

# *BenBella Books*

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13 YEARS OF INNOVATIVE PUBLISHING



FALL 2016



# HELLO THERE!

**DEAR READER:** I don't think I've ever been more excited to introduce a season of books! I'll let you be the judge.

After over a decade, we are finally able to deliver the first new and updated edition of *The China Study*, one of the most successful nutrition books ever published, with well over two million copies sold. *The China Study—Revised and Expanded Edition* comes with extensive new content and new information, and will be a very exciting read for anyone interested in science, health, and plant-based eating.

In 1992, John Gray published *Men Are from Mars, Women Are from Venus*. It sold over 50 million copies, saved and improved millions of relationships, and became an important part of our popular culture. Since then, Gray has published a dozen or so additional books, all elaborating on the Mars/Venus idea; all have sold well. But times have changed. In the age of Caitlyn Jenner, do the ideas of Mars and Venus still apply? In all honesty, they don't—not completely. It's time for a reboot of the core ideas of Mars/Venus as only John Gray can do. *Beyond Mars and Venus*, written by John Gray and Warren Farrell, is a practical, science-based rethinking of these ideas with one clear objective—to help millions more achieve deep and lasting intimacy in their relationships.

If you are like me, you watched the Netflix series *Making a Murderer* with growing horror and anger. The apparent railroading of Steven Avery and Brendan Dassey is something that shouldn't happen in this country. But it turns out the Netflix series didn't tell the whole story, not by half. Passionate viewers of the series owe it to themselves to read *Avery*, a full and complete account of the case, written by Ken Kratz, which includes some critical, never-before-revealed evidence.

Nancy Grace's latest Hailey Dean novel, released in conjunction with the Hallmark Hailey Dean movie. The incredible inside story of Raymond Davis, a contractor in Pakistan whose actions to save his own life almost led to a breakdown in US-Pakistani relations. The inspirational tale of a female schoolteacher accused of molesting young girls and her victorious triumph over a corrupt system. The most valuable sports franchise on the planet—Real Madrid—reveals its secrets. The founder of Scores, New York's most successful strip club—frequented by everyone from Leonardo DiCaprio to Donald Trump—is forced to turn spy for the FBI and becomes one of the most successful informants in history (soon to be a documentary and television series). And a man recovers his kidnapped son with the help of the FBI, Interpol, Facebook, and an international consortium of good Samaritans. All of these amazing topics are covered in this season's titles.

Do your feet hurt? Want to be a better boss? Need to take time off to have a child without damaging your career? Want to cook a delicious but healthy meal? Need to put on some muscle? Want to learn how to flip homes or the secrets of big-time commercial real estate? Or how about how to finally take charge of your career? Are you in love with an addict and looking for a path forward? This season's books help with all of these issues, and quite a few more.

As I think you can tell, I'm extraordinarily proud of this season's books, and I'd like to thank the incredible authors we've had the pleasure of working with. I also want to thank the awesome booksellers who've done so much to make our titles successful. Finally, I want to thank the brilliant, hard-working, and thoughtful literary agents that brought us these fantastic titles. Without these great agents, who do so much behind the scenes, we wouldn't have a business.

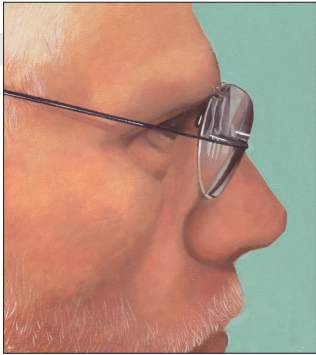
**GLENN YEFFETH**

BENBELLA BOOKS, PUBLISHER

GLENN@BENBELLABOOKS.COM

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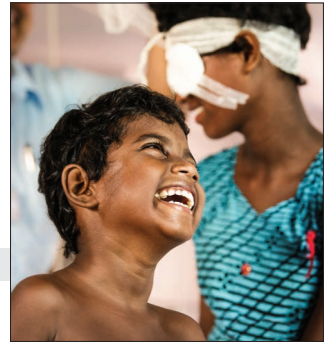
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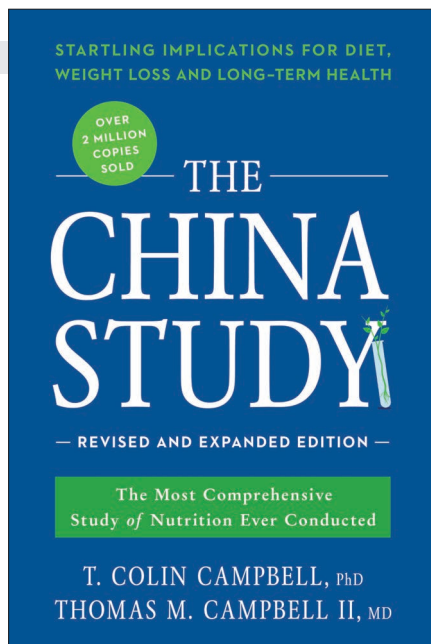
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# THE CHINA STUDY

**Revised and Expanded Edition** | The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss, and Long-Term Health

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



**A newly updated and expanded edition of the international bestseller that has changed millions of lives.**

**THE SCIENCE IS CLEAR.** The results are unmistakable.

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

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

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

Featuring brand new content, this heavily expanded edition of Colin and Tom's groundbreaking book includes the latest undeniable evidence of the power of a plant-based diet, plus updated information about the changing medical system and how patients stand to benefit from a surging interest in plant-based nutrition.

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

- ***The China Study* has sold over 2M copies worldwide**
- **Includes new research on heart disease, obesity, diabetes, cancer, autoimmune diseases, and other diseases; updated supplementation recommendations; and a chapter on the media's coverage (or lack thereof) of plant-based diet research**
- **Aggressive national media campaign**
- **Publicity/promotion in conjunction with author's speaking engagements**
- **Promotion through T. Colin Campbell Center for Nutrition Studies newsletter and social media**
- **TheChinaStudy.com**
- **Facebook: /The-China-Study-30125373591 (85K fans)**
- **Twitter: @TColinCampbell (12.9K followers)**

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DECEMBER 2016 • HEALTH

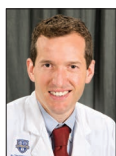
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For more than 40 years, **T. COLIN CAMPBELL, PhD**, has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is the Jacob Gould Schurman Professor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



A 1999 graduate of Cornell University and recipient of a medical degree in 2010, **THOMAS M. CAMPBELL II, MD**, is a writer, actor, and five-time marathon runner. Residence: Rochester, N.Y.

**A** PATTERN WAS BEGINNING TO EMERGE in our research: *nutrients from animal-based foods increased tumor development while nutrients from plant-based foods decreased tumor development.* In our large lifetime study of rats with aflatoxin-induced tumors, the pattern was consistent. In mice with hepatitis B virus–altered genes, the pattern was consistent. In studies done by another research group, with breast cancer and different carcinogens, the pattern was consistent. In studies of pancreatic cancer and other nutrients, the pattern was consistent. In studies on carotenoid antioxidants and cancer initiation, the pattern was consistent. From the first stage of cancer initiation to the second stage of cancer promotion, the pattern was consistent. From one mechanism to another, the pattern was consistent.

Since publication of these research findings in top-flight, peer-reviewed scientific journals during the 1970s, 1980s, and 1990s, then publication of a summary of this evidence in the first edition of this book, I have witnessed the public’s reaction to this information. There is no doubt that many people—including well over a million readers—have taken note. Although reactions have varied widely, as expected, it is clear that these reactions have been intensely personal.

Some, when reading this chapter, have said, “That’s it,” and committed themselves to dietary change forever more. The thought that their most revered nutrient, when consumed in excess, enhanced development of their most feared disease, was enough to alter their eating, no further explanation needed. Others, deeply embedded in cultural dietary practices, also have said, “That’s it!”—but their reactions were to read no further, then go on a tirade questioning why this research was ever done in the first place. Either way, this evidence has touched intensely held beliefs.

Still, then as now, I could not ignore the possibility that this evidence, still narrow in its scope but stunningly impressive and consistent, might be of great significance to human health. But I needed to be cautious, especially because

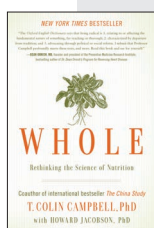
this evidence had been mostly gathered in experimental animal studies. Although there are strong arguments that these provocative findings are *qualitatively* relevant to human health, we cannot know the *quantitative* relevance. In other words, are these principles regarding animal protein and cancer critically important for all humans in all situations, or are they merely marginally important for a minority of people in fairly unique situations? Are these principles involved in one thousand human cancers every year, one million human cancers every year, or more? We need direct evidence from human research. Ideally, this evidence would be gathered with rigorous methodology and would investigate dietary patterns comprehensively, using large numbers of people who had similar lifestyles, similar genetic backgrounds, and yet had widely varying occurrence of disease.

Having the opportunity to do such a study is rare, at best, but by incredibly good luck we were given exactly the opportunity we needed. In 1980, I had the good fortune of welcoming in my laboratory a most personable and professional scientist from mainland China, Dr. Junshi Chen. With this remarkable man, opportunities arose to search for some larger truths. We were given the chance to do a human study that would take all of these principles we had begun to uncover in the lab to the next level. It was time to study the role of nutrition, lifestyle, and disease in the most comprehensive manner ever undertaken in the history of medicine. We were on to the China Study.

**“Dr. Campbell’s exposé of the research and medical establishment makes this book a fascinating read and one that could change the future for all of us.”**

—JOEL FUHRMAN, MD  
AUTHOR, *EAT TO LIVE*

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



## WHOLE: RETHINKING THE SCIENCE OF NUTRITION

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

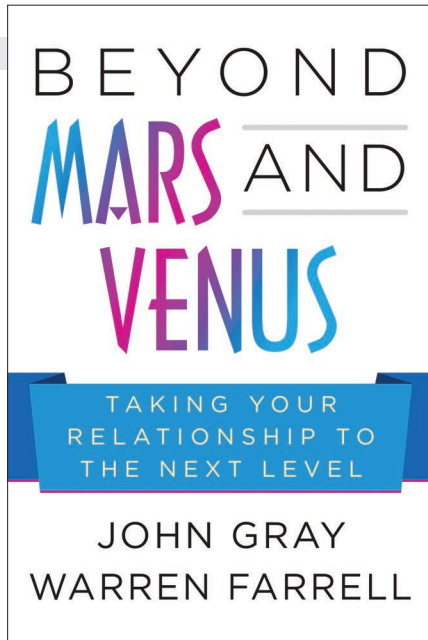
*The China Study* revolutionized the way we think about food with evidence that a whole food, plant-based diet is the healthiest way to eat. Now, in the *New York Times* bestselling *Whole*, Campbell explains the science behind that evidence, the ways our current scientific paradigm ignores the fascinating complexity of the human body, and why, in the face of overwhelming evidence, our eating habits haven’t changed. *Whole* is an eye-opening, paradigm-changing journey through cutting-edge thinking on nutrition, a scientific tour de force with powerful implications for our health and for our world.

TRADE PAPERBACK: 9781939529848 • EBOOK: 9781937856250 • \$16.95 US/\$21.99 CAN • MAY 2014

# BEYOND MARS AND VENUS

Taking Your Relationship to the Next Level

JOHN GRAY, PhD, AND WARREN FARRELL, PhD



**In this modern retooling of *Men Are from Mars, Women Are from Venus*, Gray and Farrell help readers identify what Venus and Mars qualities they possess that make them unique, how they can fully embrace their true selves, and how they can create true connections and relationships.**

**FOR MORE THAN 20 YEARS**, John Gray's *Men Are from Mars, Women Are from Venus* has helped couples deepen their intimacy and rejuvenate their love lives. Men and women, it revealed, communicate so differently, we might as well be from different planets. By learning to speak each other's language, millions of people dramatically improved, even saved, their relationships.

But the world has changed.

Today, what it means to be a man or a woman is more nuanced and complex than ever. Both men and women are moving beyond stereotypes and embracing their true natures—with important implications for today's relationships.

In *Beyond Mars and Venus*, Gray, along with coauthor Warren Farrell, provides a more modern look at the keys to healthy relationships. As the roles of men and women evolve, relationships must evolve as well. *Beyond Mars and Venus* takes the Mars-Venus framework to the next level, helping readers to take their relationships to more profound levels of intimacy.

Through real-life examples and simple exercises, *Beyond Mars and Venus* shows you how to bring you and your partner closer than ever before.



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



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

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## AUTHOR AND MARKETING DETAILS:

- National PR firm will be hired to coordinate national media interest
- Official follow-up to the iconic book *Men Are from Mars, Women Are from Venus*, which has sold more than 50 million copies worldwide—currently sells between 50K and 100K copies per year in paperback
- Gray has strong press and social media presence from previous book, including a website with 20K visitors a month (MarsVenus.com)
- Advertising planned through Gray's strong Facebook network (more than 200K fans; Facebook.com/Mars.Venus.John.Gray)
- In addition to *Men Are from Mars, Women Are from Venus*, Gray has written an additional 16 bestselling titles
- Farrell has platform as prolific author of relationship books and has been in major media, including appearances on *The Oprah Winfrey Show*, the *Today* show, and *Good Morning America*
- Farrell has been interviewed by Barbara Walters, Charlie Rose, and Larry King, and has been the subject of features on *20/20* and in *Forbes*, *Wall Street Journal*, *USA Today*, *People*, *Parade*, and *New York Times*
- Farrell has been chosen by the *Financial Times* as one of the world's top 100 thought leaders
- Farrell is currently the chair of the commission to create White House Council on Boys and Men and is the only man in the US to have been elected three times to the board of the National Organization for Women (NOW) in NYC
- Website will launch early 2016, promoting the book, with the online tie-in quiz incorporated

## OF FOREIGN INTEREST:

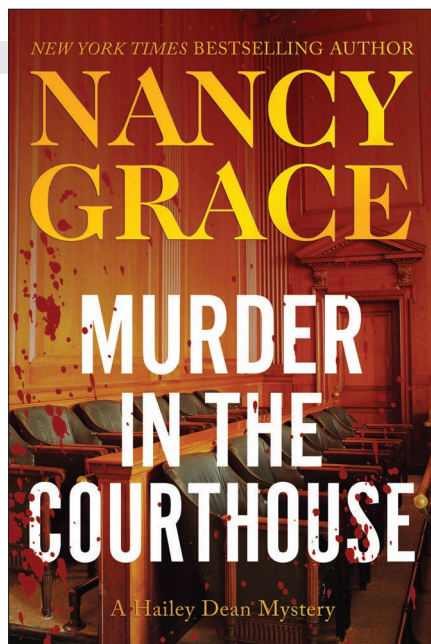
- Gray has books in 100 countries and 45 languages
- Gray's coaching program has more than 100 trained life coaches in 20 countries
- Gray speaks worldwide
- Theatrical versions of *Men Are from Mars, Women Are from Venus* are playing throughout Europe, Canada, and Mexico, with rollout to Central and South America
- Farrell has books in 17 languages



# MURDER IN THE COURTHOUSE

A Hailey Dean Mystery

NANCY GRACE



**The third book in the Hailey Dean mystery series follows her to Savannah, Georgia, where she becomes embroiled in a murder investigation and finds herself falling for a handsome lieutenant.**

**HAILEY DEAN** is in trouble again—and this time it could be deadly!

Hailey Dean, the prosecutor who never lost a case, heads to Savannah as an expert witness on the sensational Julie Love-Adams murder trial, but she soon finds herself embroiled in a mystery . . . and an unexpected love affair.

At the baggage claim, Hailey is greeted by the handsome Lieutenant Chase Billings. On their way to her hotel, they hear an APB for a murder that has just been committed. When they race to the scene, they find Alton Turner, a courthouse sheriff known for being as neat as a pin. Only he's a hot mess now, lying sprawled in a pool of blood, severed in half by a garage door.

Hailey, never one to mind her own business, jump-starts Turner's murder investigation while juggling the Julie Love trial. The timing of the trial and murder could be a coincidence, but everyone knows there is no such thing as coincidence in criminal law!

Next, Elle Odom, a gorgeous court clerk, is poisoned at the courthouse cafeteria coffee bar. Then, the police tech who helps find Elle's missing handbag (stuffed with her life-saving Epi-pen) turns into alligator bait at an amusement park . . . and that's just the beginning.

With Lt. Billings falling hard for Hailey, she digs deeper to find a killer with a very mysterious agenda . . . knowing full well the next murder victim may very well be herself.

It's crime sleuth Hailey Dean at her best!

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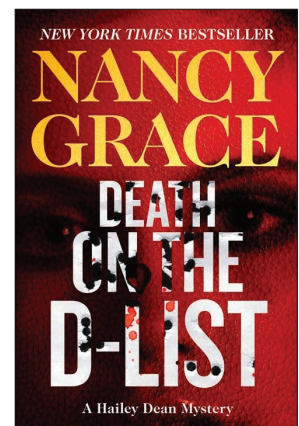
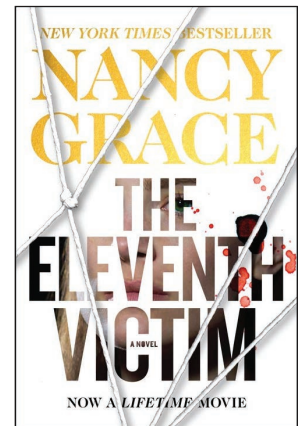
When her fiancé was murdered just before their wedding day, **NANCY GRACE** abandoned plans to become a Shakespearean literature professor to enter the world of crime and justice; she attended law school instead and graduated *Law Review*. Grace then spent the next decade in inner-city Atlanta prosecuting violent crimes. She compiled a perfect record of more than 100 felony prosecution victories at trial with no losses. Grace joined Court TV and, for the next 10 years, covered major trials after cohosting *Cochran & Grace* with famed defense attorney Johnnie Cochran. One of television's most respected legal analysts, Grace now hosts the top-rated HLN show, *Nancy Grace*, and serves as a legal expert for ABC's *Nightline*, *20/20*, and *Good Morning America*. Grace lives in both New York City and Atlanta with her husband and her beloved twins, a boy and a girl. Residences: New York, N.Y., and Atlanta, Ga.



## AUTHOR AND BOOK MARKETING DETAILS:

- Third book in the Hailey Dean mystery series
- Previous books *Death on the D-List* (35K sold) and *The Eleventh Victim* (117K sold) were both *New York Times* bestsellers
- Hallmark movie tied in to the book's character releasing at time of book
- *The Eleventh Victim* was made into a Lifetime original movie starring Jennie Garth
- National media outreach with timing planned for publication week—author has agreed to heavily promote
- Author is a former prosecutor with an unparalleled record of success
- Author is host of *Nancy Grace*, television's only justice-themed/interview/debate show, designed for those interested in the breaking crime news of the day
- Author is host of *Nancy Grace Mysteries*, a weekly documentary-style crime series
- Author has appeared on *The Oprah Winfrey Show*, *The View*, *Today*, *Good Morning America*, *Dr. Phil*, *Larry King Live*, and others
- In 2011, Grace was named one of the most impactful and powerful women in entertainment by both leading industry trade magazines, *Variety* and *The Hollywood Reporter*
- Author is the recipient of several American Women in Radio & Television "Gracie Awards" for her Nancy Grace Investigates primetime report on Court TV and has been awarded the Individual Achievement/Best Program Host honor
- Author was tapped to cohost Court TV's *Cochran & Grace* and, later, the live daily trial coverage program, *Closing Arguments*
- Author also presided over the daytime hit *Swift Justice with Nancy Grace*, for which she received an Emmy Award nomination
- Author's social media platform:
  - NancyGrace.com
  - Facebook: /NancyGraceHLN (2 million+ fans)
  - Instagram: @TheNancyGrace (7.5K followers)
  - Twitter: @NancyGraceHLN (456K followers)

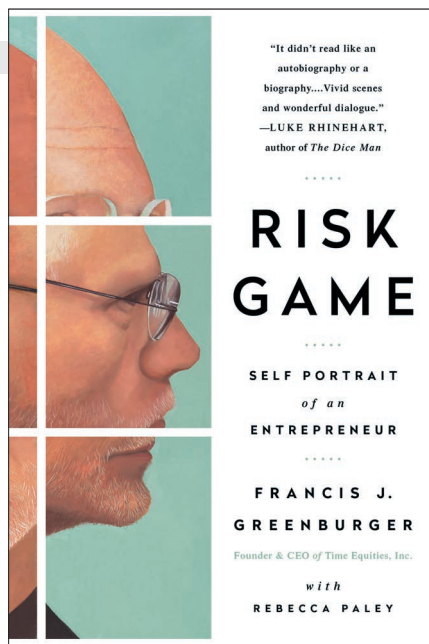
Also in the Hailey Dean mystery series (not sold by BenBella):



# RISK GAME

Self Portrait of an Entrepreneur

FRANCIS J. GREENBURGER WITH REBECCA PALEY



**The inspirational story about the one completely self-made and unique NYC billion-dollar investor and developer known for successes both in publishing and real estate.**

**“It didn’t read like an autobiography or a biography. . . Vivid scenes and wonderful dialogue.”**

—LUKE RHINEHART, AUTHOR OF *THE DICE MAN*

**PRIOR TO THE REAL ESTATE BOOM** of the 1980s, Francis J. Greenburger risked it all to buy three older loft buildings at 50 West Street near the current 9/11 Memorial. He ultimately dreamed of one day erecting a magnificent skyscraper in their place. But disaster struck in 2008, just as his plans were coming together, and development came to a screeching halt. The global financial crisis had made the land practically worthless and it would be years before he could get back on track, but he refused to give up on his dream.

Today, 50 West is a striking 780-foot skyscraper with curved glass windows that has become an iconic feature on the city skyline—but it took much more than a financial investment to get there. It required Greenburger to do what he does best—take huge risks at every turn.

During his parallel careers, Francis J. Greenburger has made publishing and real estate history. Whether risking the reputation of his agency for the superstar authors of tomorrow, such as James Patterson and Dan Brown, or pioneering the New York co-op market by taking “hopeless” properties and turning them into prized homes, he has successfully navigated the worlds of business, politics, and social change to become the quintessential American entrepreneur.

A math and business prodigy, he started working for his father at the age of 12. After a stop-and-start academic career, he voluntarily left one of the most elite and academically distinguished New York City high schools and started his adult life at 15. Greenburger has made it his life’s work to find value where others never thought to look, and his keen instincts and innovative strategies have taken him from a high school “dropout” to a well-educated, self-made billionaire.

Francis has mastered the “risk game.” Now, with Rebecca Paley’s gripping prose, he takes us behind the scenes in *Risk Game* and reveals firsthand how he has become a self-made force in the competitive world of New York real estate—and a champion for nonprofit organizations in the fields of art, education, and, most recently, social and criminal justice.



**FRANCIS J. GREENBURGER** is both the CEO and founder of Time Equities, Inc., a multibillion-dollar real estate investment and development company, as well as the chairman of Sanford J. Greenburger Associates, a literary agency representing some of the most successful writers of our time. He is the founder of two important not-for-profit organizations including the Omi International Arts Center and the Greenburger Center for Social & Criminal Justice. He has served on the boards of more than 15 organizations active in the arts, education, and criminal justice reform. He is an active tennis player and skier, political cheerleader, and loving father of four children, each taking their unique journeys through life. Residence: New York City, N.Y.

- **An easy-reading memoir for anyone interested in publishing or real estate**
- **Outside PR firm hired**
- **Inclusion in gift bags at author’s nonprofit events**
- **Marketing campaign in New York City’s business, art, and real estate communities, where the author has close ties**
- **TimeEquities.com**
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# SIMPLE STEPS TO FOOT PAIN RELIEF

The New Science of Healthy Feet

KATY BOWMAN, MS

**The perennial seller *Every Woman's Guide to Foot Pain Relief* is refigured to include tips for both men and women, leading them to optimal foot health.**

**"Bowman skillfully blends scientific research with everyday application in an understandable and entertaining format. Read it and apply it! Your feet, and whole body, will say 'thank you.'"**

—WILLIAM C. WHITING, PhD

AUTHOR OF *BIOMECHANICS OF MUSCULOSKELETAL INJURY*

**DON'T JUST RELIEVE** foot pain—prevent it from happening again.

Biomechanist Katy Bowman is back with an expanded edition of her popular book *Every Woman's Guide to Foot Pain Relief*, and it's for everyone—men and women, no matter what state (or shoe) they're in.

With updated material and new visuals that illustrate exactly how to target problem areas, *Simple Steps to Foot Pain Relief* will show you how to prevent pain—and how to heal your feet and halt damage to the rest of your body. Bowman's simple, accessible, innovative program will help you naturally address lower leg and foot issues such as:

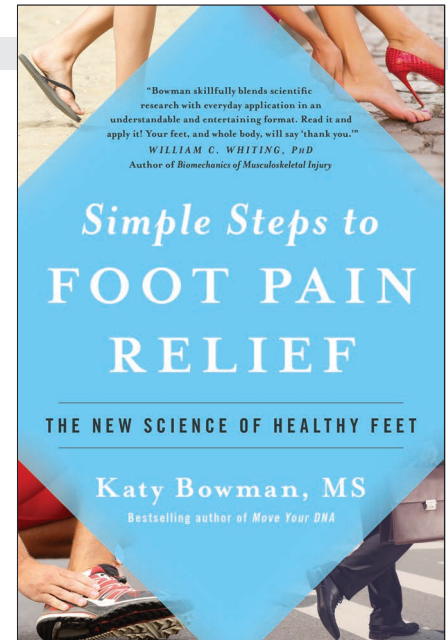
- Bunions
- Hammertoes
- Plantar fasciitis
- Poor posture and alignment

Bowman walks you gently through exercises to strengthen your feet, the shoes you should (and should not) be wearing, and how these choices affect your overall foot—and body!—health.

*Simple Steps to Foot Pain Relief* will teach you how healthy feet work optimally and put you on the path to foot health.



Biomechanist **KATY BOWMAN, MS**, has become a leading voice for the science of wellness. The creator and talent behind the Aligned and Well™ DVD program, the director of the Restorative Exercise Institute, and the creator of the Restorative Exercise™ DVD kits for Gaia, Bowman's goal is to educate the public about correct exercise prescription, traditional movement, and how modern living impacts the human machine. Long before becoming an international health celebrity, Bowman opened a small studio—now a very large institute—utilizing her studies in biomechanics and kinesiology to design safe exercise programs for injured or post-rehab patients. Dedicated to the teaching the ABCs of movement, she developed a reputation for achieving unprecedented results in pain reduction, increased bone density, and improved metabolic health. She is a regular contributor and expert for national health, fitness, and wellness publications and TV segments. Residence: Ojai, Calif.

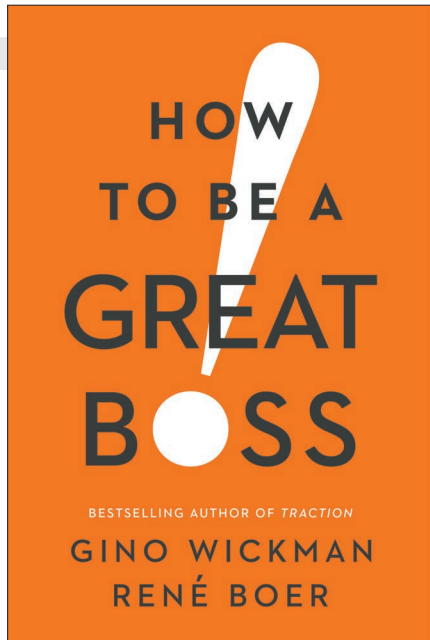


- **Author's first book, *Every Woman's Guide to Foot Pain Relief*, has sold almost 20K copies**
- **One of the only practical guides to foot health on the market**
- **Updated with information for a gender-neutral audience and new graphics**
- **NutritiousMovement.com (350K monthly page views)**
- **Facebook: /NutritiousMovement (33K fans)**
- **Instagram: @NutritiousMovement (10K followers)**
- **Twitter: @NutritiousMvmnt (9K followers)**

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# HOW TO BE A GREAT BOSS

GINO WICKMAN AND RENÉ BOER



**Wickman and Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people.**

**IF YOUR EMPLOYEES** brought their “A-Game” to work every day, what would it mean for your company’s performance?

Studies have repeatedly shown that the majority of employees are disengaged at work. But it doesn’t have to be this way. Often, the difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss.

In *How to Be a Great Boss*, Gino Wickman and René Boer share time-tested tools that have worked for more than 30,000 bosses in every industry. You can learn to be a great boss—and dramatically improve both your organization’s performance and your team’s excitement about their work.

In this book you will discover:

- How to surround yourself with great people
- How to make more effective use of your time
- The difference between leadership and management and why they’re equally important
- The five leadership practices and five management practices of all great bosses
- How to create accountability
- How to develop productive relationships with each of your people
- How to deal with direct reports that don’t meet your expectations

*How to Be a Great Boss* provides practical tools that you can apply immediately with your people, allowing you to focus on improving and growing your organization and truly enjoy what you do.

- **Traction** has sold over 145K copies across all platforms; this book has a broader potential audience
- Planned promotion through the authors’ websites, social media platforms, and email and key contacts lists (about 25K names)
- Full media outreach
- Cross promotion through back-of-the-book advertising in reprints of author’s previous books, *Traction*, *Get A Grip*, and *Rocket Fuel*
- Extensive thought-leader mailing



**GINO WICKMAN** is the author of *Traction* and creator of the Entrepreneurial Operating System® (EOS), a holistic system that helps leaders run better businesses, get better control, have better life balance, and gain more traction—with the entire organization advancing together as a healthy, functional, and cohesive team. He is the founder of EOS Worldwide (EOSWorldwide.com), a growing organization of successful entrepreneurs collaborating as certified EOS Implementers. Residence: Livonia, Mich.



**RENÉ BOER** has more than 30 years of experience in the restaurant industry helping leadership teams succeed at well-known brands such as Pizza Hut and Jamba Juice. As an EOS Implementer, he’s worked with hundreds of bosses at privately held companies, helping them align their teams to achieve a shared vision. He is passionate about helping clients achieve freedom by focusing on what they love to do and are great at doing. René has been a lifelong cyclist and organized a unique cycling event, the Sub-5 Ride, in 2010 to support the Davis Phinney Foundation’s mission to help people living with Parkinson’s Disease live well today. Residence: Chicago, Ill.

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**WHAT IF EVERY DAY** your people brought their “A-Game” to work? Do you believe that is even possible? We intend to show that it is possible and will teach you the tools that will transform how well your people perform for you.

In *How to Be a Great Boss*, you will discover how to:

- Effectively delegate work and free yourself up to truly lead and manage
- Assess your team and surround yourself with great people
- Apply five leadership practices and five management practices of all great bosses
- Communicate powerfully with each of your employees
- Deal with employees that don’t meet your expectations

This book is different than any other leadership or management book you’ve ever read, and there have been literally tens of thousands of them written. What makes *How to Be a Great Boss* different is its practical application and its immediate impact. There’s no theory. It offers a straightforward game plan to help you become a great leader and manager. We can say that because every word and tool in this book has been proven and tested by thousands of leaders and managers whose impact and results are undeniable.

In the last twenty years we have personally worked with the leadership teams of more than 170 companies and more than 2,000 leaders and managers. In addition, our organization, EOS Worldwide, has 150 EOS Implementers around the world who have taught these tools to another 2,500 companies and more than 25,000 leaders and managers. Because we have tackled day-in, day-out problems with so many bosses, we know what works and what does not.

This book is for you if:

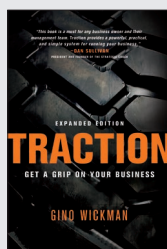
- You are a leader, manager, or supervisor of people in a privately held 10–250 person, entrepreneurial company
- You want to get the most out of your people and seek a simple, effective, and impactful way to become a great boss

This book is also written to help the not-so-good bosses get out of the way—to help them acknowledge that they lack the basic understanding, desire, and capacity to develop skills that will make them great.

The journey to become a great boss is not easy, but it can be simple. People often confuse easy and simple. The definition of “easy” is *not hard or difficult, requiring no great effort, free from pain, discomfort, or care*. The definition of “simple” is *not elaborate, not complicated, and easy to understand*.

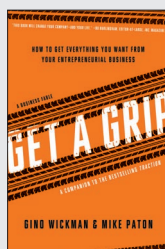
This is a “how-to” book filled with tools and exercises that have been honed while working hands-on with thousands of bosses. Within each chapter we share stories from all levels of bosses—owners, leadership team members, managers, and supervisors—to show you that these tools truly work for bosses at any level.

These tools will help you lead, manage, and retain great people. And, the more great people you surround yourself with, the more great people you attract to your organization. Those great people will free you from the day-to-day grind that has kept you from getting the most from your business as well as living a more fulfilling life. If we’ve piqued your interest, read on.



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**ROCKET FUEL**  
GINO WICKMAN AND MARK C. WINTERS

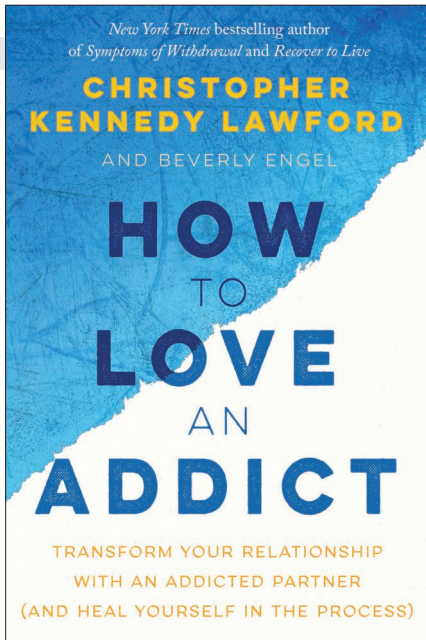
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# HOW TO LOVE AN ADDICT

Transform Your Relationship with an Addicted Partner (and Heal Yourself in the Process)

CHRISTOPHER KENNEDY LAWFORD AND BEVERLY ENGEL



**New York Times bestselling author and addiction expert Christopher Kennedy Lawford offers advice on the topic of codependency between addicted people and their partners and how to overcome it.**

**YOUR PARTNER'S ADDICTION** takes a toll on both of your lives.

That doesn't mean you should turn your back on the person you love.

We've been told that staying with a partner who struggles with addiction—whether it be with drugs, alcohol, or addictive behaviors—means that we're enabling their destructive behavior. That wanting to help them means we're codependent, and that the best thing for both of us is to walk away from the relationship entirely. But is that true?

*How to Love an Addict* challenges the idea that the best chance for recovery—for the addict and their partner—is to walk away. Instead, it makes the revolutionary claim that you, and the love you have for your partner, can be a key part of his or her journey to recovery.

Together, addiction activist and bestselling author Christopher Kennedy Lawford and psychotherapist Beverly Engel, LMFT, take a fresh look at addiction and codependency—the latest research on what causes them and what the two have in common. Rather than treat addiction or codependency as disease or weakness, *How to Love an Addict* honors the trauma and shame that often lie at their source and shows you how to use your love to combat that shame, allowing you to more effectively support your partner and heal yourself.

The research proves that, while you cannot “fix” your partner, you can have a positive impact on their recovery. Whether you suffer from codependency, and whether your partner is already in recovery, *How to Love an Addict* provides you with proven techniques and strategies to drastically improve your relationship and help get your partner the help he needs—without leaving and while taking care of yourself in the process.

- **Lawford is a well-known addiction expert and *New York Times* bestselling author of *Symptoms of Withdrawal* (68K copies sold), *Moments of Clarity* (25K copies sold), and *Recover to Live* (21K copies sold)**
- **Planned national media campaign**
- **Promotion in conjunction with author's speaking engagements**
- **Outreach to Lawford's contacts at recovery and treatment organizations**
- **The intersection of codependency and addiction hasn't been largely addressed by other authors**
- **ChristopherKennedyLawford.com**
- **Facebook: /ChristopherKennedyLawford (10.7K fans)**
- **Twitter: @ChrisLawford (7.4K followers)**

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**CHRISTOPHER KENNEDY LAWFORD** spent 20 years in the film and television industries as an actor, lawyer, executive, and producer. He is the author of the *New York Times* bestselling books *Symptoms of Withdrawal*, *Moments of Clarity*, and *Recover to Live*. In recovery for more than 25 years from drug addiction, Lawford now campaigns on behalf of the recovery community, partnering with the United Nations, Canadian Centre on Substance Abuse, White House Office on Drug Control Policy, World Health Organization, and California Public Health Advisory Committee. Residence: Santa Monica, Calif.

**BEVERLY ENGEL** is an internationally recognized psychotherapist and an acclaimed advocate for victims of sexual, physical, and emotional abuse. She is the author of 21 books including the bestselling *The Emotionally Abusive Relationship*, *The Emotionally Abused Woman*, *Encouragements for the Emotionally Abused Woman*, and *Healing Your Emotional Self*. Engel is a licensed marriage and family therapist and has been practicing psychotherapy for 35 years. She frequently lends her expertise to national outlets such as *The Oprah Winfrey Show*, CNN, *Starting Over*, and *Psychology Today*. Engel has also been featured in *Cosmopolitan*, *Washington Post*, and *Los Angeles Times*. Residence: San Luis Obispo, Calif.

**THIS BOOK IS ABOUT COMPASSION.** It is about gaining empathy for and understanding of a partner who is addicted or dependent on a substance (alcohol, drugs, food) or an activity (gambling, shopping, sex, work). It is about avoiding falling into the trap of codependency, and, if you already have fallen, how to replace that codependency with compassion. And it is about how to have compassion for yourself, in a way that leads to healing in your own life and opens the door for healthier relationships.

But this book is also, most importantly, about love—how your love for your partner, and his love for you, can contribute to his recovery.

Maybe you’ve heard that those who suffer from an addiction are selfish, egotistical, and narcissistic, and don’t really have the capacity to love anyone else. Maybe you’ve heard that an addict’s primary relationship is with his mind-altering chemical or compulsive behavior at the expense of other relationships—that the only thing he *really* loves is his booze or his drugs or his sex or his gambling.

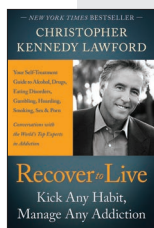
You’ve probably *also* heard that partners of those who are substance dependent are codependent or love addicted—that your behavior is characterized more by neediness, control, manipulation, and resentment than by true love, and that the best thing you can do for your partner and yourself is to walk away.

You won’t hear any of that from us. Instead, you’ll hear that many of those who are addicted can love and do love—in spite of their problems. You’ll hear that far from “enabling” an addicted partner, the love you have to give can be healing—for your partner and for the relationship. You’ll discover that not all partners of substance abusers are codependent. And you’ll learn that if you do suffer from codependent tendencies, there is a way for you to transform these traits into patience, empathy, and compassion.

You and your partner must work together, in collaboration, for your partner to have the best chance for recovery, and a strong emotional connection—call it love or loyalty or compassion—is what makes that collaboration possible. Otherwise it will be too easy to discontinue your efforts when things get tough (and they will). Especially if both of you are lacking in self-love, you may need to rely on the love you have for your partner to pull you through the hard times. Love will help motivate each of you to change, even when your own self-motivation weakens.

People who are truly in love can inspire each other to be better. When we know someone believes in us, we want to be the best we can be. We want to become worthy of their confidence in us. And this impulse can be harnessed to help both your partner and yourself.

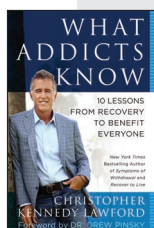
“... far from ‘enabling’ an addicted partner, the love you have to give can be healing—for your partner and for the relationship.”



## RECOVER TO LIVE: KICK ANY HABIT, MANAGE ANY ADDICTION CHRISTOPHER KENNEDY LAWFORD

This book brings together all of the most effective self-care treatments for the seven most toxic compulsions affecting every culture on the planet today—alcohol dependence, drug dependence, eating disorders, gambling, hoarding, smoking, sex, and porn. More than 100 of the world’s top experts interviewed by Christopher Kennedy Lawford share their research and wisdom on how to determine if your bad habit is becoming a dependency, what treatments will work best for you, how best to help yourself or a loved one recover from addiction, and how to lead a fulfilling and productive life in recovery.

TRADE PAPERBACK: 9781939529886 • EBOOK: 9781936661978 • \$16.95 US/\$19.99 CAN • JAN 2014



## WHAT ADDICTS KNOW: 10 LESSONS FROM RECOVERY TO BENEFIT EVERYONE CHRISTOPHER KENNEDY LAWFORD; FOREWORD BY DR. DREW PINSKY

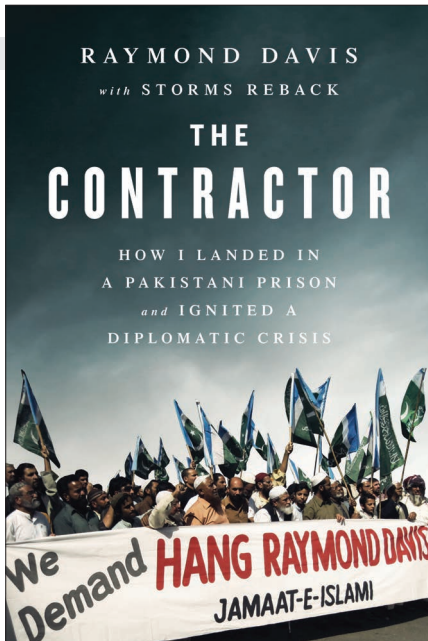
For too long, society has considered addicts as an unfortunate group that faces incredible and unique challenges. But the reality is that we’ve all experienced cravings and denied the truth about our destructive behaviors. In *What Addicts Know*, Lawford recounts the inspiring stories and wisdom of recovering addicts, combining them with cutting-edge scientific findings to give hands-on, practical techniques for recognizing and managing unhealthy impulses for everything from conquering an unhealthy consumption of junk food to overcoming toxic relationships. These techniques are not just for addicts; they are for all of us.

TRADE PAPERBACK: 9781940363745 • EBOOK: 9781939529077 • \$14.95 US/\$18.99 CAN • AUG 2015

# THE CONTRACTOR

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

RAYMOND DAVIS WITH STORMS REBACK



**Account of the widely covered “Raymond Davis Incident,” in which the author was accused and imprisoned for shootings in Pakistan, causing tension in American-Pakistani relations and making headlines around the world.**

ON JANUARY 27, 2011, on the streets of Lahore, Pakistan, US government security contractor Raymond Davis found himself staring down the barrel of a gun. Defending himself, he shot and killed two men who were—depending upon who you ask—illiterate robbers or Pakistani intelligence agents.

The violent confrontation quickly escalated into a diplomatic crisis, making front-page headlines all over the world and threatening to destroy American relationships with one of the world’s most volatile nations. For 49 days, Davis was in Pakistani custody—interrogated, threatened, fearing for his future—as rumors flew and the State Department worked tirelessly to get him back.

In this page-turning thriller, Davis reveals for the very first time what happened behind the scenes during his time in the Pakistani legal system. Davis’s riveting first-person narrative is interspersed with never-before-revealed details of the secret political maneuvering and unlikely chain of events that led to his release.

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



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

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

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# PREVENT, SURVIVE, THRIVE

Every Woman's Guide to Optimal Breast Care

JOHN G. WEST, MD, WITH MARALYS WILLS

**A doctor's practical guide to preventative breast cancer care, challenging accepted thoughts and breaking down common misconceptions and confusion about breast health.**

## ARE YOUR BREASTS HEALTHY?

If this question gives you pause, you're not alone. Confusing media and conflicting advice surrounding breast health can make it challenging to know what's best.

In the United States this year, more than 200,000 women will be diagnosed with breast cancer. Dr. John West wants to help you avoid becoming part of that statistic.

For nearly 20 years, Dr. West has focused on giving his patients the best care possible when they show up for diagnosis or treatment. The question he gets most often from his patients is: "What would you tell me to do if I were your wife or daughter?" *Prevent, Survive, Thrive: Every Woman's Guide to Optimal Breast Health* is Dr. West's answer.

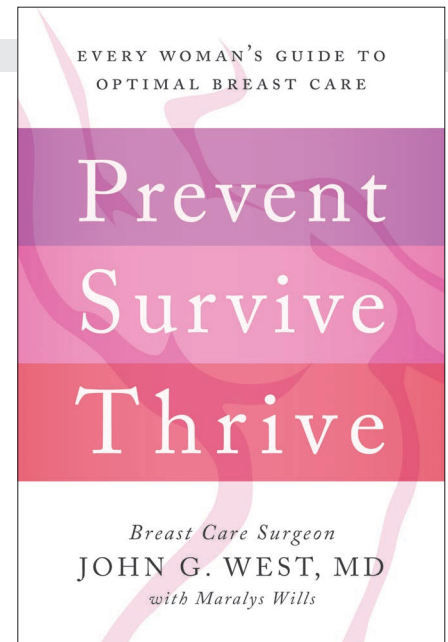
Drawing from the latest scientific findings in the field of breast care, he goes into detail about the things most women don't know about their annual exams, like when you should insist on an ultrasound instead of trusting the mammogram, or even how to do a thorough self-examination in the months between your visits to the physician. He lets you know exactly what kind of pain is normal and what should be investigated further. He even offers lifestyle advice to help you lower your risk factors; things as small as how often you exercise or where you carry your cell phone can have an impact on your future health.

*Prevent, Survive, Thrive* provides clear, accurate guidelines for prevention and early detection, letting you take control of your health.



A general surgeon by training and a pioneer in the development of regional trauma systems, **DR. JOHN G. WEST** became fascinated with the multidisciplinary team approach to breast cancer care in the mid 1980s. He opened Orange County's first breast care center in 1988, and over the past 20 years has been on the cutting edge of developing a team approach to the care of patients with breast problems. He was cofounder and chairman of the board of the Breast Health Awareness Foundation, which is a community outreach program dedicated to the early detection of breast cancer. Dr. West has been named a Best Doctor in America and has been recognized as one of the "Best Doctors in Orange County." He has been the lead author in 20 peer review articles and has written two previous books. Residence: Orange, Calif.

**MARALYS WILLS**'s 15 published books span several genres and publishers. Her fiction works include four romance novels published by Harlequin and Silhouette and a techno-thriller *Scatterpath* about airplane sabotage. Among her 10 nonfictions are two books on writing, one of which, *Damn the Rejections*, *Full Speed Ahead*, won its category in Best Books (Stephens Press); a treatise on addiction (Hazelden); and four memoirs (Longstreet Press, Stephens Press). Three of Wills's volumes have won national awards. For 30 years, Wills has been teaching novel writing and memoirs, and in 2000 was named Teacher of the Year. With her lawyer-husband, Rob, she raised six children, five boys and a girl. Residence: Santa Ana, Calif.



- **Dr. West is one of the leading researchers of the link between cell phone radiation and cancer**
- **Cooperative agreement with Radnet (the largest US supplier of women's imaging services)**
- **Author has frequent speaking engagements**
- **Possible foreword by bestselling author John Link, MD**
- **Extensive media outreach and promotions in October for Breast Cancer Awareness Month**
- **Breastlink to announce book launch to email subscriber list**
- **Breastlink.com**
- **Facebook: /Breastlink (3.4K fans)**
- **Twitter: @Breastlink (2.2K followers)**

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# ACCUSED

My Fight for Truth, Justice, and the Strength to Forgive

TONYA CRAFT WITH MARK DAGOSTINO



**Trapped in a modern-day witch trial, a Georgia kindergarten teacher, falsely accused of child molestation, stops at nothing to fight for her family, her freedom, and the truth. The book is about the widely publicized trial that made media outlets throughout the country.**

**“Nothing prepared me for the power of this book and its markedly human perspective of the realities of being criminally accused. Tonya reveals the strength of her own character and gives the reader a look beyond legalities and into the heart of a caring mother. *Accused* is a must-read, a true tour de force.”**

—R. CHAMP CROCKER, CULLMAN ATTORNEY

**THIS IS THE TRUE STORY** of a woman who prevailed against the most heinous accusations imaginable. Tonya Craft, a Georgia kindergarten teacher and loving mother of two, never expected a knock on her door to change her life forever. But in May 2008, false accusations of child molestation turned her world upside down. The trial that followed dragged her reputation through the mud and lent nationwide notoriety to her name.

Tonya’s life spiraled into a witch-trial nightmare in which she was deemed guilty before her innocence could be determined by a jury. Her children were taken away without even a goodbye, and her own daughter was forced to take the stand against her in a courtroom. The situation seemed hopeless, and Tonya was shell-shocked and heartbroken. But that didn’t keep her from finding the strength to fight.

Over the course of two terrifying years, Tonya rallied to take charge of her own defense, flying across the country and knocking on doors on a desperate quest for answers, and defying her own lawyers on more than one occasion. Tonya’s goal was not only to avoid conviction; it was to clear her name, and, most of all, regain custody of her children.

*Accused* is about more than Tonya’s shocking trial and fight for justice. It is the story of a mother’s extraordinary love, the faith that sees her through it all, and the forgiveness that sets her free.

**TONYA CRAFT** always had a desire to be an educator and earned her master’s degree in education with a reading and literacy specialization while teaching kindergarten full time in northern Georgia. Since winning her court battle and being acquitted on all 22 counts, Tonya has served as a consultant on a variety of child molestation cases and is pursuing a law degree. Residence: Chattanooga, Tenn.

**MARK DAGOSTINO** is a *New York Times* bestselling coauthor and former senior writer for *People* magazine. As a journalist, he was on the scene when JFK Jr.’s plane went down, reported from Ground Zero, and witnessed the Miracle on the Hudson. Along the way, he quietly became one of the most respected celebrity journalists in the business. Residence: Stratham, N.H.

- **Hardcover has sold over 10K copies**
- **Hardcover media included the Today show, Dr. Phil, People magazine, and Dateline**
- **Speaking engagements throughout the book’s campaign, with local media outreach planned for each**
- **Social media marketing campaign planned, with an emphasis on the “Truth for Tonya” Facebook page**
- **Outside publicity firm hired**

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# THE REAL MADRID WAY

How Values Created the Most Successful Sports Team on the Planet

STEVEN G. MANDIS

**An in-depth look at the business strategies of the biggest sports franchise in the world and what makes it successful.**

**REAL MADRID IS** the most successful sports franchise on the planet. The soccer club has more trophies than any other sports franchise, including 10 UEFA Champions League trophies. However, the story behind the triumph lies off the field. Generally unnoticed, in the space of 15 years, a management team consisting mostly of outsiders took the team from near bankruptcy to the most valuable sports franchise in the world.

How did Real Madrid achieve such extraordinary success? Columbia Business School professor Steven Mandis investigates. Given unprecedented behind-the-scenes access, Mandis is the first researcher to rigorously analyze both the on-the-field and business aspects of a sports club. What he learns is completely unexpected and challenges the conventional wisdom that *Moneyball*-fueled data analytics are the primary instruments of success. Instead of relying primarily on computer-generated analysis, Real Madrid relentlessly focuses on the values and expectations of their fans. Real Madrid's formula stems from a powerful organizational culture built around satisfying the passions and desires of the fan base.

Employing in-depth analysis, Mandis reveals the impact of the "too tired" and "too much talent" effects, with surprising insights into why sports teams can fall short of expectations, and how Real Madrid overcomes these challenges. Chasing the most talented, and most expensive, players can be a recipe for on-the-field success and financial disaster, as it was for Real Madrid in the late 1990s. Real Madrid found a way around that dilemma by centering their strategy on the fans' values and expectations. By doing so, they created extraordinary passion and loyalty, which has led to amazing marketing and commercial success. This, in turn, attracts and pays for the best players in the world, with the values the fans expect. The management team tries to ensure the fans' values are the key drivers to player selection, style of play on the field, and business strategies in order to create a sustainable economic-sport model.

*The Real Madrid Way* explains how Real Madrid has created and maintains a culture that drives both financial and on-the-field success. The book is the first to comprehensively illuminate similarities and differences of both on-the-field and business aspects of European soccer and American sports. Filled with data and analysis and with detailed accounts of the personalities involved, this book is an engrossing account of the lifetime of one of the greatest clubs in the most popular sport in the world. For business and organization leaders, it's an invaluable inside look at a roadmap for organizational success at the highest level.



**STEVEN G. MANDIS** is an adjunct professor at Columbia Business School and teaches a Masters of Sports Management class about aligning strategy and culture both on and off the field. He has served as a portfolio manager for Goldman Sachs, a senior adviser for McKinsey & Company, chief of staff to the president and COO for Citigroup, and cofounded a multibillion-dollar global alternative asset management firm. Mandis is currently chairman and senior partner of Kalamata Capital, a provider of online small business financing, and regularly competes in triathlons. Residence: New York, N.Y.

## THE REAL MADRID WAY



HOW VALUES CREATED  
THE MOST SUCCESSFUL SPORTS TEAM  
ON THE PLANET

STEVEN G. MANDIS

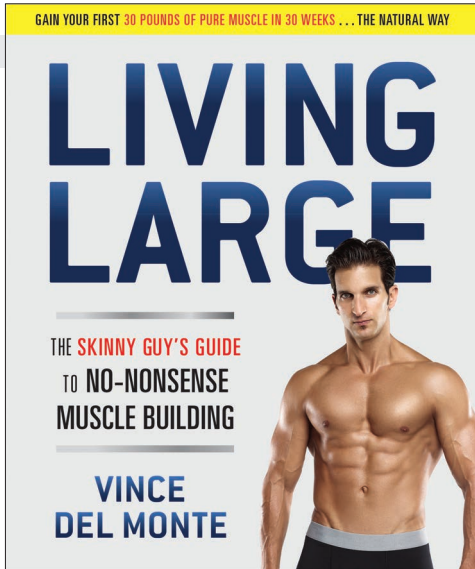
- **Plans to enlist Real Madrid fans' support through a social media campaign**
- **Book will be used in three courses at Columbia where Mandis teaches**
- **Extensive outreach to general sports and soccer media contacts**
- **Academic outreach**
- **1.2M visited the Real Madrid museum (2014)**
- **2M+ attended games at Real Madrid's Santiago Bernabéu stadium (2014–2015 season)**
- **In the US, 110K attended the Real Madrid exhibition game**
- **RealMadrid.com**
- **Facebook: /RealMadrid (87M fans)**
- **Twitter: @RealMadrid (18.7M followers)**

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# LIVING LARGE

The Skinny Guy's Guide to No-Nonsense Muscle Building

VINCE DEL MONTE



**Fitness expert Del Monte presents a no-nonsense, healthy exercise regimen to help “skinny guys” build muscle.**

**SKINNY GUYS!** If you’ve ever wanted to easily pack 30 pounds of rock-solid, shredded muscle—without dangerous bodybuilding drugs, expensive supplements, and long hours in the gym, then you must read this book.

Let’s face it: You’re *tired*. Tired of filling your body with bogus supplements that only give you the most expensive pee in town. Tired of busting your ass in the gym six days a week, only to find you’re the same size you were last month and the other guys are twice as big. Tired of all the conflicting and complex advice floating around in cyberspace.

Before professional fitness model Vince Del Monte became The Skinny Guy Savior, he was known as Skinny Vinny—scrawny and weak. He experienced firsthand the challenges of bulking up as a “hardgainer,” someone who has a difficult time putting on muscle. But with his success in developing an enviably ripped physique—and helping many others do the same with his No-Nonsense Muscle Building program—Del Monte has proved even “hardgainers” can get big.

You too can have the body of your dreams and put on muscle when you stop being misinformed and learn the truth of gaining weight and building lean muscle mass the right way!

In *Living Large*, Del Monte shares his foolproof and no-nonsense plan for insane muscle gain. His revolutionary program primes your body and mind to pack on your first 30 pounds of muscle—and virtually no fat—in only 30 weeks, with minimal gym time. He even includes customized, easy-to-follow meal plans to optimally fuel your specific body type, whether you’re ultra-skinny, “skinny fat,” or starting off a little chubby.

In *Living Large*, you’ll find:

- The number-one secret to achieving constant and never-ending progress
- 5 “Always True” training and nutrition principles
- 3 scientifically supported mechanisms of rapid muscle growth
- A killer 18-week step-by-step workout program with three phases
- 4 supplements that actually work
- Full-color photo-illustrated exercise guide with tips for maximum effectiveness

Don’t waste *hundreds* of hours and *thousands* of dollars with no results. Stop limiting yourself and start living large.

Fitness guru **VINCE DEL MONTE** has transformed the lives of thousands of scrawny guys (and girls) by helping them become healthier, fitter, and more confident with his bestselling No-Nonsense Muscle Building system. Known as “Skinny Vinny” at 140 pounds and 6 feet tall, Vince’s life took a change when a mentor told him to “burn all of his fitness magazines and stop wasting money on supplements to gain weight.” Vince received an Honors Kinesiology degree from the University of Western Ontario and is now an award-winning WBFF Professional Fitness Model who enjoys the natural bodybuilding and fitness lifestyle. Residence: Ancaster, Ont., Canada.

- **Author’s previous book sold 80K copies**
- **Vince’s online TV show, *Live Large TV*, has 3M viewers in 81 countries**
- **Vince blogs for *BodyBuilding.com*, *IronmanMagazine.com*, and *AskMen.com***
- **Promotion to colleagues’ lists, which reach more than 1M**
- **Product sales include the US (94K), UK (18K), Canada (14K), India (10K), Australia (10K), Brazil (2K), Philippines (2K), and Mexico (2K)**
- **VinceDelMonteFitness.com**
- **GetLivingLarge.com**
- **Facebook: /VinceDelMonteLiveLargeTV (750K fans)**
- **YouTube: /VinceDelMonte (238K subscribers)**

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CELESTE@SLL.COM

## Abs: Med-Ball or Weight Plate V-Up

### Cues:

- Keeping your arms and legs straight, bring your upper and lower body together by forcefully contracting your abs, balancing on your butt at the top
- Exhale all your air before reaching the top position to allow your abs to fully shorten
- Don't just let your body drop down; slowly return to the starting position to maintain constant tension



**“Having been a ‘skinny guy’ growing up, I wish I’d had Vince’s *Living Large* to guide me. It would have saved me years of frustrating trial and error.”**

—STEVE HOLMAN, FORMER EDITOR-IN-CHIEF, *IRON MAN MAGAZINE*

## Abs: Swiss Ball Straight Leg Jackknife

### Cues:

- Don't let your hips move up and down—keep them in line with your shoulders
- Bring your knees into your chest, flexing your lumbar spine, and squeeze your abs hard
- Exhale all your air before reaching the top position to allow your abs to fully shorten





# SCORES

How I Opened the Hottest Strip Club in New York City, Was Extorted out of Millions by the Gambino Family, and Became One of the Most Successful Mafia Informants in FBI History

MICHAEL D. BLUTRICH

**The fascinating account of a man in the witness protection program, his experiences as a gentleman's club owner-turned-FBI-informant and how it all went wrong.**

**MEET MICHAEL BLUTRICH.** A mild-mannered New York lawyer and founder of Scores, the hottest strip club in New York City history. *Scores* benefited from some unconventional funding—the proceeds of a Florida insurance embezzlement scheme. All Blutrigh wanted was to lay low, make the club a success, and put his criminal acts behind him. But then the mafia decided to make Scores a new home for its own illegal dealings. And just when success was booming to new heights, the FBI came knocking. . . .

Scores (with its popular slogan, “Where Sports and Pleasure Come Together!”) became wildly popular, in part thanks to Blutrigh’s ability to successfully bend the rules of adult entertainment. It was the first club in Manhattan to feature lap dancing (by ignoring laws requiring dancers to perform on pedestals and remain six feet from patrons) and he neatly sidestepped statutes requiring topless dancers to wear pasties (by covering the offending areas of their breasts with latex paint). His formula worked, and Scores grew into the hottest club in Manhattan and a staple in the New York club scene—with stars such as Leonardo DiCaprio, Howard Stern, and Madonna among the famous faces in the crowd. Unfortunately for Michael, it would all soon implode.

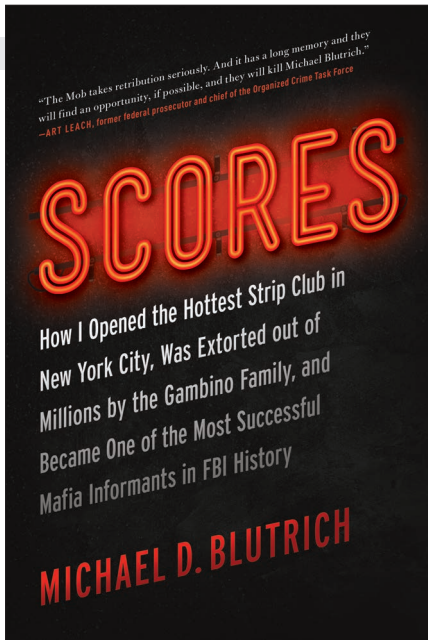
Scores was located in a neighborhood controlled by the Gambino crime family, and it soon became a hotbed for illicit mob activity, culminating in a double murder that left two of Blutrigh’s employees dead. When federal prosecutors started sniffing around for potential crimes at the club, he went from carefree club owner to undercover spy in a heartbeat.

To obtain maximum leniency for his own insurance fraud, Michael became an unlikely (but highly successful) undercover FBI informant. By wearing body wires and placing ceiling cameras in his offices, he was eventually credited by the government with more than 30 mafia convictions, including a crime family head and associates from multiple international families. For his cooperation, the Department of Justice and the FBI assured him he would avoid any significant jail time. Or that’s how it was supposed to go, at least.

In his own self-deprecating voice, Blutrigh tells it all: recording armed gangsters in the act of committing felonies; repeatedly evading discovery through amazing stealth; living with death threats that included brandished weapons and body searches; revealing long covered-up celebrity tales; enduring a psychotic break from the imposed pressures; and losing everything in his life in the name of earning redemption.

After serving as an extraordinary undercover cooperator, **MICHAEL BLUTRICH** was unexpectedly sentenced, over government opposition, to more than 13 years of imprisonment in the Federal Witness Security Program. Today he lives under a new identity in a secret location. After graduating from the Georgetown University Law Center, Blutrigh had a distinguished legal career, including a partnership with New York Governor Andrew Cuomo. As an entrepreneur, he was the original owner of Scores, as well as several other nightclubs; owned an HBO boxing promotion enterprise; and hosted the radio talk show *Psychic Eye*. Anderson Cooper recently interviewed him on *60 Minutes* regarding his undercover experiences.

COVER NOT FINAL



- **Documentary in production**
- **Interest from networks and cable channels (including Netflix) in basing a new series on the book**
- **Possible appearance on *Anderson Cooper 360* and other major media outlets that have previously covered his story**
- **Plans to leverage the author’s extensive NYC contacts in business and media**

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NOVEMBER 2016 • TRUE CRIME

SELLING TERRITORY: WORLD ENGLISH

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**S**CORES. THE FIRST AND MOST SUCCESSFUL upscale gentlemen's club in New York City to feature topless lap dancing performed by some of the world's most alluring women. After opening to the derision of its neighborhood residents on Manhattan's fashionable Upper East Side on Halloween night in 1991, Scores grew to an unrelenting cauldron of celebrity, publicity, controversy, and profitability.

Unlike any New York club before it, except perhaps Studio 54, Scores' regular patrons included film and television superstars, sports figures, major recording artists, fashion models, comedians, politicians, billionaire businesspersons, infamous mafiosos, and every horny New Yorker or tourist with cash or plastic assets. In a city that reveled in its secret adoration of celebrities, Scores was the singular stop where stargazing was matter of fact.

The club attracted the fierce and perverse loyalty of the self-proclaimed "King of All Media," Howard Stern [as well as] the unsolicited and costly "protection" of the Gambino crime family that, over the years, inveigled itself into every form of possible extortion, utilizing threats of beatings, arson, bombings, and even murder, if financial demands were not met.

My name is Michael Blutrigh, and I am the club's founding owner. It's very nice to meet you, and I will be your guide through this tale. I plan to share the experiences of a gay lawyer owning the most successful den of heterosexuality in the history of the modern Western world. It is a tale of laughter and tears, luck and betrayal; and the beginning of the end of my lifetime of successes began at the club on one warm night in June 1996.

**June 22, 1996, Scores, 4:00 AM:** Scores was winding down from a typical Friday. Business had boomed and Willie Marshall, one of the club's assigned mafia representatives, had acted as the evening's manager. Most of the club's principals and senior executives were already with me in Atlantic City for a pay-per-view HBO boxing match I was copromoting. [and] the absence of the club's experienced supervisors resulted in Simon and Victor Dedaj, a pair of Albanian brothers, being accorded unusual freedom to roam the premises. They were acquaintances of Marshall and of Stephen Sergio, another Gambino presence at the club, and were known for causing serious problems whenever they partied at the club. In the past, both men had fired handguns into the club's floor during arguments, stolen tips from bartending staff, touched dancers inappropriately, and refused to pay for drinks and food. Marshall had been under strict directive to issue this duo a lifetime ban from the club and, at the very least, should have placed an immediate tight leash on them. . . .

One of the club's most popular waiters, Jon Segal, a handsome and athletic college student, was packing up for the night when he began an innocent discussion with Simon about collegiate wrestling. When Jon mentioned he'd competed at school and won many awards, Simon scoffed and grabbed the unsuspecting young man, quickly applying a dangerous chokehold.

Alarmed, the bar manager, Laurie, tried to diffuse the situation with humor. "Come on, Simon, you got your hands all over that gorgeous guy. People are gonna think it's like a fag thing."

As Jon desperately continued struggling, his complexion began to turn alarmingly blue. Laurie, nearly hysterical, screamed, "Simon, are you fucking crazy? Let him go; you're killing him!" Simon tossed Jon to the floor and walked menacingly toward Laurie. Marshall protectively positioned himself between the two.

"Your girlfriend is a bitch! No one calls me a fag or crazy!" Simon screamed at Marshall, literally frothing at the mouth.

Marshall said, "Simon, calm down, you might've killed him. She saved us all from a big problem."

As the confrontation settled, Segal rose from the carpet and began walking toward Marshall. In the same instant, Michael Greco, a new bouncer and one I'd never met, followed behind Segal toward the bar. Marshall attempted to further diffuse the situation by separating everyone. "Jon, hit the vestibule. I'll meet you there in a couple minutes." Segal immediately changed direction and Greco diverted to the far end of the bar.

Simon continued staring down Marshall, and Marshall walked himself to the end of the bar near Greco, away from Laurie. "Keep talking to me like that, Willie," Simon said, "and I promise I'll kill you or someone else here tonight!"

"You're not gonna kill anyone, Simon."

Just then, Simon's brother Victor approached. The two brothers whispered in Albanian, and Marshall had the sinking feeling he was losing control. When the chatter between the brothers stopped, Simon seemed to completely lose himself. He brandished a gun and, without warning or provocation, shot Greco between the eyes. The bouncer silently crumpled to the floor and never stirred.

As Greco fell, the brothers ran down the nearby stairs toward the street. Segal was in the vestibule, and without missing a step, Simon raised his gun and shot the young man four times in the chest. Victor laughed as he pulled a knife from his waistband and stabbed Jon repeatedly.

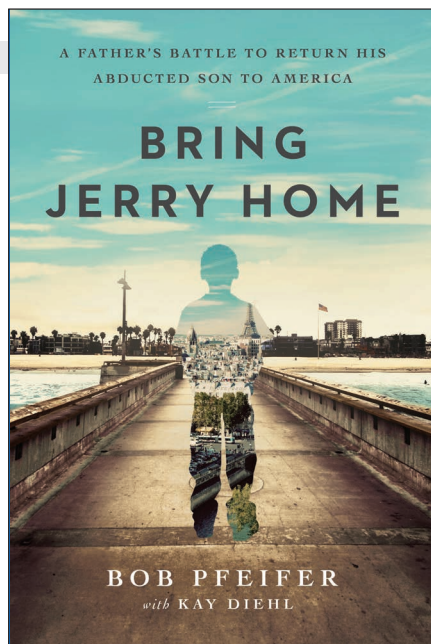
And then the perpetrators were gone. The club was silent, only the acrid smell of gunpowder attesting to what had transpired. It was over in literally a matter of seconds. Stunned and in shock, Willie picked up a phone and called Lyle Pfeffer, one of the club's principals.



# BRING JERRY HOME

A Father's Battle to Return His Abducted Son to America

BOB PFEIFER WITH KAY DIEHL



**An international kidnapping case featured in news media around the world, *Bring Jerry Home* is a harrowing account of a father's efforts to find his son, the mired legal process to bring him home, and the modern-day Internet heroes that allowed him to.**

IN 2012, BOB PFEIFER faced every father's worst fear: his child had been kidnapped. Maria, his ex-wife, had taken his nine-year-old son Jerry and Jerry's half-brother Sasha, three, to Europe on summer vacation. . . . She never brought them home.

After Maria cut all communications and disappeared, Bob hired private investigators, who discovered that Maria was hauling them across Europe, moving frequently from one city to another. There were sightings in Prague, Munich, Paris, and Bratislava, but they never stayed in one place long.

The detectives always seemed to be one step behind, and Bob feared for the health and safety of his son. In desperation, he turned to social media. Jerry had already been gone a year when Bob launched a "Bring Jerry Home" Facebook page and a "Bring Jerry Home" website. Leads started coming in immediately from sympathetic strangers who eventually galvanized into a force known as Jerry's Army. Bob devoted himself full time to pursuing each lead, in the process, forging valuable links with law enforcement officials, both in Los Angeles and overseas. Even after Jerry had been located, however, the battle was far from over.

*Bring Jerry Home* is the suspenseful and ultimately uplifting story about the unbreakable bond between a father and son and about one parent's steely perseverance in the face of seemingly insurmountable odds.



Up until his son's abduction, BOB PFEIFER had spent his life in music as an artist, producer, senior vice president at A&R/Epic/Sony Records, and was tapped to head up Disney's Hollywood Records, where he worked with groups such as Queen and Red Hot Chili Peppers and presided over hit soundtracks including *The Lion King*, *Sister Act*, and *Pocahontas*. Today he is a trusted archivist and researcher to some of the most prominent names and estates in the music industry. Since Jerry's safe return, Bob's focus has been his son and working with parents of abducted children. He has also actively mobilized Jerry's Army—the devoted online supporters who assisted him in retrieving his son—on behalf of these parents. Through his work, the efforts of Jerry's Army have already been instrumental in the rescue of several missing children. Residence: Los Angeles, Calif.

KAY DIEHL has written, cowritten, rewritten, researched, and/or edited more than three dozen books, including *Rather Outspoken*, the memoir of veteran journalist Dan Rather; *Truth Be Told*, a memoir of success, suicide, and survival by anxiety expert Lucinda Bassett; *Remembering Grace*, a biography of Grace Kelly; *Brain Surgeon*, the story of neurosurgeon Dr. Keith Black; *Angel on My Shoulder*, the autobiography of singer Natalie Cole; and *The Million Dollar Mermaid*, the autobiography of actress Esther Williams. Residence: Pasadena, Calif.

- **Media coverage of Jerry's abduction was both domestic and international and included The AP, Reuters, Getty, Chicago Tribune, New York Daily News, The Huffington Post, and the UK's Daily Mail**
- **Author has a strong social media presence, including the "Bring Jerry Home" Facebook page (12K fans)**
- **Robust foreign market potential, especially in France, Switzerland, and Slovakia**
- **Possible opportunities for new TV "update" coverage**
- **National publicist hired for a full media campaign, including broadcast, print, and online**

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# REINVENTION ROADMAP

Break the Rules to Get the Job You Want and Career You Deserve

LIZ RYAN

**Liz Ryan, the foremost human resources expert and a LinkedIn Influencer, shares the essential manual and field guide to the new-millennium workplace that every working person and job seeker needs.**

**YOU WON'T GET** the career you deserve playing by the old rules!

The traditional job-search approaches just don't work anymore, and the days of trusting your career to your employer are long over. The new-millennium workplace requires all of us to rewrite the rules and start treating our careers like we're running a business—that means understanding the market for our talents, knowing our value, and looking out over the horizon to plot our path going forward.

Author Liz Ryan is a former Fortune 500 HR SVP and the world's most widely read workplace thought leader. She understands the recruiting system as only an insider can, and she knows that the system was designed to benefit the company, not you. To win, you need to know how to go around the system, stay focused on your goals, and distinguish yourself from masses of job seekers. Liz can show you how.

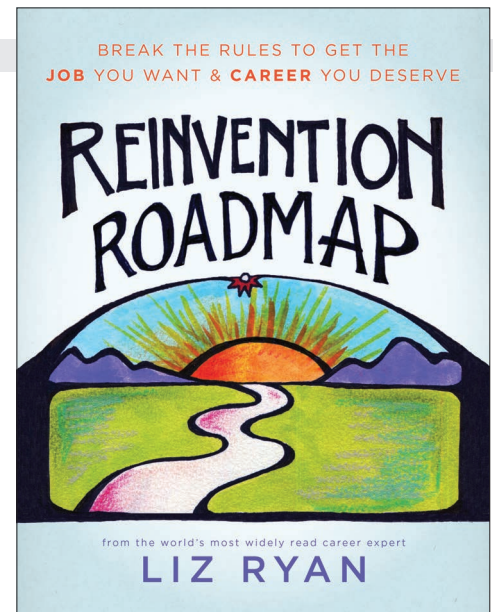
*Reinvention Roadmap* teaches job seekers of all ages how to step outside the lines and get the jobs and careers they want by learning an entirely new way to job hunt. You'll discover new tools, such as a "Pain Letter" and your "Human-Voiced Resume," to land not just any job, but a job that celebrates your unique talents!

Whether you're just entering the workplace or looking to switch careers later in life, you can get the perfect job if you step off the beaten path and follow the approaches insiders use to gain access to the best positions. Break the rules and start taking charge of your own career!

*Reinvention Roadmap* is a colorful, fun, irreverent, and deeply practical guide to getting the job you want, and, even more, building the career of your dreams.



**LIZ RYAN** is a former Fortune 500 Human Resources SVP and the world's most widely read career advisor. Liz is the CEO and founder of Human Workplace, a think tank and publishing firm whose mission is to reinvent work for people. Liz is the architect of the Human Workplace vision and the beloved career adviser to millions of working people and job seekers around the world. Liz was SVP of HR for US Robotics during its rise from \$15 million to \$2.5 billion in annual sales and cofounder of vc-funded networking startup Ucentric Systems before its acquisition by Motorola. Liz was CEO and founder of WorldWIT, the world's largest online community for professional women, before founding Human Workplace in 2012 to reinvent work for people. Liz writes for Forbes.com, LinkedIn, and many other publications and is a sought-after and evangelical international keynote speaker. Liz earned her BS from Loyola University of Chicago and an MS in communication from Northwestern University. She lives in Boulder, with her husband, five children, two dogs, and two cats. When Liz is not writing, speaking, or drawing, she sings opera professionally. Residence: Boulder, Colo.



- **Full color, illustrated**
- **Author is a LinkedIn Influencer with over 920K followers; her columns are widely promoted by LinkedIn, Forbes, Entrepreneur, and Weibo, China's largest content website**
- **Author's company, Human Workplace, has 500K members, and its website reaches 300K visitors per month**
- **Author speaks at ~30 conferences per year; is a regular workplace commentator on CNN, MSNBC, NPR, and BBC Radio; and is a resident workplace expert for CJAD Radio in Montreal**
- **HumanWorkplace.com**
- **Facebook: /HumanWorkplace (24K fans)**
- **Twitter: @HumanWorkplace (28K followers)**

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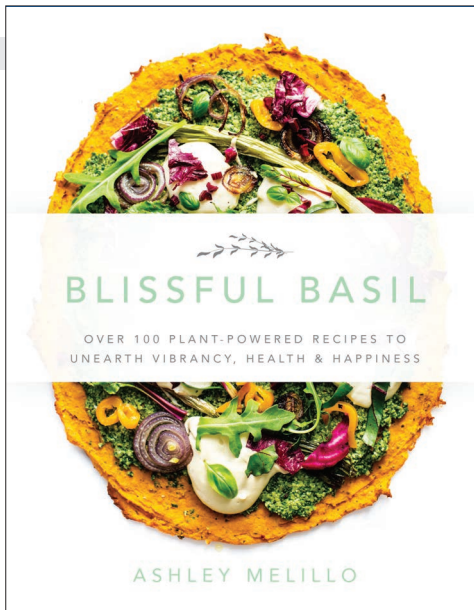
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# BLISSFUL BASIL

Over 100 Plant-Powered Recipes to Unearth Vibrancy, Health, and Happiness

ASHLEY MELILLO



- **Promotion on author's blog (185K views per month) and social media**
- **Promotion opportunities at Chicago-area Whole Foods and local bookstores**
- **Author has had recipes featured in and on Redbook, BuzzFeed, Oh She Glows, Women's Health, Shape, and The Huffington Post**
- **Author is a Better Homes and Gardens insider, contributor for WorldLifestyle, Sweat Pink Ambassador, Manitoba Harvest's 2015 Brand Ambassador, and Chicago Food Bloggers member**
- **Book will feature 115–130 recipes**
- **BlissfulBasil.com**
- **Facebook: /BlissfulBasil (8.9K fans)**
- **Instagram: @BlissfulBasil (10.8K followers)**
- **Pinterest: @AshleyMelillo (13.5K followers)**

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**A cookbook from the creator of the popular Blissful Basil blog, which receives 185,000 page views a month, featuring whole, plant-based foods.**

**EXPERIENCE THE HAPPIEST SIDE** of life through nourishing, beautiful foods.

Ashley Melillo believes in enjoying a wide array of wholesome foods in order to thrive physically, mentally, and emotionally. When she develops recipes for her popular blog, Blissful Basil, she finds innovative and unexpected ways to use plants to create fun, flavorful dishes that keep her readers coming back again and again. Beautifully photographed, Ashley's debut cookbook brings brand new recipes—plus a handful of signature dishes—from her kitchen to yours.

*Blissful Basil* focuses on creative combinations of whole foods to bring out the best flavors of plants. This cookbook features more than 100 plant-based dishes that will delight vegans, vegetarians, and meat-eaters alike. What's more, most of the recipes are also gluten-free, soy-free, and free from refined sugars.

Inside, you'll discover a variety of new creations and fan favorites, including:

- Raw Apple-Cinnamon Breakfast Parfait with Cinnamon Soft Serve
- Burst Heirloom Tomato + SuperSeed Pesto Pasta
- Cosmically Fudgy Cacao-Tahini Brownies
- Crispy Brussels Sprout Chips with Lemon Aioli
- Crispy Cauliflower Tacos with Slaw + Avocado Cream
- Sweet Potato Buffalo Sauce

*Blissful Basil* offers a vibrant journey through vegan cooking, where delicious plant-based foods become the colorful foundation for meals that nourish the body and delight the senses. When you treat plants with love and a splash of creativity, you'll discover dishes that are flavor packed and satisfying—whether it's a quick breakfast or a savory dinner.

This is a cookbook for anyone in search of an accessible way to cook and enjoy more delicious, health-giving meals. Make your table a blissful place where wonderful foods rejuvenate your body, delight your palette, and enhance your well-being. With *Blissful Basil*, each meal is a new opportunity to choose foods that are as beneficial as they are delectable.



By day, **ASHLEY MELILLO, ED.S.**, is a school psychologist with a passion for positive psychology. By night and weekends, she's the creatively delicious mind behind BlissfulBasil.com, an award-winning plant-based blog on a mission to prove that a vegan lifestyle is far more than compassionate; it's flavorful, satisfying, and vibrancy inducing. Ashley holds a certificate in Plant-Based Nutrition from the T. Colin Campbell Center for Nutrition Studies. Her recipes and photography have been featured in *Go Gluten Free*, *Healthy Living*, and *Raw Food Magazine*, as well as on The Huffington Post, KrisCarr.com, *VegNews*, Prevention.com, *Women's Health*, FoodMatters.com, *Redbook*, BuzzFeed, *Shape*, and many more. Residence: Chicago, Ill.



## Cherry, Almond Butter & Oat Breakfast Cookies

Makes 12 cookies | 30 minutes or less | *gluten-free, soy-free, nut-free option, refined-sugar-free*

Breakfast cookies for one, breakfast cookies for all. The world needs more breakfast cookies, don't you think?

These soft, chewy, and satisfying cookies are a great grab-'n'-go breakfast on your way out the door. They call for oat flour and rolled oats as the base and coconut sugar to sweeten. Coconut sugar has a glycemic index (GI) of about 35, which puts it in the low range. Using a low GI sweetener paired with fiber-rich oats, almond butter, and dried cherries means these cookies will keep blood sugar smooth and steady rather than spiking it. The only problem will be convincing yourself not to eat the entire batch!

½ cup natural creamy unsalted almond butter

½ cup coconut sugar

2 teaspoons pure vanilla extract

¾ cup oat flour

½ cup old-fashioned rolled oats

1 teaspoon aluminum-free baking soda

⅛ teaspoon fine-grain sea salt

¼ cup filtered water

⅓ cup unsweetened dried cherries, roughly chopped

Preheat the oven to 350F. Line a large baking sheet with parchment paper.

In a large mixing bowl, combine the almond butter, coconut sugar, and vanilla. Using a hand mixer or stand mixer with beater or paddle attachment, cream together for 1 minute.

In a small mixing bowl, whisk together the oat flour, oats, baking soda, and sea salt. With the mixer off, slowly pour the dry ingredients over the wet, then add the water on top of the dry ingredients. Once added, turn the mixer on low, increasing speed to medium high, and beat until just incorporated. Switch off the mixer and stir in dried cherries using a spoon.

Scoop out 2 tablespoons of the dough, use your hands to roll into a ball, place on baking sheet, and repeat, leaving about 2 inches of space in between each.

Bake for 10 to 12 minutes or until just turning golden. These cookies stay tightly packed and don't spread out much, so go by color and scent rather than overall look. Remove when ready. They'll settle as they cool.

Allow them to cool completely on the pan before moving or enjoying.

### No Nuts? No Problem.

Use sunflower butter instead of almond butter to keep these breakfast treats nut-free.

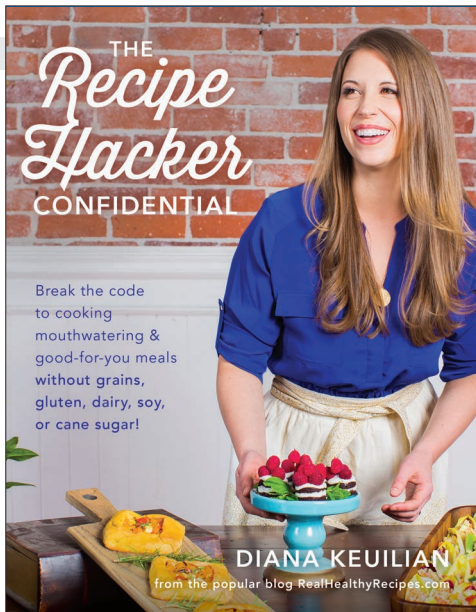




# THE RECIPE HACKER CONFIDENTIAL

Break the Code to Cooking Mouthwatering & Good-for-You Meals  
without Grains, Gluten, Dairy, Soy, or Cane Sugar

DIANA KEUILIAN



**With over 20,000 copies of her previous book sold, Diana returns with a follow-up recipe book offering healthy twists on favorite dishes, free of gluten, soy, dairy, and cane sugar.**

**UNLOCK THE SECRET** to cooking mouthwatering and nutritious meals—without giving up your favorite dishes!

In today's era of rampant food allergies, gluten-free popularity, and the rise of paleo eating, putting together a meal that will satisfy everyone at your table can be more complicated than computer science! With Diana Keuilian's unique approach for "hacking" recipes, however, you'll learn how to easily recreate beloved, traditional comfort foods without all the grains, gluten, dairy, soy, or cane sugar.

In this long-awaited follow-up to *The Recipe Hacker*, *The Recipe Hacker Confidential* is bursting with more than 100 new recipes and stunning photos that will tantalize your taste buds while trimming your waist.

The book is divided into five sections: Breakfast, Appetizers, Sides & Snacks, Main Dishes, and Desserts; each offering lighter versions of your favorite recipes such as:

- Breakfast Pizza
- Walnut-Raisin Rolls
- Butternut Squash Spaghetti
- Teriyaki Chicken
- Braised Short Ribs
- Snickers Bars
- Chocolate-Glazed Donuts

Keuilian spills all of her secrets on how to hack these recipes—and many more—while preserving the flavor, presentation, and enjoyability of each sumptuous dish. She also shares stories and musings throughout the book that will inspire, encourage, motivate, and propel you toward weight loss, improved health, and culinary happiness.

**DIANA KEUILIAN** is passionate about creating wholesome versions of your favorite foods. She removes the gluten, dairy, soy, grains and cane sugar from traditional comfort food recipes like cake, tacos, cookies, waffles, enchiladas and more. This hobby propelled her to start the popular blog, RealHealthyRecipes.com, where she shares hundreds of delicious recipes and mouthwatering photos. Residence: Chino Hills, Calif.

- **Author has significant platform from previous book, *The Recipe Hacker*, which sold 20K+ copies across all formats**
- **Promotion on the author's blog, newsletter (50K subscribers) and affiliates' email lists, and author's social media**
- **Planned author signing events**
- **RealHealthyRecipes.com**
- **Facebook: /RealHealthyRecipes (89K fans)**
- **YouTube: /RealHealthyRecipes (506K views, 7.3K subscribers)**

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## Breakfast Pizza

**Prep time:** 20 minutes | **Cooking time:** 37 minutes | **Serves** 4

**Calories:** 421 | **Fat:** 24g | **Sodium:** 596mg | **Carbs:** 35g | **Fiber:** 7g | **Sugar:** 10g | **Protein:** 18g

Pizza for breakfast? Why not! This is one of the tastiest ways that I know to conflate the flavors of bacon, tomato, and egg. The crust is crispy with a hint of sweet and an undercurrent of rosemary, plus it's gluten- and grain-free. It's also the perfect base for breakfast-flavored toppings that are completely dairy-free—though the egg whites may fool you into thinking there's melted cheese. I love making this for a weekend brunch.

It's not a speedy recipe (you'll need to take your time forming the dough and arranging the toppings), so save this one for leisurely Saturday morning.

### **For the pizza crust:**

1 tablespoon raw honey  
1 packet (2 teaspoons) active dry yeast  
¼ cup warm water  
¾ cup blanched almond flour  
3 tablespoons coconut flour

½ cup arrowroot starch  
¼ teaspoon sea salt  
1 teaspoon dried rosemary, crushed  
1 egg  
1 tablespoon olive oil  
1 teaspoon apple cider vinegar

### **For the toppings:**

4 slices of bacon  
1 cup organic marinara sauce  
1 tomato, chopped  
4 eggs  
3 tablespoons minced fresh chives  
3 tablespoons minced fresh parsley

Preheat the oven to 400°F. Line a rimmed baking sheet with foil and add the bacon slices. Bake in the oven for 10–12 minutes or until crispy. Remove the bacon from the pan, blot the excess oil with a paper towel, and crumble into pieces. Set aside.

Reset the oven to 425°F. Line a rimmed baking sheet with parchment paper. Set aside.

In a small bowl combine honey, yeast, and warm water. Mix with a fork. Set aside for 5 minutes, until foamy.

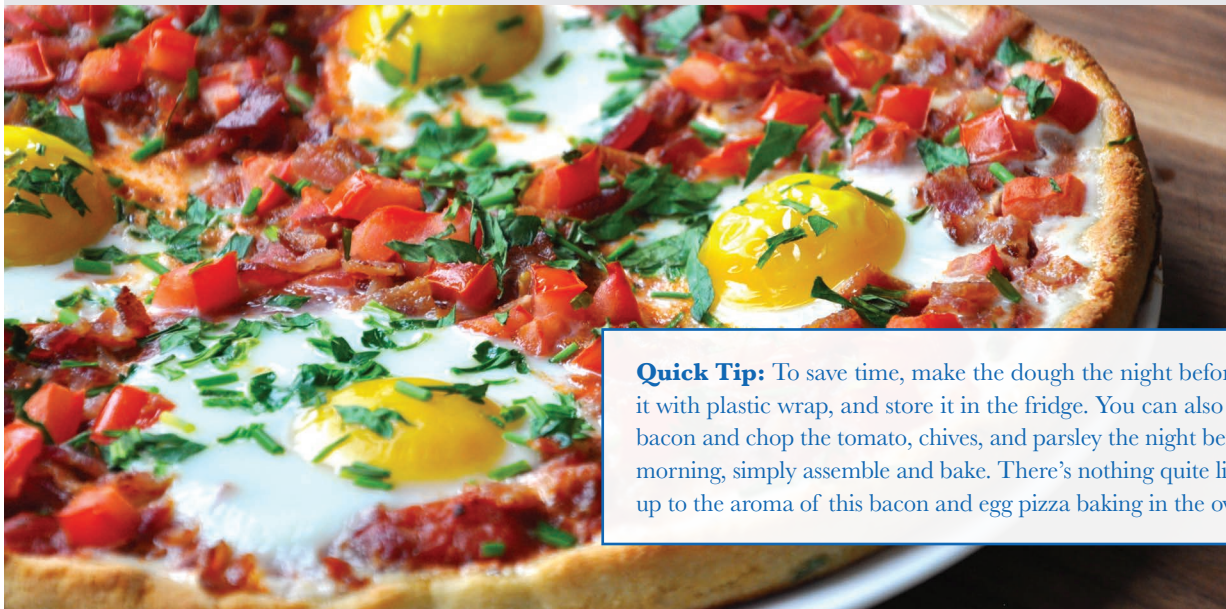
In a medium bowl, combine the almond flour, coconut flour, arrowroot starch, salt, and rosemary. Work out the lumps with a fork. Add the egg, olive oil, and vinegar to the yeast mixture and mix to combine.

Add the wet ingredients to the dry ones. Mix well with a fork and form a ball of dough. Work the dough for about 30 seconds in the bowl with your hands, smoothing out any lumps.

Place the dough ball in the middle of your prepared pan. Dip your fingers in a little olive oil and use them to flatten the dough into a 12-inch-wide, thick circle. Make sure to pinch the dough up around the edges to make a crust. Transfer the dough to the oven and cook for 5–7 minutes, until golden. (You're not cooking all the way through yet.)

Spread the marinara sauce over the pizza crust. Arrange the tomatoes and bacon over the sauce, leaving four 2-inch-round openings to crack the eggs. Crack the eggs onto the crust, and sprinkle with chives and parsley.

Bake for 12–15 minutes, until the egg whites are set but the yolks are still soft.

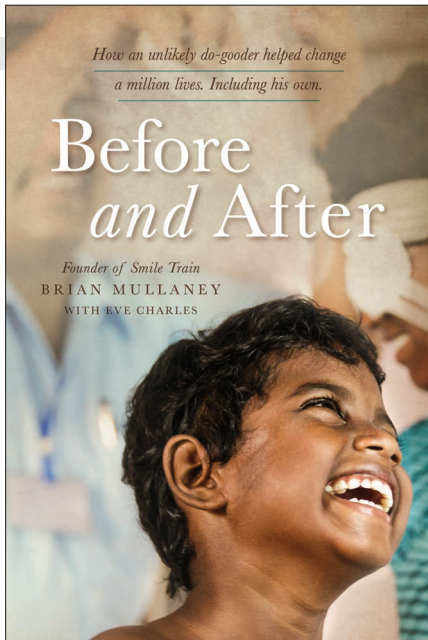


**Quick Tip:** To save time, make the dough the night before, cover it with plastic wrap, and store it in the fridge. You can also cook the bacon and chop the tomato, chives, and parsley the night before. In the morning, simply assemble and bake. There's nothing quite like waking up to the aroma of this bacon and egg pizza baking in the oven—yum!

# BEFORE AND AFTER

How an Unlikely Do-Gooder Helped Change a Million Lives, Including His Own

BRIAN MULLANEY WITH EVE CHARLES



**The story of how a former corporate executive's interactions with doctors and patients inspired him to lead a more meaningful life—bringing medical aid to children around the world through Smile Train, which has provided over a million cleft palate surgeries.**

**A LETTER FROM THE AUTHOR:** About 20 years ago, an opportunity came my way to help found the global charity Smile Train. This organization has gone on to provide over a million surgeries to kids all over the world suffering with cleft lip and palate. Today, I'm the founder of WonderWork, a new charity devoted to providing life-changing surgeries to children who no one else will help.

For the past 20 years, I have been telling the same story in all kinds of different ways.

Through hundreds of newspaper and magazine ads. Tens of millions of direct mail letters. An Academy Award-winning movie and viral videos. Speeches and talks at schools and colleges. And now, through this book.

The story is a simple one. It is about the ability of ordinary people to change the world. It's about how helping others can be the most selfish thing you'll ever do. And how fulfilling it can be to lead an intentional life—a life of meaning and purpose.

I learned these lessons from the most amazing and unlikely teachers you could ever imagine. From peasants who live in caves and huts made out of mud. Selfless surgeons who work in war zones, deserts, and jungles. Desperate mothers who walk 50 miles with their babies on their backs in the hope of finding medical treatment for their child. In refugee camps across Africa, slums in India, and orphanages in Nepal, I learned many things they never taught me at Harvard. Along the way, I've witnessed unspeakable pain, suffering, and heartbreak but also breathtaking courage, perseverance, and altruism.

In this book, I've tried to share everything I've learned from the people I've met along the way. My hope is that these stories will inspire others as much as they have inspired me. To be a better person. To take a chance when opportunity calls. To think about what kind of life you *really* want to lead. And to ask yourself one of the toughest questions anyone can ask: Am I leading a good life?

It is never too early to ask that question—and never too late to change the answer!

- **Smile Train has over 3M donors**
- **WonderWork has over 225K donors; hopes to have over 500K by pub date**
- **Book launch will have WonderWork celebrities to generate media**
- **Stories about WonderWork and Smile Train have been featured on or in the *New York Times*, *Newsday*, *The Daily News*, *Time* magazine, *The Huffington Post*, *Freakonomics* blog and podcast, ABC, CNN, BuzzFeed, and the *New York Times* bestselling books *A Path Appears* and *Think Like a Freak***
- **Preorder campaign**
- **WonderWork.org, SmileTrain.org**

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**BRIAN MULLANEY** is the founder of Smile Train and WonderWork, both charities that provide surgeries for children in developing countries. After graduating from Harvard University, Mullaney began an advertising career on Madison Avenue; opened the advertising agency Schell/Mullaney; and later sold the agency to launch his nonprofit career. He was also executive producer of the Oscar-winning documentary short, *Smile Pinki*. Residence: Belmont, Mass.

**EVE CHARLES** was born in London and moved to New York in 1995. She's been instrumental in creating seven works of nonfiction as a cowriter or ghostwriter. Residence: Brooklyn, N.Y.



**B**EAUTIFUL CLOUD'S FATHER told us about how hard it was for his daughter to live with her cleft. The other children in the village teased her viciously. His daughter was so miserable she had stopped going to school and instead stayed home in virtual hiding, helping her mother with chores. The other villages gave the house a wide berth, believing the family must be cursed. Clefts are particularly tough on girls, the translator explained, as so much of a girl's value in the developing world is measured by her ability to marry. If a girl with a cleft can't marry, she becomes an economic burden on her family. Without surgery, there was little hope of Beautiful Cloud being able to lead a normal, independent life.

When I looked at Beautiful Cloud, I felt such a pang for her. Many birth defects can be hidden, but there was no hiding for this little girl. Her cleft was written across her face.

I asked the father if I could accompany his daughter into the operating room while she had her surgery, and he gave his consent. Father and daughter said goodbye to one another—I wasn't sure which of them looked more terrified. Beautiful Cloud bravely took the hand of one of the nurses, who led her away to be prepped for surgery. I scrubbed in—making sure my hands were meticulously clean and putting on a hospital gown over my clothing—and when the little girl was ready, I walked with her into the OR.

All around us, gleaming machines were humming and beeping. The surgeon and his staff were waiting in their gowns and masks. I helped the little girl up onto the table, doing my best to reassure her with smiles and hand motions that she was going to be just fine. The anesthesiologist then handed me a mask and I showed Beautiful Cloud how to place it over her mouth. She did as she was told and within seconds she was asleep.

The surgeon began his work, sketching the procedure onto Beautiful Cloud's face with a marker, outlining the areas of her lip where he was going to make his incisions. Then he made the first cut, pushing his scalpel deep into her upper lip. As he worked, the surgeon told me that he was going to "undo" the pieces of the cleft so he could then put them together correctly. All of the tissue that he needed to complete this task existed in her lip; he just had to carefully disassemble the sections and then piece them together, like a jigsaw puzzle.

I nodded, trying not to wince as the surgeon made multiple incisions in the little girl's lip. Then he handed me a pair of clamps and asked me if I'd like to hold back a flap of tissue so that he could work on further separating the pieces. I told him I'd do my best.

The minute I took hold of the clamp, however, I felt an immediate rush of intense nausea. It was 100 degrees in the OR; I wearing my suit under my scrubs and I was already dripping in sweat. Add to this that I'd had about four hours of sleep in the past 36 hours and that I've never been good with the sight of blood. Clearly, I wasn't going to be able to help the surgeon with his work! I quickly handed the clamp to the nearest nurse and made my excuses. Outside, I sat on a bench and tried to compose myself. The room was spinning and I was drenched in cold sweat. I put my head between my legs and took deep breaths.

After about fifteen minutes, I managed to collect myself enough to go back into the OR. By now, the surgeon had aligned the pieces of Beautiful Cloud's mouth and was sewing the sections together with deft stitches that began at her nose and traveled down to the underside of her upper lip. I didn't want to feel queasy again, and so this time, I kept my head up and watched the clock. Before I knew it, the surgery was over. The entire procedure had taken about forty-five minutes.

Beautiful Cloud's lip was swollen and covered with stitches, but it didn't take an expert to realize that the surgery had been a success. The terrible gash in her lip was gone completely.

Beautiful Cloud was still under her anesthesia, oblivious to what had just taken place. The surgeon asked me to carry her to the post-op ward, and so I picked up the little girl from the table, limp and light as a feather in my arms.

Beautiful Cloud's father joined me outside, following me into the post-op ward. Carefully, I put his daughter onto a cot and we both sat down at her side. As I smiled at her father, it was like meeting a different man. The fear and anxiety had vanished from his features altogether and he was beaming. Together, we waited on the edge of our seats for Beautiful Cloud to wake up.

About twenty minutes later, the little girl finally opened her eyes and sat up. I couldn't wait for her to see her new features! A nurse went to get a mirror and then handed it to Beautiful Cloud.

We all held our breath.

Beautiful Cloud's hands trembled as she slowly raised the mirror so she could see the results of her surgery. I waited for her to shout for joy, to jump around, or to do a little victory dance. Instead, she was silent, staring at her reflection. I was beginning to think something must be very wrong, and then I saw it: a single tear rolling slowly down her cheek. This was followed by another, and then another, and then nine years' worth of pent-up tears. Back then, I considered myself a pretty hard-bitten guy, but like everyone in the room that day, I felt tears springing in my eyes, too.

Watching this little girl see her new future for the first time was one of the most powerful things I had ever known. Beautiful Cloud was completely transformed. It was like witnessing a medical miracle.

Ultimately, that surgery didn't just change a little girl's life. It changed mine, too.



# OUT FRONT

How Women Can Become Engaging, Memorable, and Fearless Speakers

DEBORAH SHAMES

32 *Cover not final*

**Expert and professional speaker offers advice for women to improve public speaking and communication skills in both professional and casual settings.**

- **Promote through the growth of the author's platform, including the launch of a LinkedIn Group, the growth of the newsletter, and the integration of the book into her social channels**
- **Promotion around the author's frequent speaking engagements**
- **Eloqui (the author's company)'s weekly newsletter reaches 4K**
- **Author leads the Calabasas chapter of ProVisors (40 chapters, 50K members nationwide)**
- **Media promotion to business, leadership, women in business, entrepreneurial, and women's interest media**
- **Eloqui.biz**

**EVERY WOMAN** has a voice—it's time to make it heard.

Now, more than ever, the business, social, and political landscape is ripe for women to accomplish their goals. Women are entering law, medical, and graduate schools in equal numbers to men. In 2015, two women were running for the highest office in the United States.

Women are steadily showing up in powerful positions, and better communication and public speaking give women the ability to develop their full potential, seize every opportunity, and realize their aspirations. Whether pitching for new business, delivering a talk at a conference, raising money for a nonprofit, or communicating one-on-one with coworkers, women can become effective, powerful communicators when they learn to speak with authenticity and confidence.

Deborah Shames, a veteran speaker and master trainer, invites women to step up and be heard. *Out Front* is an operating manual with compelling anecdotes and applied performance techniques. Noting the perfection syndrome and negative self-talk that plagues many women, Deborah delivers a how-to for battling these demons and identifies women's special talents—from high emotional intelligence and leadership skills to storytelling. She guides readers in the mechanics of constructing talks efficiently, even with pressing deadlines.

A former film and television director, Deborah coauthored *Own the Room: Business Presentations That Persuade, Engage, and Get Results*. For 15 years, she has trained and coached thousands of top-level executives, celebrities, and professionals at major US corporations and nonprofits. After only a few sessions, her clients generate more revenue, advance in their careers, and often receive the highest evaluations when they speak.

*Out Front* is the definitive book for every woman who wants to realize their potential, engage an audience and expand their influence, whatever the venue or challenge.



Prior to cofounding Eloqui, **DEBORAH SHAMES** was an award-winning director of film and TV. She founded the only female-owned production company in the San Francisco Bay Area—Focal Point Productions—which she ran for 15 years. On camera, Deborah directed luminaries including Wendie Malick, Rita Moreno, Danny Glover, and Angela Lansbury. To launch three of her independent films, she formed the video distribution company Deborah Films. Now, Deborah specializes in coaching CEOs and executives to improve their communication and presentation skills. She especially enjoys mentoring young people. She is frequently engaged as a keynote speaker or trainer for national firms including OneAmerica, Mattel, and TD Ameritrade, and law firms such as Sheppard Mullin and Epstein, Becker & Green. Deborah speaks pro bono at educational institutions like UCLA's Anderson School of Management, the USC Lloyd Greif Center for Entrepreneurial Studies, Pepperdine graduate level classes, and Cal Lutheran to give young people a boost of confidence at the beginning of their careers. Deborah has led a prominent business group in Calabasas for 10 years and was honored as Consultant of the Year by the San Fernando Valley Business Journal. Residence: Calabasas, Calif.

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# WORK PAUSE THRIVE

How to Pause for Parenthood without Killing Your Career

LISEN STROMBERG

**Offering advice on a much-needed topic of interest, journalist Lisen Stromberg details how women can “pause” their careers for parenthood and still enjoy success rather than choosing one or the other.**

**IN TODAY'S WORK-FIRST CULTURE**, career women with children are told they have two options: *lean in* or *opt out*. Pouring all your energy into work can mean compromising your commitment to your family. Leaving your job can mean sacrificing the career you've spent years cultivating.

*Work Pause Thrive* presents a third way—one that some of the most successful, and most fulfilled, women have been taking, quietly, for years: a brief pause, or pulling back, from the arc of your career so you can embrace all aspects of life.

Through first-person interviews along with cutting-edge research collected from nearly 1,500 women, journalist, former advertising executive, and successful “pauser” Lisen Stromberg reveals five different blueprints for stepping back from your professional life without sacrificing your ambitions. She shows you how to successfully opt not out, but in—to your family and your career.

With Stromberg's guidance, you'll learn:

- How successful women have paused to focus on their families and come back stronger than ever
- How to use a pause strategically to enrich both your career and your life
- How to prepare personally and financially for your pause
- How men can and want to be important allies in your quest for work/life integration
- How we as a society can—and need—to overcome caregiver bias so we can support parents in the workplace and build a stronger, more committed workforce

*Work Pause Thrive* also offers targeted solutions for companies to ensure they have the talent they need by empowering women and men to lead the lives they want, lives in which they can build both a career and a family.

As *Work Pause Thrive* proves, there is a way to “have it all”—*your* all, on your terms.



**LISEN STROMBERG** is an award-winning independent journalist who writes about issues relevant to families, the workplace, women in tech, and life in Silicon Valley. Her writing has appeared in the *New York Times*, *Fortune*, *Newsweek*, and other high-profile media outlets. A sought-after speaker and moderator, Lisen has inspired thousands with her talks on work/life integration, overcoming caregiver bias, conscious career planning, empowering women in tech, social media strategies, and on-ramp-ing solutions for women reentering the workplace. As host of the S/He Talks interview series, she brings together leading thinkers and authors to discuss the issues of the day. Lisen is also founder and CEO of AcceleratingWomen, a strategic consultancy empowering women in the workplace; founder and president of Supporting Our Sons; and previously had a successful career in marketing and business strategy working at companies such as Nestlé Corporation and Foote, Cone & Belding Advertising. Residence: San Francisco, Calif.

## WORK PAUSE THRIVE

How to Pause for Parenthood  
without Killing Your Career

LISEN STROMBERG

- **Author has extensive media contacts at outlets such as *More*, *Glamour*, *Marie Claire*, *Redbook*, *Working Mother*, *Parenting*, *New York Times*, *Forbes*, *Fortune*, *USA Today*, *Ms. Magazine*, *The Daily Beast*, *Salon*, *Washington Post*'s “She the People,” *The Huffington Post*, *Good*, *Upworthy*, *Feministing*, *Jezebel*, *The Ellen DeGeneres Show*, *Anderson Cooper 360*, *ABC News Now*, *Katie*, and *NPR's Fresh Air***
- **Author has partnerships with key organizations committed to supporting women and families**
- **LisenStromberg.com**
- **Twitter: @LisenStromberg (2.3K followers)**
- **Facebook: /LisenStromberg (1K friends)**

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# AVERY

The Case Against Steven Avery and What *Making a Murderer* Gets Wrong

KEN KRATZ WITH PETER WILKINSON

## 34 Cover not final

- Presents counter-viewpoint to the Netflix documentary series *Making a Murderer* (40M viewers for season one)
- Author was lead prosecutor in the highly publicized Steven Avery murder case
- Filled with details and insights unknown to the public, including bombshell facts known only to Kratz
- Includes hundreds of scene and evidence photos plus trial exhibits
- Book will give readers access to website with extensive documented evidence, including the virtual “flyover” of the crime scene shown to the jury to explain where the evidence was found, crime lab reports of forensic testing, recorded interviews of witnesses, and police reports
- Avery case was the largest criminal investigation in Wisconsin history

**Lead prosecutor of the Steven Avery murder case, featured in the popular Netflix series *Making a Murderer*, shares never-revealed-before evidence that proves Avery’s guilt.**

**IT’S TIME TO SET** the record straight about Steven Avery. The full record—including evidence never before revealed—makes his guilt clear.

The Netflix series *Making a Murderer* quickly became a huge hit, with over 19 million viewers in the US in the first 35 days. The series left many viewers with the opinion that Steven Avery—a man falsely imprisoned for almost 20 years on a rape charge—was railroaded into prison a second time by a corrupt police force and district attorney’s office. Viewers were outraged and hundreds of thousands demanded a pardon for Avery. The chief villain of the series: Ken Kratz, the special prosecutor who headed the investigation and prosecution. Kratz’s later misdeeds—prescription drug abuse and sexual harassment—cemented his guilt in the minds of the viewers.

This book tells what you don’t know.

*Making a Murderer* raised convincing doubts about Avery’s guilt. But now, Ken Kratz puts those doubts to rest with *Avery: The Case Against Steven Avery and What Making a Murderer Gets Wrong*. In it, Kratz demonstrates how the Netflix series leaves out critical evidence, including bombshell facts known only to him. *Avery* systematically erases the uncertainties introduced by the series, confirming, once and for all, that Steven Avery is guilty of the murder of Teresa Halbach. What’s more, Kratz even provides online access to detailed evidence so readers can explore every aspect of the case—the largest criminal investigation in Wisconsin history.

*Avery* tells the full story of the investigation, filled with details and insights unknown to the public. Then Kratz candidly addresses the aftermath. He openly discusses his struggle with addiction and the disturbing behaviors he engaged in, which led him to lose everything: his job, his wife, his house, his car, and his reputation.

While our indignation at the injustice of Steven Avery’s first imprisonment makes it easy to believe he was also falsely accused of Halbach’s murder, *Avery* and the evidence inside—examined thoroughly and dispassionately—prove that, in this case, the system worked as it should.

---

**KEN KRATZ** is a lawyer and the former district attorney of Calumet County, Wisconsin. He attended the University of Wisconsin—Whitewater and Marquette University Law School. Residence: Appleton, Wis.

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# THE BUSINESS OF FLIPPING HOMES

Short-Term Real Estate Investing for Long-Term Wealth

WILLIAM BRONCHICK AND ROBERT DAHLSTROM

**Real estate experts and *Wall Street Journal* bestselling authors provide the best strategies and tips to successfully flip houses and make money.**

**ON THE REBOUND** from recession, the real estate market is hot right now, and there's no better time to buy and flip investment properties.

But before you get started, you need to know the *right* way to flip.

There's more to flipping than redoing a kitchen or staging a property. Every deal is different, and each investor must have a clear business strategy. Expert investors William Bronchick and Robert Dahlstrom have learned to be successful in all types of markets—and now they share their secrets with you.

From the bestselling authors of *Flipping Properties*, which brought the term “flipping” to American homes, *The Business of Flipping Homes* is an A-to-Z guide for both new and seasoned investors. The book explains what flipping is and isn't, goes beyond the investment of a basic single-family home, and demonstrates how to find, renovate, and sell properties using proven methods.

With more than 40 years combined experience in buying and selling investment properties, Bronchick and Dahlstrom explain how to avoid many of the pitfalls and issues that could drain your funds and come back to haunt you. They give systematic approaches on long-term planning, including how to find and work with partners, structure a business, and utilize your specific talents, resources, and aspirations in realistic ways. You'll learn how to figure out timelines, work with real estate agents, understand the paperwork, analyze the numbers, utilize technology, and, most important, find the money.

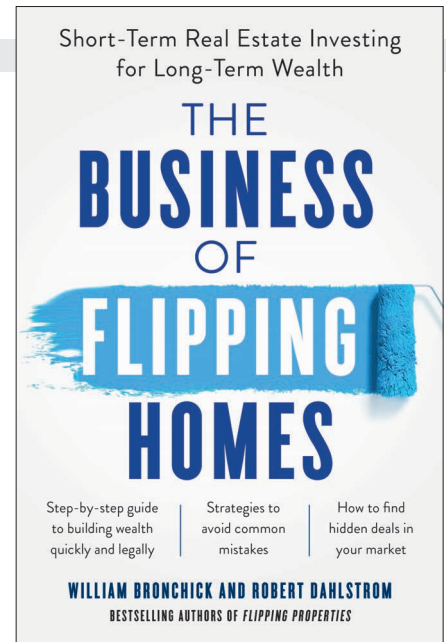
Whether you're looking to make a career out of flipping or see it as a part-time venture, *The Business of Flipping Homes* shows you, step by step, how to make money quickly, legally, and ethically. This timeless book gives practical wisdom for anyone looking to limit risks and make sound investment choices, regardless of local market conditions and current economic trends.



**WILLIAM BRONCHICK** is a nationally known attorney, author, and public speaker who trains people all over the country to become financially successful. He has shared the stage with Rudy Giuliani, Steve Forbes, and Colin Powell and has appeared on CNN, CSPAN, and CNBC. He is cofounder of the Colorado Association of Real Estate Investors, executive director of the College of American Real Estate Investors, and a member of the Colorado and American Bar Associations. Residence: Aurora, Colo.



**ROBERT DAHLSTROM** is a well-known investor, entrepreneur, real estate broker, and public speaker. He has helped many small businesses as a marketing consultant, worked as the CFO of one of the nation's largest lead generation companies, and was a founding board member of the Colorado Association of Real Estate Investors. He has been personally involved in hundreds of transactions and worked with a group that has purchased over 4,000 foreclosures. Having built houses and duplexes from the ground up, Dahlstrom is an expert in finding and assessing potential purchases, estimating expenses, and managing the rehab process through the sale. Residence: Boulder, Colo.



- Author's previous book *Flipping Properties* sold over 250K copies and was named one of the Ten Best Real Estate Books of the Year by the *Chicago Tribune*
- Promotion through author speaking and investor training events
- LinkedIn promotions including giveaways, guest articles, and cross-promotional with key influencers
- Planned email campaign (50K contacts plus 1M purchased emails) to select real estate groups
- Bronchick is a columnist for CRE Online (70K members)
- LegalWiz.com
- LinkedIn: /in/WilliamBronchick
- Twitter: @Bronchick (8.1K followers)

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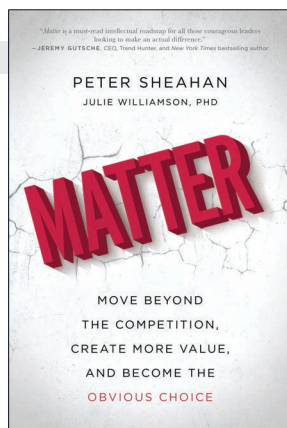
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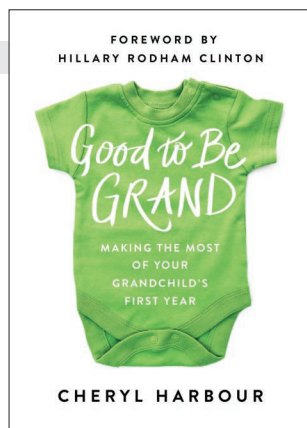


## MATTER

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JULIE WILLIAMSON, PhD

Sheahan and Williamson show you how to identify the place where you can create the most value—your *edge of disruption*—at the intersection of old and new, where your existing profits, reach, and reputation enable you to create the markets of the future. This is the place where the most important problems are solved and where the fewest people can solve them. It is where your opportunity to matter is found. Use this book to identify and act on opportunities to create the most value and accelerate your own journey to becoming a person and a company that *matters*.

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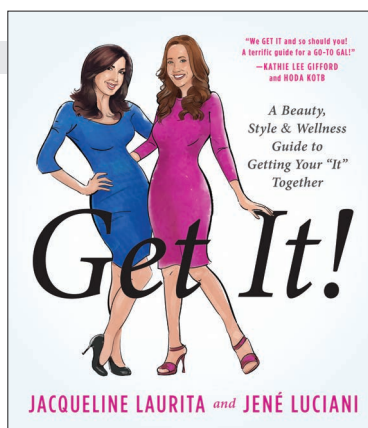


## GOOD TO BE GRAND

CHERYL HARBOUR

Journalist and new grandmother Cheryl Harbour's *Good to Be Grand* is the ultimate roadmap for the savvy grandparent, combining the latest information about infant care—from medical developments to parenting practices—with honest, down-to-earth advice and anecdotes about grandparents' special role. Learn what's new, what's still true, and what you can do. With a foreword by Hillary Rodham Clinton, including her personal reflections on the birth of her first grandchild, this title is for smart and sophisticated grandparents eager to embark on their grandparenting journeys with enthusiasm, knowledge, and confidence.

PAPER OVER BOARD  
9781942952329  
EBOOK: 9781942952336  
\$14.95 US/\$19.50 CAN  
APRIL 2016  
FAMILY

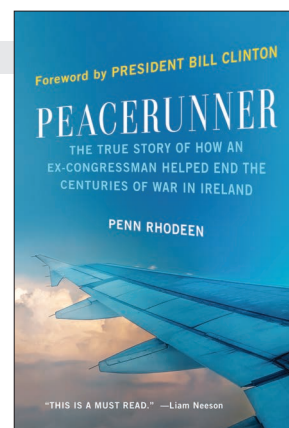


## GET IT!

JACQUELINE LAURITA AND  
JENÉ LUCIANI

Longtime *Real Housewives of New Jersey* cast member and cosmetology veteran Jacqueline Laurita and renowned beauty and style expert and *The Bra Book* author Jené Luciani share their expertise with other busy moms. From finding calm amidst chaos to dressing for your body type in your 30s, 40s, and beyond; from keeping the romance and excitement in your relationship to time-saving advice on hair, makeup, and looking and feeling young... this is the ultimate handbook for any woman looking to find style, beauty, and wellness within herself while getting exactly what she wants out of life, no matter what.

PAPER OVER BOARD  
9781940363844  
EBOOK: 9781940363943  
\$19.95 US/\$25.99 CAN  
MAY 2016  
SELF-HELP

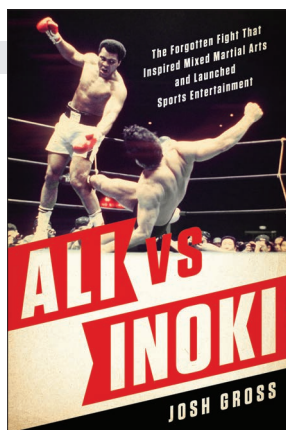


## PEACERUNNER

PENN RHODEEN

Penn Rhodeen tells the story of ex-congressman Bruce Morrison, who worked with Irish Americans to help elect Bill Clinton as the best hope for a new American policy on the ancient conflict. He then devised the political strategy that helped Clinton make that policy a reality. Despite having no official position, Morrison traveled tirelessly to meet with anyone who could help end the fighting. In Northern Ireland, he showed that the US could be the honest broker for both sides—and blazed the trail that helped political leaders forge the 1998 Good Friday Agreement and a new beginning for a suffering land.

TRADE CLOTH  
9781941631713  
EBOOK: 9781941631720  
\$26.95 US/\$34.99 CAN  
FEBRUARY 2016  
HISTORY

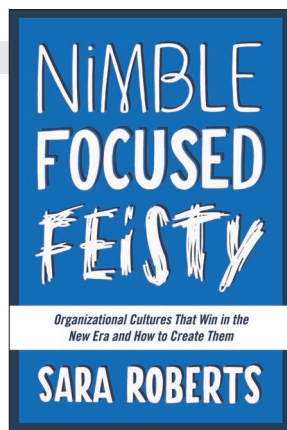


## ALI VS. INOKI

JOSS GROSS

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

TRADE PAPERBACK  
9781942952190  
EBOOK: 9781942952206  
\$16.95 US/\$21.99 CAN  
JUNE 2016  
SPORTS/BIOGRAPHY



## NIMBLE, FOCUSED, FEISTY

SARA ROBERTS

Leaders have been talking about the "importance" of corporate culture for decades, but the success of iconic companies like GE, Apple, and Google is showing how culture can be leveraged for driving growth, change, and innovation. Sara Roberts, CEO of Roberts Golden, sees how flourishing companies—from established market leaders to the surprising upstarts—share three distinct attributes: they are Nimble, Focused, and Feisty. Roberts provides not only a look into what these organizations are doing differently but also a blueprint and framework so your company can create the cultural strategy you need to thrive in the new era.

TRADE CLOTH  
9781942952138  
EBOOK: 9781942952145  
\$26.95 US/\$32.50 CAN  
AUGUST 2016  
BUSINESS

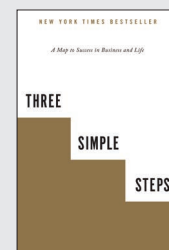


## TXT ME

B. BONIN BOUGH

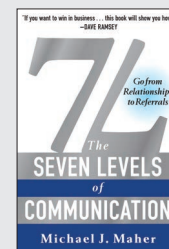
Mobile devices have become staples of daily life, and our nonstop use of them has changed society... forever. *Txt Me* explores the exciting impact and future implications of mobile devices and digital communication on individuals, companies, and society. Including insights from the minds behind Coca-Cola, Condé Nast, NASCAR, and Twitter, Bough, one of the world's leaders in digital marketing, breaks down the often counterintuitive ways mobile devices and digital data are reshaping the way we experience, consume, think, behave, react, learn, parent, date, have sex, eat, worship, exercise, and more.

TRADE CLOTH  
9781942952374  
EBOOK: 9781942952367  
\$24.95 US/\$32.50 CAN  
JUNE 2016  
BUSINESS



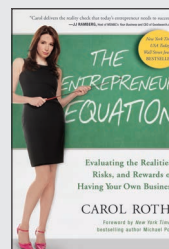
## THREE SIMPLE STEPS

TREVOR G. BLAKE  
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\$12.95 US • BUSINESS  
EBOOK: 9781936661725



## 7L: THE SEVEN LEVELS OF COMMUNICATION

MICHAEL J. MAHER  
TRADE: 9781942952473  
\$16.95 US • BUSINESS  
EBOOK: 9781940363707



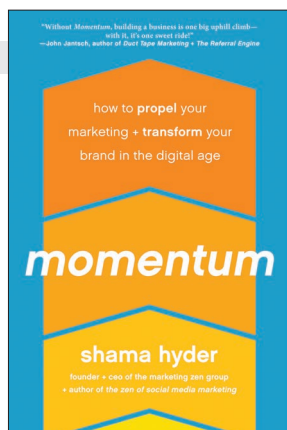
## THE ENTREPRENEUR EQUATION

CAROL ROTH

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\$16.95 US • BUSINESS  
EBOOK: 9781935618829

# GENERAL NONFICTION

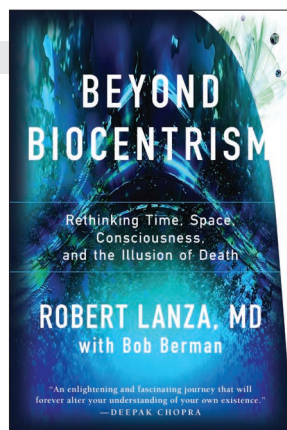
The Best of Business, Self-Help, Science, Health, and More



**MOMENTUM**  
SHAMA HYDER

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

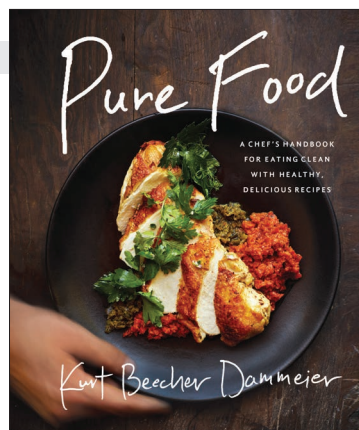
TRADE CLOTH  
9781942952251  
EBOOK: 9781942952268  
\$24.95 US/\$32.50 CAN  
MAY 2016  
BUSINESS



**BEYOND  
BIOCENTRISM**  
ROBERT LANZA, MD,  
WITH BOB BERMAN

All of science is based on information passing through our consciousness but science hasn't the foggiest idea what consciousness *is*. Science describes life as a random occurrence in a dead universe but has no real understanding of how life began or why the universe appears to be exquisitely designed for the emergence of life. By listening to what the science is telling us, it becomes increasingly clear that life and consciousness are fundamental to any true understanding of the universe. This forces a fundamental rethinking of everything we thought we knew about life, death, and our place in the universe.

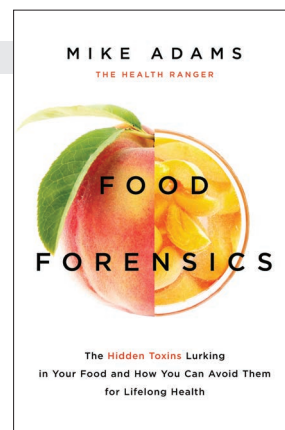
TRADE CLOTH  
9781942952213  
EBOOK: 9781942952220  
\$24.95 US/\$32.50 CAN  
JUNE 2016  
SCIENCE



**PURE FOOD**  
KURT BEECHER DAMMEIER

Taking control of your diet doesn't have to be a challenge. Part handbook and part cookbook, *Pure Food* shows you how easy—and how much healthier—it is to cook clean, delicious foods. Dammeier, an esteemed chef, restaurateur, food entrepreneur, retailer, and educator, has spent the past 30 years of his life working to rid his own diet of food additives, and nearly 20 years creating and selling pure, unadulterated foods through his Seattle-based family of food businesses. Here he shares his own story and provides a roadmap (with over 80 recipes) for readers to forge a diet based on pure, additive-free foods.

PAPER OVER BOARD  
9781942952176  
EBOOK: 9781942952183  
\$34.95 US/\$45.50 CAN  
JULY 2016  
COOKING

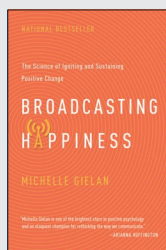


**FOOD FORENSICS**  
MIKE ADAMS

By examining high-resolution microscope images, Adams, a.k.a. the "Health Ranger," reveals what we can't see on our own and tests levels of lead, arsenic, mercury, and more in common foods and additives, from cereals, soups, and other prepackaged meals to fast food and medicinal herbs. These tests reveal the differences between organic and non-organic foods, GMO and non-GMO certified foods, and more, plus which foods and brands are the cleanest. You'll discover how food contamination happens and why it matters, and learn how you can protect yourself. If the FDA and USDA won't safeguard us from food contamination, the Health Ranger will.

TRADE PAPERBACK  
9781940363288  
EBOOK: 9781940363462  
\$16.95 US/\$21.99 CAN  
JULY 2016  
HEALTH





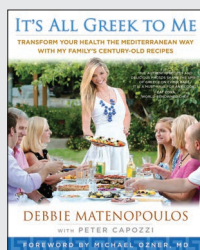
## BROADCASTING HAPPINESS

MICHELLE GIELAN

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EBOOK: 9781941631317



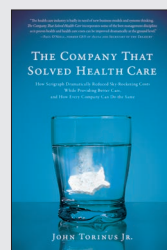
## IT'S ALL GREEK TO ME

DEBBIE MATENOPOULOS

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EBOOK: 9781939529947



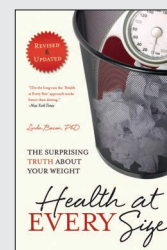
## THE COMPANY THAT SOLVED HEATH CARE

JOHN TORINUS JR.

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## HEALTH AT EVERY SIZE

*Revised Edition*

LINDA BACON, PhD

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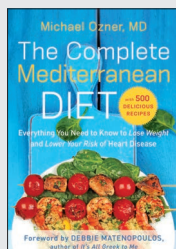
## HOW TO GET A MEETING WITH ANYONE

STU HEINECKE

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EBOOK: 9781941631799



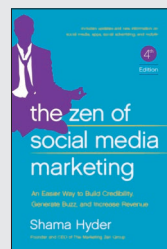
## THE COMPLETE MEDITERRANEAN DIET

MICHAEL OZNER, MD

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## THE ZEN OF SOCIAL MEDIA MARKETING

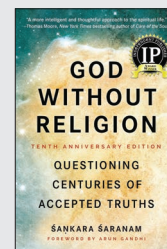
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\$16.95 US • BUSINESS

EBOOK: 9781942952404



## GOD WITHOUT RELIGION

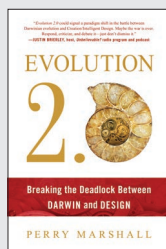
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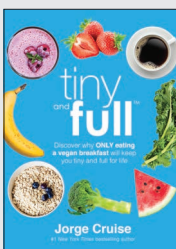
## EVOLUTION 2.0

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EBOOK: 9781940363905



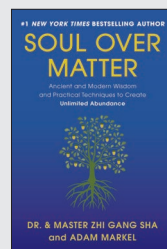
## TINY & FULL

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EBOOK: 9781942952497



## SOUL OVER MATTER

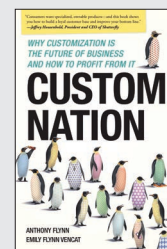
DR. & MASTER ZHI GANG SHA

AND ADAM MARKEL

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EBOOK: 9781942952596



## CUSTOM NATION

ANTHONY FLYNN AND

EMILY FLYNN VENCAT

TRADE: 9781937856106

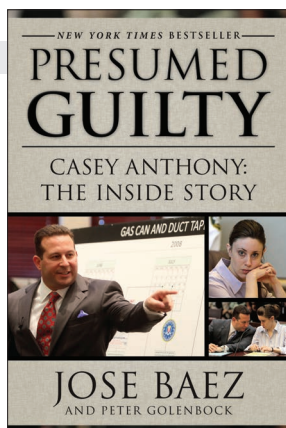
\$16.95 US • BUSINESS

EBOOK: 9781937856113



# MEDIA PHENOMENONS

Headline-worthy accounts of media mania and true crime

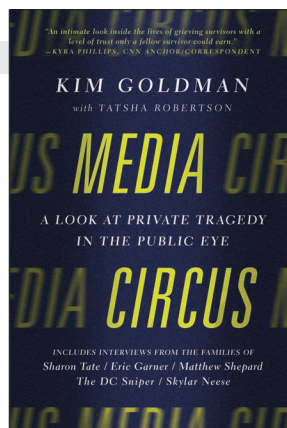


## PRESUMED GUILTY

JOSE BAEZ AND  
PETER GOLENBOCK

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

TRADE PAPERBACK  
9781937856779  
EBOOK: 9781939529213  
\$16.95 US/\$19.99 CAN  
AUGUST 2013  
TRUE CRIME



## MEDIA CIRCUS

KIM GOLDMAN

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

CLOTH  
9781941631607  
EBOOK: 9781942952008  
\$24.95 US/\$31.50 CAN  
SEPTEMBER 2015  
TRUE CRIME

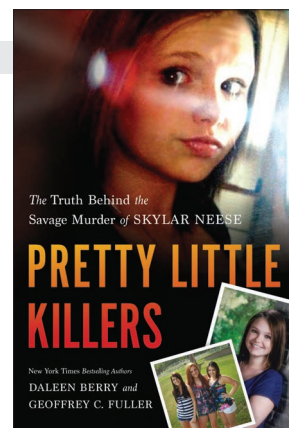


## WHAT REALLY HAPPENED

RIELLE HUNTER

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

CLOTH  
9781937856403  
EBOOK: 9781937856410  
\$24.95 US/\$27.50 CAN  
JUNE 2012  
BIOGRAPHY

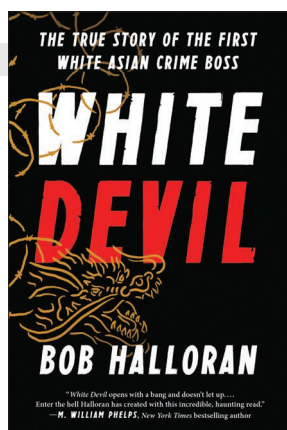


## PRETTY LITTLE KILLERS

DALEEN BERRY AND  
GEOFFREY C. FULLER

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

TRADE PAPERBACK  
9781940363103  
EBOOK: 9781940363660  
\$16.95 US/\$19.99 CAN  
JULY 2014  
TRUE CRIME

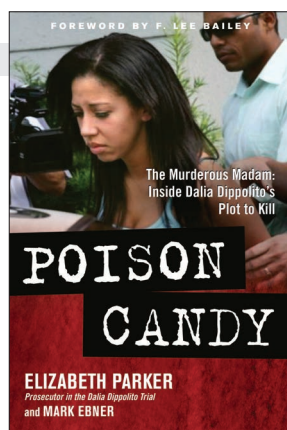


## WHITE DEVIL

BOB HALLORAN

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

CLOTH  
9781940363790  
EBOOK: 9781940363899  
\$24.95 US/\$32.50 CAN  
JANUARY 2016  
TRUE CRIME

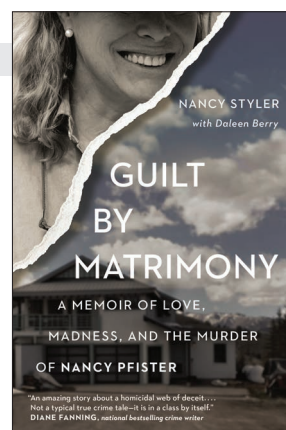


## POISON CANDY

ELIZABETH PARKER AND  
MARK EBNER

In August 2009, former madam Dalia Dippolito conspired to have her ex-con husband killed. Tipped off by one of Dalia's lovers, an undercover detective posing as a hit man met with Dalia to plot her husband's murder while his team planned, then staged the murder scenario—brazenly inviting the reality TV show *Cops* along for the ride and causing a media frenzy. In *Poison Candy*, case prosecutor Elizabeth Parker takes you behind and beyond the courtroom scenes with astonishing never-before-revealed facts, whipsaw plot twists, and exclusive photos and details far too lurid for the trial that led to 20 years in state prison for Dalia Dippolito.

CLOTH  
9781939529022  
EBOOK: 9781939529039  
\$26.95 US/\$30.00 CAN  
FEBRUARY 2014  
TRUE CRIME

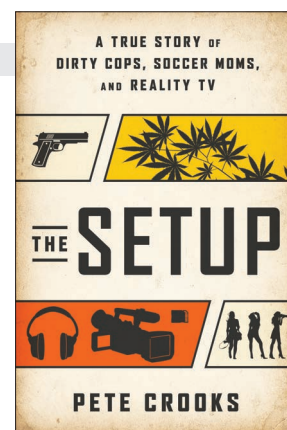


## GUILT BY MATRIMONY

NANCY STYLER  
WITH DALEEN BERRY

In February 2014, Aspen socialite Nancy Pfister was murdered in her home. Fewer than twelve hours after her body was found, police decided a married couple from Denver had killed her. Within a few days, they arrested and charged Nancy Styler, a friend of Pfister's who'd had a falling out with her, and Dr. Trey Styler, Nancy's husband. Months later, Trey Styler, who was slowly losing his grip on reality as he battled with mental illness, confessed to the crime. Filled with exclusive interviews, this is the definitive look at a shocking murder that rocked Aspen.

TRADE PAPERBACK  
9781941631959  
EBOOK: 9781941631966  
\$16.95 US/\$21.50 CAN  
NOVEMBER 2015  
TRUE CRIME



## THE SETUP

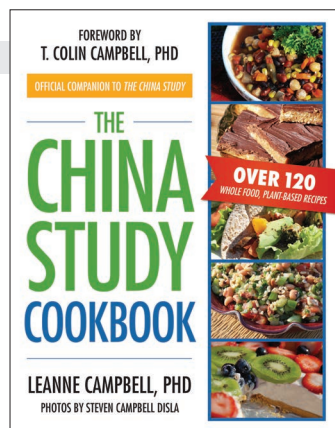
PETE CROOKS

Retired cop Chris Butler ran a PI firm in California with a fascinating angle—it was staffed entirely by PI Super Moms: attractive, organized, smart, and trained in investigative techniques, self-defense, and weaponry. In 2010, journalist Pete Crooks was offered the opportunity to ride along with Butler and his sexy PIs as they started filming a reality TV show. After the ride-along, Crooks discovered that the PI bust had been a setup. Crooks decided to write an exposé on Butler and his organization, and soon found himself deep in a world with more twists and turns than a crime thriller.

CLOTH  
9781940363318  
EBOOK: 9781940363554  
\$24.95 US/\$27.50 CAN  
JANUARY 2015  
TRUE CRIME

# PLANT-BASED GOODNESS

Based on the scientific proof of *The China Study*'s optimal whole-food diet and scrumptious vegan recipes to support your journey toward health



## THE CHINA STUDY COOKBOOK

LEANNE CAMPBELL, PhD

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

TRADE PAPERBACK

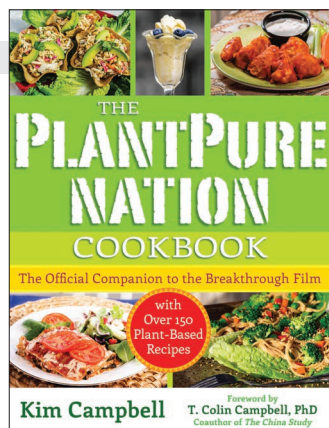
9781937856755

EBOOK: 9781937856762

\$19.95 US/\$23.00 CAN

MAY 2013

COOKING



## THE PLANTPURE NATION COOKBOOK

KIM CAMPBELL

The official companion cookbook to the documentary film *PlantPure Nation* brings this powerful, science-based approach to nutrition from the big screen to your kitchen with some of the same mouthwatering recipes that kick-started the revolution, promoting the health benefits of a whole food, plant-based diet. Author Kim Campbell shares more than 150 extensively tested, 100 percent plant-based recipes that she has created and cultivated over 25 years of vegan cooking. With a foreword by Dr. T. Colin Campbell, this cookbook includes tips, tricks, and grocery lists that will help anyone aiming to jumpstart their health.

TRADE PAPERBACK

9781940363684

EBOOK: 9781940363691

\$19.95 US/\$24.99 CAN

MARCH 2015

COOKING



## YUMUNIVERSE

HEATHER CROSBY

More than 150 plant-based, gluten-free, soy-free recipes! No matter where you land on the diet spectrum, more whole, plant-based foods can enrich your life and improve your health. If you're transitioning to a plant-based diet or you just want some ideas for preparing scrumptious veggie dishes, Heather Crosby provides a step-by-step guide to adding more delicious, health-boosting meals to your existing routine, whether you're a meat-eater or a vegan. A former veggie-phobe, Heather knows firsthand how overwhelming yet rewarding the transition toward a plant-powerful diet can be, so she offers expert advice for folks seeking to adopt and maintain a whole-food approach to what they eat.

TRADE PAPERBACK

9781940363240

EBOOK: 9781940363592

\$19.95 US/\$23.00 CAN

OCTOBER 2014

COOKING



## PLANT-POWERED FAMILIES

DREENA BURTON

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

TRADE PAPERBACK

9781941631041

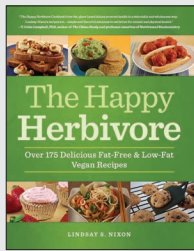
EBOOK: 9781941631058

\$19.95 US/\$24.99 CAN

MAY 2015

COOKING





## THE HAPPY HERBIVORE

LINDSAY S. NIXON

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EBOOK: 9781935618645



## LOVE FED

CHRISTINA ROSS

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\$19.95 US • COOKING  
EBOOK: 9781940363493



## HAPPY HERBIVORE ABROAD

LINDSAY S. NIXON

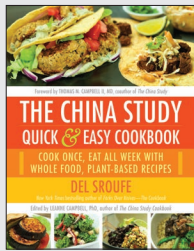
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## DINING AT THE RAVENS

JEFF AND JOAN STANFORD

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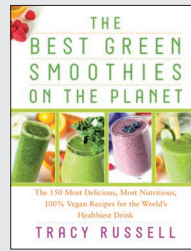
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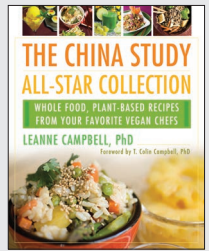
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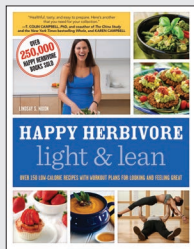
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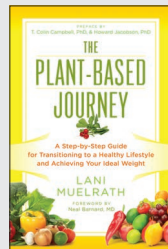
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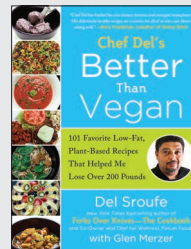
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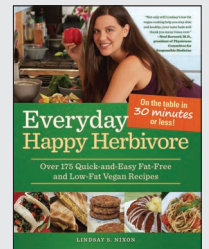
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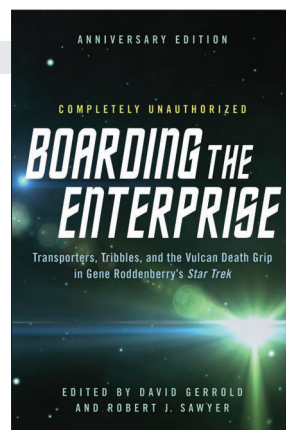
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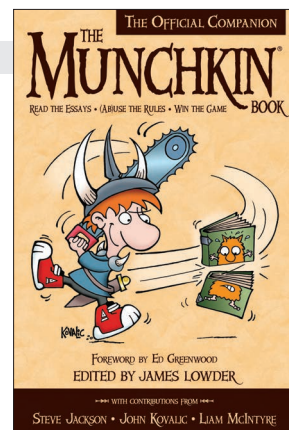
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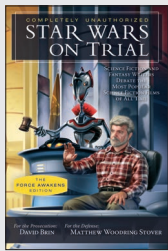
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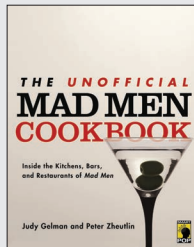
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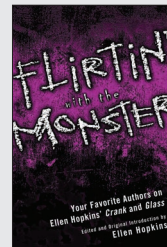
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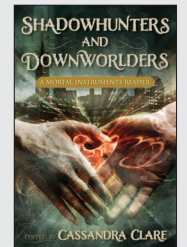
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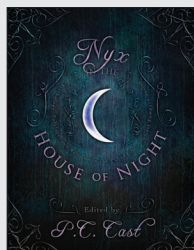
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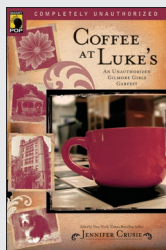
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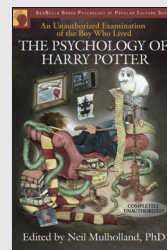
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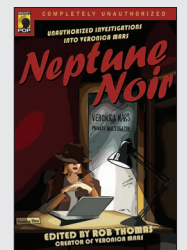
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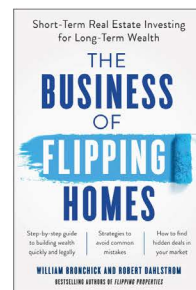
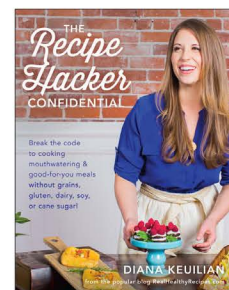
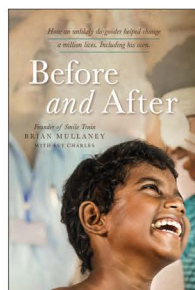
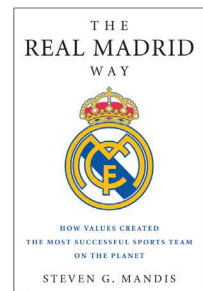
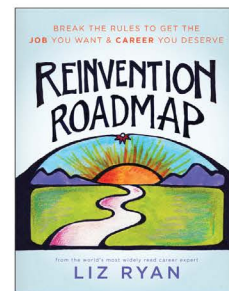
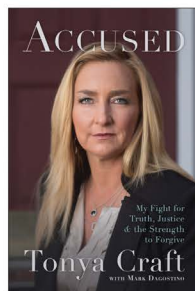
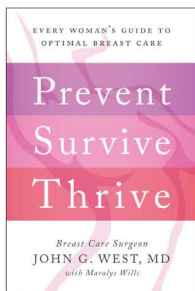
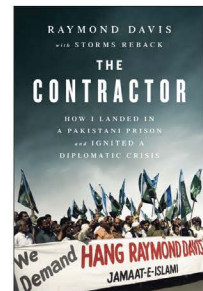
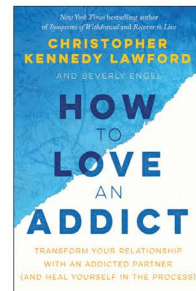
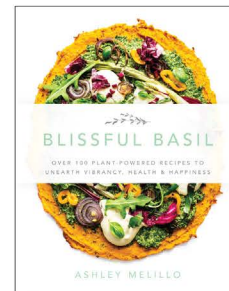
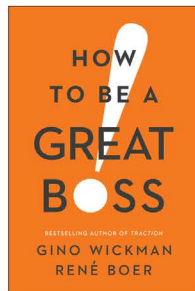
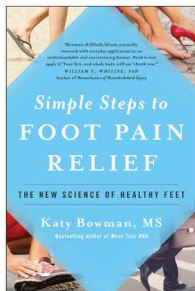
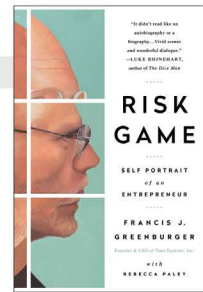
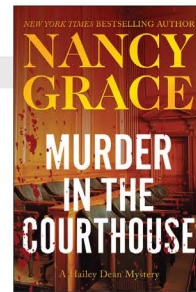
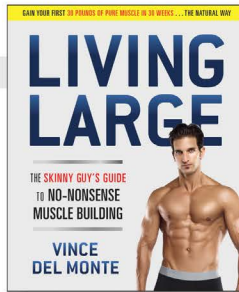
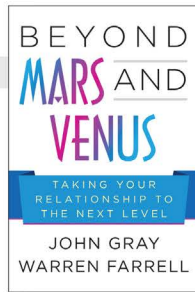
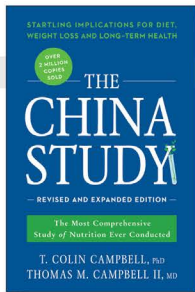
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