Formula: Unlocking the Secrets to Raising Highly Successful Children*, Harvard economist Ronald Ferguson, a foremost expert on the US educational achievement gap, along with award-winning journalist Tatsha Robertson, reveal an intriguing blueprint for helping children from all types of backgrounds become successful adults. *The Formula* combines the latest scientific research on child development, learning, and brain growth with life stories of extraordinary individuals to illustrate how we can close the achievement gap. This book reveals strategies on how you—regardless of race, class, or background—can help your children become the best they can be and shows ways to maximize their chances for happy and purposeful lives.

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AND JAMES WOOD

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LAURA DOYLE

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NICOLE LAPIN

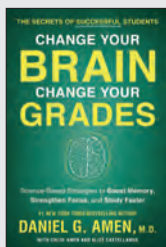
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MICHAEL OZNER, MD

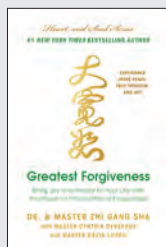
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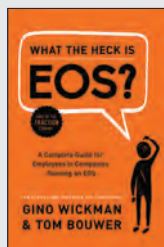
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GINO WICKMAN AND TOM BOUWER

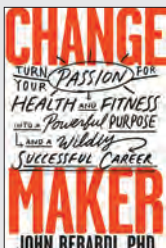
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THE ACTOR'S LIFE

JENNA FISCHER; FOREWORD BY
STEVE CARELL

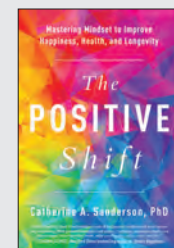
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WHAT'S ON THE HORIZON?

A sneak peek at BenBella's upcoming titles.

UNSETTLED

STEVEN E. KOONIN

When it comes to climate change, the media, politicians, and other prominent voices have declared that “the science is settled.” In reality, it is anything but. Core questions—about the way the climate is responding to our influence, and what the impacts will be—remain largely unanswered. The climate is changing, but the why and how aren't as clear as you've probably been led to believe. In *Unsettled*, Steven E. Koonin draws upon his decades of experience—including as a top science advisor to the Obama administration—to give readers the tools to both understand the climate issue and be savvy consumers of science media in general.

SCIENCE/CURRENT EVENTS
APRIL 2021

THE SCIENCE AND TECHNOLOGY OF GROWING YOUNG

SERGEY YOUNG

Soon, we can start thinking of aging as a treatable condition instead of an inevitable process. The prospect of living to 200 years old isn't the stuff of science fiction anymore. Sergey Young, a leader in the emerging field of longevity, offers a bird's-eye view into what cutting-edge breakthroughs are on the horizon, as well as the simple steps we can take now to live healthily to 100 and beyond. In *The Science and Technology of Growing Young*, Young gathers insights from leading scientists, inventors, doctors, and health entrepreneurs, providing a comprehensive look into the future of longevity.

HEALTH/SCIENCE
MAY 2021

CYBER CRISIS

ERIC COLE

Based on news reports, you might think there's a major cybersecurity threat every four to five months. In reality, there's a cybersecurity attack happening every minute of every day. Cybersecurity attacks have increased exponentially, but because they're stealthy and often invisible, many underplay, ignore, or simply don't realize the danger. In *Cyber Crisis*, Eric Cole offers practical, actionable advice that even those with little technical background can implement, including steps to take on a daily, weekly, and monthly basis to protect their businesses and themselves while also giving readers a clear-eyed picture of the information war raging in cyberspace.

TECHNOLOGY/BUSINESS
MAY 2021

DREENA'S KIND KITCHEN

DREENA BURTON

No more scouring social media, sifting through food blogs, or flipping through every book on the shelf; this is a one-stop resource for recipes that are reliable, flavorful, and healthy. Whether you need weekly staple meals or want a dish to wow for a special occasion, *Dreena's Kind Kitchen: 100 Whole-Foods Vegan Recipes to Enjoy Every Day* has you covered. Dreena also shares a cooking troubleshooting section so you can boost your kitchen skills. With helpful guidance on techniques, time-saving tips, and suggestions for repurposing leftovers into delicious new dishes, this dependable resource will boost your cooking confidence and help you find success in your own plant-powered kitchen.

COOKBOOK
AUGUST 2021

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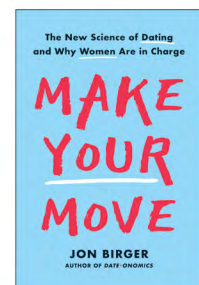
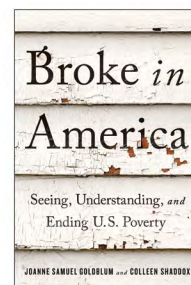
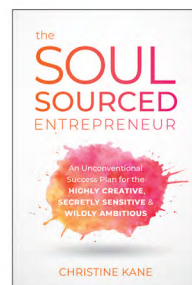
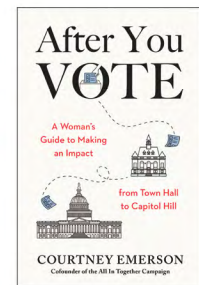
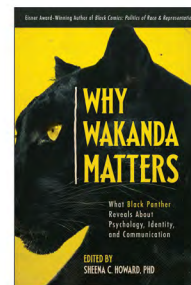
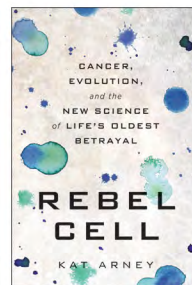
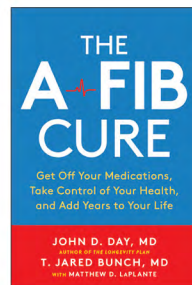
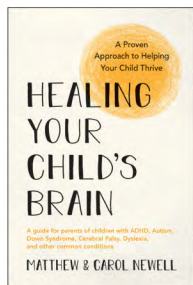
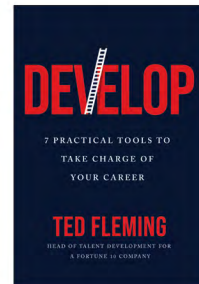
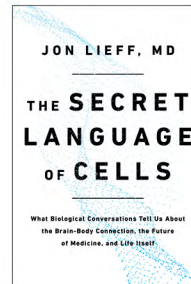
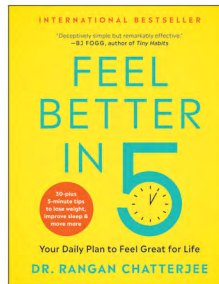
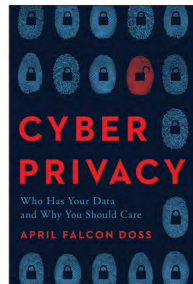
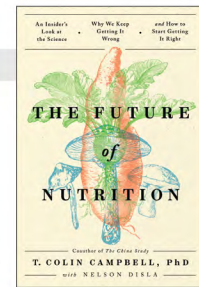
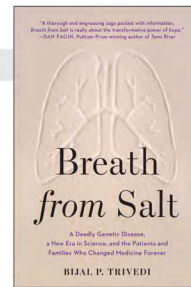
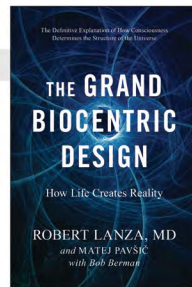
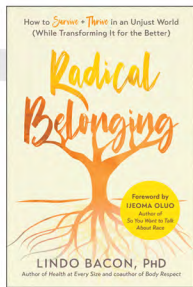
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