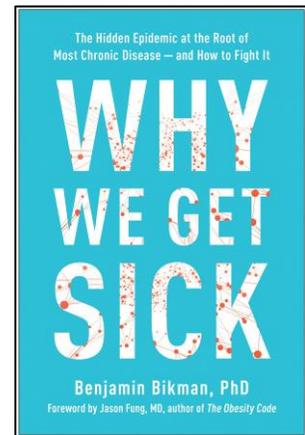
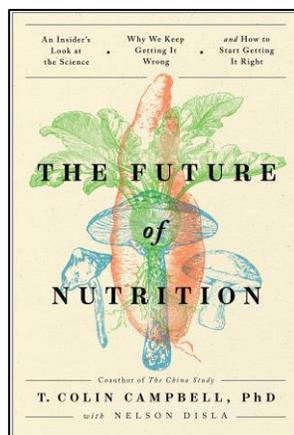
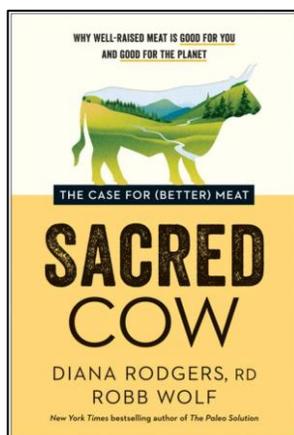
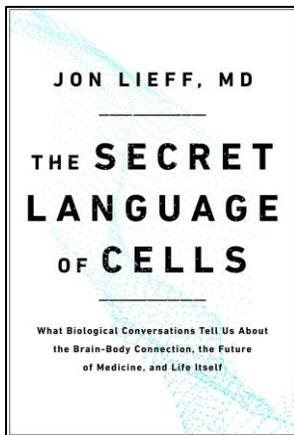




Fall 2020  
RIGHTS GUIDE



Represented by:  
Folio Literary Management  
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## **BUSINESS**

### **Intentional Mindset: Developing Mental Toughness and a Killer Instinct**

by Dave Anderson

**Publication:** April 2021 (*proposal available*)

**Author of 14 books, Dave Anderson's crash course in developing the ten key traits necessary to increase your killer instinct and mental toughness so you can reach bolder goals in all life's vital arenas.**

INTENTIONAL MINDSET lays out a unique blueprint by presenting foundational strategies for achieving success, with an intentional seventy-day plan to inculcate the book's lessons into your daily routine and accelerate results.

**Dave Anderson** is the president and CEO of LearnToLead. He is a leading international speaker and author on personal and corporate performance improvement. The author of fourteen books, (*Unstoppable*, Wiley 2017) and host of the popular podcast *The Game Changer Life*, his no-nonsense message impacts readers and listeners in nearly 80 countries. He speaks 100+ times per year to a wide array of businesses, athletic teams, and nonprofits.

### **Quit Drifting, Lift the Fog, and Get Lucky: How to Become the Person You Want to Be**

by David Cottrell

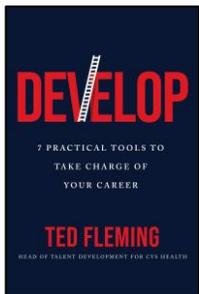
**Publication:** July 2021 (*proposal available*)

**From the bestselling author of *Monday Morning Leadership*, (300,000 copies sold!), this "little book full of big learnings" (35,000 words) provides wisdom and a practical framework to help you become your very best.**

In this **business parable**, leadership authority David Cottrell tells the story of Jack Davis, a hard worker who thrived early in his career, but finds himself unmotivated, dissatisfied, and unfulfilled. He wants more for himself and his family—but he doesn't know how to get it. Through Jack's meetings with two successful mentors, Cottrell illustrates unique perspectives on achieving success and happiness that anyone can use to improve morale, productivity, and satisfaction at work and in life.

This simple yet profound novelette, written to be read in one sitting, provides practical tools and inspiration to help you on your own path to success. Enjoy the journey!

**David Cottrell** has authored more than 25 books, including the perennial bestseller *Monday Morning Leadership* and his autobiography, *Grace Upon Grace*. His books are available in over a dozen languages and have **sold over two million copies worldwide**. He is a premier authority on leadership and has worked with many of today's most successful organizations, mentoring leaders to peak performance. David previously held leadership positions with Xerox and FedEx and led the successful turnaround of a Chapter 11 company. He has shared his leadership philosophy and lessons with more than 400,000 leaders worldwide.



## **Develop: 7 Practical Tools to Take Charge of Your Career**

by Ted Fleming

**Publication:** October 2020 (*manuscript available*)

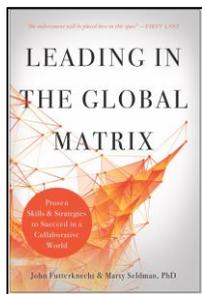
**From the head of talent development for a Fortune 10 company, comes a practical guide filled with actionable tools and techniques to take charge of your professional life and achieve your career goals.**

**Why are some people able to climb the corporate ladder easily while others get stuck? How can you set yourself on a rewarding career path and avoid job frustration?**

Based on his more than two decades' experience managing, advising, and researching career growth, he offers a guide for navigating organizations where advancement is complex and success strategies are often kept secret.

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

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



## **Leading in the Global Matrix: Proven Skills and Strategies to Succeed in a Collaborative World**

by John Futterknecht and Marty Seldman, PhD

**Publication:** January 2020

**Global enterprises are transitioning from a traditional corporate hierarchy to a matrix model to better leverage internal resources, spur innovation, and drive strategy.**

A matrix organization is a wholly unique workplace. You don't have an up-and-down chart to refer to. Your effectiveness isn't derived from your position, but your ability to collaborate, influence, and lead a plethora of personalities and roles. Success in the matrix doesn't come from an individual's contributions—it comes from individuals' collective efforts. It's less about independence and more about *interdependence*.

However, many of the skills it takes to manage relationships, grow personal influence, and effectively deal with conflict that are integral to the matrix are the unspoken side of the workforce. LEADING IN THE GLOBAL MATRIX encompasses field-tested advice to help individual professionals and their teams unlock their full potential, allowing the matrix to finally deliver on its promise.

"A must-read for any aspiring leader seeking to jumpshift their effectiveness."

—Michael White, former CEO, DIRECTV

"*Leading in the Global Matrix*...proves the value of the matrix and gives leaders an inspiring and actionable road map to transform leadership, collaboration, and innovation in the modern world of work."

—Amy Thompson, executive vice president and chief people officer, Mattel, Inc.

**John Futterknecht, M.Ed.**, is the president and cofounder of Optimum Associates. He has successfully coached over 500 executives one-on-one and has trained tens of thousands of leaders.

**Marty Seldman, Ph.D.**, is a corporate trainer, executive coach, and organizational psychologist. He received a BA in mathematics from Cornell University and completed his doctorate in clinical psychology at Temple University.

## **The Day the Markets Roared**

by Henry Kaufman with David B. Sicila

**Publication:** April 2021 (*proposal available*)

**Legendary economist Dr. Henry Kaufman shares a classic Wall Street story that has never been fully told: a firsthand account of the day in August 1982 that would define US economics for decades.**

Dr. Henry Kaufman is the most famous economist Wall Street has ever seen—the subject of *New Yorker* cartoons, cameos in drama productions and two seminal literary works of the 1980s, was subject to death threats, and enjoyed the nickname "Dr. Doom." His pinnacle of influence arrived on August 17, 1982 when he wrote a memo that sparked the tremendous boom of the world we now live in.

THE DAY THE MARKETS ROARED is a firsthand, minute-by-minute account of one remarkable day in financial and economic history, with a rich cast of characters, from Salomon's John Gutfreund to interest rate guru Sydney Homer, to Dr. Kaufman's longtime friend, Fed Chairman Paul Volcker. Dr. Kaufman reflects on the lessons of the historic August 1982 episode, harkening back to a more optimistic moment in American history, and offering inspiration for better times ahead.

**Henry Kaufman** was a senior partner, chief economist, and director of research at Salomon Brothers, then the most profitable investment bank in the world, his fame extended well beyond the financial industry and into popular culture.

**David B. Sicilia** is associate professor in the department of history and Henry Kaufman Chair of Financial History at the Robert H. Smith School of Business at University of Maryland. His research and teaching center on business, economic, and technology history, with a special emphasis on the history of capitalism and finance.

## **Bringing Up the Boss: Practical Lessons for New Managers**

by Rachel Pacheco

**Publication:** August 2021 (*proposal available*)

**Managing is hard. Managing for the first time is even harder.**

New startups come on the scene filled with incredible young people. These start-ups grow, the team expands, and those young people all of a sudden have the responsibility of a team under them. Now, as "managers," they are expected—often without any direction or manager role models—to know how to develop, coach, structure work, review, and set expectations for a whole bunch of new, incredible young people.

Enter Rachel Pacheco, an expert at helping startups solve their people and culture challenges. Pacheco, former Chief People Officer at Oxeon and a founding member of the executive team of the JPMorgan Chase Institute, conducts research on management at **The Wharton School** and works with CEOs and their managers to build the skills necessary to navigate a rapidly-scaling organization.

In BRINGING UP THE BOSS, Pacheco shares these skills, along with cutting-edge research, data, anecdotes, how-to exercises, helpful tools, templates, and more, to help overwhelmed employees become expert managers.

**Rachel Pacheco** conducts research on management—specifically on power and conflict—at The Wharton School. She sits on the board of advisors for Maven Clinic, Onduo, Wellthy, and Vicarious Surgical, in addition to providing management coaching to a host of other top growing start-ups. Currently, Rachel is the Head of People at Onduo, an Alphabet company. Rachel has also lived and worked in Saudi Arabia, Dubai, Indonesia and Kazakhstan, thus experiencing the joy (and challenges!) of leading and managing organizations across many distinct cultures.

## **Trajectory: Startup: Ideation to Product/Market Fit—A Handbook for Founders and Anyone Supporting Them**

by Dave Parker

**Publication:** March 2021 (*proposal available*)

### **Have a startup idea? Want to launch it *fast*?**

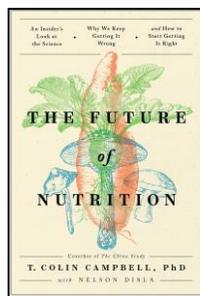
People often spend years working on startup ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and in *TRAJECTORY: STARTUP* he offers a path to get you from ideation to launch and revenue in just six months.

With a track record of starting companies from scratch, raising both angel and venture capital, and participating in eight exits as founder, operator, and board member, Parker's experience is practical and actionable. Having sold three of his own startups and closed two, Parker learned just as much from his failures as from his successes, and he brings this wit and wisdom into his writing in a transparent way.

*TRAJECTORY* removes the mystery from the startup process and outlines a roadmap of tasks and timeframes, with monthly milestones and resources. This pre-accelerator program will help you get the momentum you need. Skip the Executive MBA and go make money! This guide makes starting a company accessible to a broad range of founders, investors, and employees who have the spark of innovation and drive to follow their dreams.

**Dave Parker** is a five-time tech founder—he sold three of his startups, closed two, and learned more from the failures than the successes. With a track record of starting companies from scratch, raising both angel and venture capital, and participating in eight exits as founder, operator, and Board Member, Dave's experience is practical and actionable.

## DIET / HEALTH



### **The Future of Nutrition: An Insider's Look at the Science, Why We Keep Getting It Wrong, and How to Start Getting It Right**

by T. Colin Campbell, PhD with Nelson Disla

**Publication:** December 2020 (*manuscript available*)

**Korean:** Open Science.

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

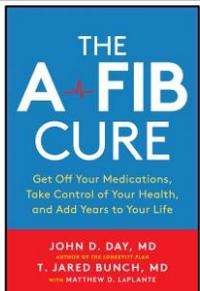
Why, despite the many advances in science and technology over the past few decades, does our health only seem to be getting worse? Why, despite so much time and energy spent studying the foods we eat, are we more confused than ever about nutrition—what good nutrition looks like, and what it can do for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

From the author the *THE CHINA STUDY* and *WHOLE* comes *THE FUTURE OF NUTRITION*, in which Campbell takes on the institution of nutrition itself: the history of how we got locked in to focusing on "disease care" over health care; the widespread impact of our reverence of animal protein on our interpretation of scientific evidence; the way even well-meaning organizations can limit what science is and is not taken seriously; and what we can do to ensure the future of nutrition is different than its past.

*THE FUTURE OF NUTRITION* offers a fascinating deep-dive behind the curtain of the field of nutrition—with implications both for our health and for the practice of science itself.

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.

**Nelson Disla** is a writer and editor. He graduated from the University of North Carolina at Chapel Hill, where he studied English. He has worked for non-profit organizations, small businesses, and local government.



### **The A-Fib Cure: Get Off Your Medications, Take Control of Your Health, and Add Years to Your Life**

by John D. Day, MD and T. Jared Bunch, MD with Matthew D. LaPlante

**Publication:** February 2021 (*proposal available*)

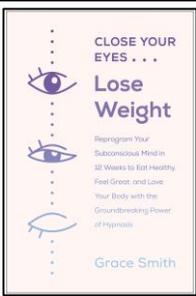
**Most doctors will tell you that there isn't much you can do to treat atrial fibrillation, aside from taking medications for the rest of your life. Cardiologists and a-fib specialists John D. Day and T. Jared Bunch disagree.**

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

In clear, accessible, patient-centric language, Drs. Day and Bunch share their revolutionary approach to treating atrial fibrillation, developed through a combined 53 years working with a-fib patients.

**John D. Day, MD**, graduated from medical school at Johns Hopkins University. He did his residency and cardiac electrophysiology fellowship training at Stanford University. Dr. Day is an electrophysiologist at the Intermountain Medical Center Heart Institute in Salt Lake City, Utah.

**Dr. T. Jared Bunch, MD**, is the founding editor of the *HeartRhythm Case Reports* journal and is active in the Heart Rhythm Society. During residency at Mayo Clinic in Rochester, Minnesota, he received the Outstanding Achievement Award and the Resident Research Award from the Department of Medicine, and the Donald J. Feist Primary Care Clinic Award for Clinical Excellence.



## **Close Your Eyes, Lose Weight: Reprogram Your Mind to Eat Healthy, Feel Great, and Love Your Body With the Groundbreaking Power of Hypnosis**

by Grace Smith

**Publication:** April 2020

**\*Part of a five book deal**

**World-renowned hypnotherapist Grace Smith, author of *Close Your Eyes, Get Free*, returns with a simple, effective plan for permanent weight loss through self-hypnosis.**

By accessing and conditioning your subconscious mind, you can completely transform your relationship with food and become the healthiest, happiest version of yourself. *CLOSE YOUR EYES, LOSE WIEGHT* uses the scientifically proven process of hypnotherapy to empower you to lose weight for healthful reasons, not to reach unattainable magazine standards.



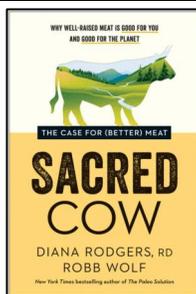
## **Close Your Eyes, Sleep: Reprogram Your Subconscious Mind in 6 Weeks to Fall Asleep Naturally and Wake Up Energized with the Groundbreaking Power of Hypnosis**

**Publication:** December 2020 (*manuscript available*)

**The number one cause of insomnia is fear of insomnia.**

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

**Grace Smith** is a master hypnotherapist, hypnotherapy certification instructor, and the founder of Grace Space Hypnosis. In addition to working with thousands of clients, Grace's work has been featured on *The Doctors*, *Glamour*, *InStyle* and more. She lives with her husband, son, two dogs, and cat in Vero Beach, Florida.  
@gracesmithtv / gshypnosis.com



## **Sacred Cow: The Case For (Better) Meat**

by Diana Rodgers, RD & Robb Wolf

**Publication:** July 2020

**"It's not the cow, it's the how." We're told that if we care about our health—or our planet—eliminating red meat from our diets is crucial. That beef is bad for us and cattle farming is horrible for the environment. But science says otherwise.**

Taking a critical look at the assumptions and misinformation about meat, *SACRED COW* argues that meat (done right) should have a place on the table. Revealed are contrarian but science-based findings, such as: a sustainable food system cannot exist without animals; a vegan diet may destroy more life than sustainable cattle farming; and regenerative cattle ranching is one of our best tools at mitigating climate change.

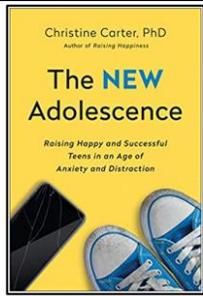
"The answer to our broken food system is not no meat, it's better meat. If you are concerned about red meat's impact on your health and the planet, this book is for you."—Mark Hyman, MD, Cleveland Clinic Center for Functional Medicine

"I highly recommend *Sacred Cow* for anyone who eats."  
—Mark Sisson, *NYT* bestselling author of *The Keto Reset Diet*

**Diana Rodgers, RD**, is a "real food" nutritionist and sustainability advocate. She's an author, runs a clinical nutrition practice, and is the host of *The Sustainable Dish* Podcast. Diana writes and speaks internationally about the intersection of optimal human nutrition and environmental sustainability.

**Robb Wolf**, a former research biochemist is the two-time *New York Times/Wall Street Journal* bestselling author of *The Paleo Solution* and *Wired To Eat*. Robb has transformed the lives of hundreds of thousands of people around the world via his top ranked iTunes podcast, books and seminars.

## **EDUCATION / PARENTING**



### **The New Adolescence: Raising Happy and Successful Teens in an Age of Anxiety and Distraction**

by Christine Carter, PhD

**Publication:** February 2020

**Romanian:** For You.

**Raising teenagers has always been hard. But it is *much harder* these days.**

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

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

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

"Mixing cutting-edge science with humor and personally earned wisdom, Christine Carter makes a convincing case that we need to step up our parenting with our teens. Fortunately, she also tells us how to do so in *The New Adolescence* in ways that seem not just possible in our busy lives, but deeply practical and empowering for both parents and adolescents."—Daniel J. Siegel, MD, bestselling author of *Brainstorm*

"*The New Adolescence* is a sane, informative, and helpful book that I will be gifting over and over. It has already made me a better parent—and a happier one, too."

—Jessica Lahey, *New York Times* bestselling author of *The Gift of Failure*

**Christine Carter, PhD**, is a sociologist and parenting expert at UC Berkeley's Greater Good Science Center. She is the author of *Raising Happiness* (2011) and *The Sweet Spot: How to Achieve More by Doing Less* (2017). She has appeared on *Oprah*, the *Dr. Oz Show*, the *Today Show*, the *Rachael Ray Show*, the *Daily Show with Jon Stewart*, CBS, ABC, PBS, NPR, and BBC Radio. She also has a blog and contributes to *US News & World Report* online.

## **POP CULTURE**

### **The Con-a-Sutra: A Guide to Full Frontal Nerdity**

by Robb Pearlman

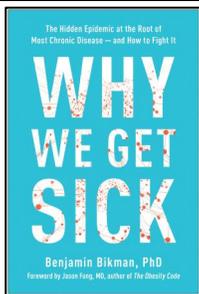
**Publication:** July 2021 (*proposal available*)

**For everyone who's a geek in the streets, a freak in the (Star Wars) sheets—or wants to be—comes a guide for nerds, by nerds.**

Literally and figuratively illustrating the modern nerd's sexual experience (or inexperience) through a series of hilarious sexual positions featuring classic comic book-inspired art, referencing the most celebrated and iconic elements of nerd culture along the way.

From viral fan artists to passionate gamers, and from talented cosplayers to bookworms with overflowing comic collections, nerds are found in every demographic of modern society, making this the perfect gift for your boyfriend, girlfriend, husband, wife, brother, sister, office-mate, nerd-in-law, or any of the millions of people who proudly belong to a pop culture fandom.

Over his career, **Robb Pearlman** has led the revitalization of publishing and merchandising programs for classic characters including Nancy Drew and The Hardy Boys, managed book-to-film rights for front and backlist titles, and conceived of and acquired internationally bestselling works based on licensed properties including Star Trek, Bob's Burgers, Bob Ross and more, from Fox/Disney, Sony, CBSViacom/Paramount, NBCUniversal, WarnerMedia, and many others. He is the author of over 30 books, a frequent guest speaker at pop culture conventions and events, and has been featured as a pop culture expert online, on air, on podcasts, and in print.



### **Why We Get Sick: The Hidden Epidemic at the Root of Most Chronic Disease—and How to Fight It**

by Benjamin Bikman

**Publication:** July 2020

**German:** MVG. **Hebrew:** Focus Publishing.

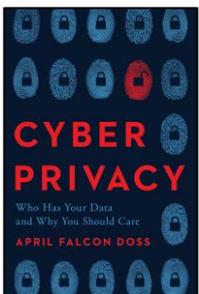
**A scientist reveals the groundbreaking evidence linking many major diseases, including cancer, diabetes, and Alzheimer’s disease, to a common root cause—insulin resistance—and shares an easy, effective plan to reverse and prevent it.**

We are sick. Around the world, we struggle with diseases that were once considered rare. Cancer, heart disease, Alzheimer’s disease, and diabetes affect millions each year. We treat the symptoms, not realizing that all of these diseases and disorders have something in common.

Each of them is caused or made worse by a condition known as insulin resistance. And you might have it. Odds are you do—over half of all adults in the United States are insulin resistant, with most other countries either worse or not far behind.

In *WHY WE GET SICK*, internationally renowned scientist and pathophysiology professor Benjamin Bikman explores why insulin resistance has become so prevalent and why it matters. Reversing insulin resistance is possible, and Bikman offers an evidence-based plan to stop and prevent it, with helpful food lists, meal suggestions, easy exercise principles, and more. *WHY WE GET SICK* will help *you* to take control of your health.

**Benjamin Bikman** earned his PhD in Bioenergetics and was a postdoctoral fellow with the Duke-National University of Singapore studying metabolic disorders. Currently, his professional focus as a scientist and professor (Brigham Young University) is to better understand the origins and consequences of metabolic disorders.



### **Cyber Privacy: Who Has Your Data and Why You Should Care**

by April Falcon Doss

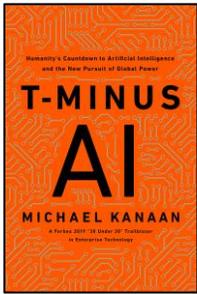
**Publication:** October 2020 (*manuscript available*)

**You’re being tracked. Google, Facebook, and Amazon—not to mention the federal government—keep incredible amounts of information about your online and real-world behaviors.**

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

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

**April Falcon Doss** leads the cybersecurity and privacy practice of a major US law firm. Prior to that, she spent over a decade at the National Security Agency. April is a regular commentator on data privacy, cybersecurity, and national security issues. She has appeared on CNN, MSNBC, and NPR.



## **T-Minus AI: Humanity's Countdown to Artificial Intelligence and the New Pursuit of Global Power**

by Michael Kanaan

**Publication:** August 2020

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

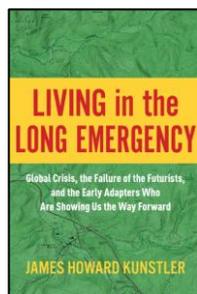
"Mike Kanaan is an influential new voice in the field of AI, and his thoughts paint an insightful perspective. A thought-provoking read."—Eric Schmidt, former CEO and executive chairman of Google

"Too many discussions of artificial intelligence are dominated by idealists and cynics. Mike Kanaan is neither: He's a realist with a wealth of insight on how smart machines are shaping the future. This is one of the best books I've read on AI."—Adam Grant, *NYT* bestselling author of *Originals* and *Give and Take*

"Kanaan's book makes us aware of the urgent need for international understanding and a formal agreement on AI. Without binding commitments, the future will pose threats, both military and social, that risk our very survival. AI may be a blessing, but it can also be the ultimate curse. The world must agree to draw a red line between the two, and make sure that no one crosses it."

—Muhammad Yunus, Nobel Peace Prize winner, father of microfinance and social business, recipient of US Presidential Medal of Freedom and US Congressional Gold Medal

**Michael Kanaan** is the first co-chair of artificial intelligence for the US Air Force, Headquarters Pentagon. In that role, he guides the research, development, and implementation strategies for AI technology and machine learning activities across Air Force global operations. In recognition of his fast-rising career, the author was named to the 2019 Forbes "30 Under 30" list. He currently lives in Washington, DC.



## **Living in the Long Emergency: Global Crisis, the Failure of the Futurists, and the Early Adapters Who Are Showing Us the Way Forward**

by James Howard Kunstler

**Publication:** March 2020

**German:** Manuscriptum.

**Forget the speculation of pundits and media personalities. For anyone asking "Now what?" the answer is out there. You just have to know where to look.**

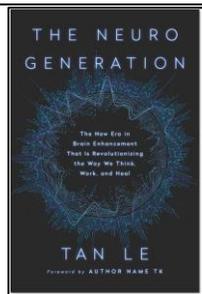
In his 2005 book, *The Long Emergency*, Kunstler described the global predicaments that would pitch the world into political and economic turmoil in the 21st century—the end of affordable oil, climate irregularities, and flagging economic growth. Now, he returns with a book that takes an up-close-and-personal approach to how real people are living now—surviving The Long Emergency as it happens.

LIVING IN THE LONG EMERGENCY is a unique and timely exploration of how the lives of everyday people are being transformed, for better and for worse, and what these stories tell us both about the future and about human perseverance.

"Kunstler, author of 19 previous works...is a master storyteller whether he's writing fiction or nonfiction...Kunstler chronicles the issues and all that's at stake with journalistic skill and energy."—*Booklist*

"Kunstler possesses the alchemy of describing a comprehensive disaster with a light touch. This is that rare, book on the future that is entertaining to the last page. The impression is that, along with the troubles, a more pleasant way to live will gradually emerge."—Andres Duany, author of *Suburban Nation*

**James Howard Kunstler's** previous book, *The Long Emergency*, sold over 125k copies. Kunstler started his journalism career at the *Boston Phoenix* and was an editor and staff writer for *Rolling Stone*. He's published op-eds and articles in the *New York Times*, *Wall Street Journal*, *Washington Post*, *The Atlantic*, and *The American Conservative*. His twice-weekly blog *Clusterfuck Nation* receives 50k readers per post.



## **The NeuroGeneration: The New Era in Brain Enhancement That is Revolutionizing the Way We Think, Work, and Heal**

by Tan Le

**Publication:** January 2020

**ANZ:** Allen & Unwin. **Korean:** Hanbit Biz. **Simplified Chinese:** CITIC.

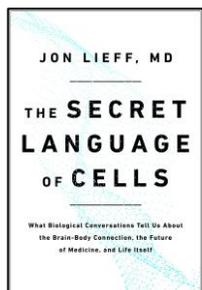
An eye-opening tour through a new era in neurotechnology and brain augmentation that's revolutionizing the way we think, work, and lead—from an accomplished inventor, entrepreneur, and speaker.

The book will explore the wild, weird, and sometimes terrifying future of brain augmentation. From headsets that let you control technology with your mind to artificial hippocampi to the ability to improve your cognitive function by injecting a thin mesh of electrodes into your head, where it unravels and attaches itself to your brain for all eternity, the future is almost beyond imagination.

"We're on the cusp of some of the most significant advancements in brain science—and in brain enhancement—in all of human history, and Tan Le has her finger on the pulse of these developments. Her book *The NeuroGeneration* is a smart, compelling, must-read that will take you on a tour through the most exciting neurotechnologies that will reshape humanity."—Klaus Schwab, founder and chairman, World Economic Forum

"Tan Le has reinvented her reality—as an immigrant, an entrepreneur, and a visionary—and now she's reinventing ours...This book is an extension of her efforts to further our understanding of how the brain works and deepen our appreciation for the limitless possibilities ahead. And like everything Tan does, it's both exciting and inspiring."—Zenia Mucha, chief communications officer, The Walt Disney Company

**Tan Le** is A Vietnamese refugee who escaped to Australia with her family when she was just four years old. Le is a pioneering innovator and entrepreneur in the field of neurotechnology. She's the cofounder and CEO of EMOTIV (a market leader in bio-informatics), has served on the World Economic Forum, and frequently partners with organizations like Nat Geo and Discovery.



## **The Secret Language of Cells: The Key to Understanding the Body, the Brain—and Life, Itself!**

by Jonathan Lieff, MD

**Publication:** September 2020 (*manuscript available*)

**Simplified Chinese:** Beijing United.

***Your cells are talking about you.***

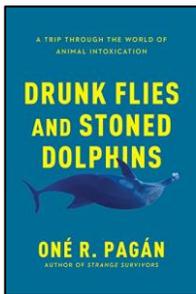
**Right now, both your inner and outer worlds are abuzz with chatter among living cells of every possible kind—from those in your body and brain to those in the environment around you. From electrical alerts to chemical codes, the greatest secret of modern biology, hiding in plain sight, is that all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

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

With applications for immunity, chronic pain, depression, cancer treatment, and virtually every aspect of health and biology, cellular communication is revolutionizing our understanding not just of disease, but of life itself.

"The result is a tour-de-force exploration of the profound implications of cellular intelligence for understanding pathophysiology, human health and even our origins."—William B. Miller, Jr., MD, physician, biologist, author of *The Microcosm Within: Evolution and Extinction in the Hologenome*, and internationally recognized expert on Cognition-Based Evolution

**Dr. Jonathan Lieff** is a past-president of the American Association for Geriatric Psychiatry (AAGP), where he helped found the *American Journal of Geriatric Psychiatry*. He was the editor of the AAGP Newsletter for seven years and a consulting editor of the *American Journal of Geriatric Psychiatry* for 10 years. He helped found the Geriatric Psychiatry Committee and the High Technology Committee for the Massachusetts Psychiatric Society. He has been a member of several APA committees and chaired their Committee on Telemedicine.



## **Drunk Flies and Stoned Dolphins: A Trip Through the World of Animal Intoxication**

by Oné R. Pagán

**Publication:** June 2021 (*proposal available*)

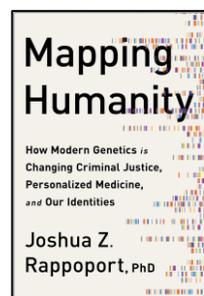
**From the cup of coffee that jumpstarts the day to dangerously addictive drugs, the recreational use of plants with psychoactive properties has a long history among humans.**

**But, as with many things, it turns out that other animals got there first.**

From parrots to primates, consuming medicinal chemicals is an instinctive behavior that helps countless organisms fight infection and treat disease. But the similarities don't end there: Like us, many creatures also consume substances that have no apparent benefit...except for inducing intoxication. We may even have animals to thank for the idea—legend says that coffee was discovered by observing the behavior of goats that had eaten it.

In his previous book, *STRANGE SURVIVORS*, author and biologist Oné R. Pagán introduced readers to some of the truly bizarre strategies animals use to survive in the cutthroat world of natural selection. Now, in *DRUNK FLIES AND STONED DOLPHINS*, he sheds light on the surprising cravings they indulge when it's time to unwind.

**Oné R. Pagán** is a biology professor, scientist, blogger, and author. He has published original work in various scientific journals including the *International Journal of Developmental Biology*, *Neuroscience Letters*, *Toxicon*, *Neurochemical Research*, and *Pharmacology, Biochemistry, and Behavior* among others. He holds an undergraduate degree in Natural Sciences and a Master's degree in Biochemistry, both from the University of Puerto Rico, and a Doctorate in Pharmacology with an emphasis in neurobiology, from Cornell University.



## **Mapping Humanity: How Modern Genetics is Changing Criminal Justice, Personalized Medicine, and Our Identities**

by Joshua Z. Rappoport

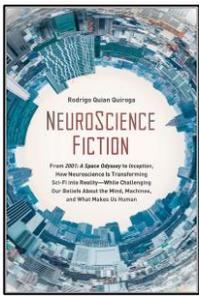
**Publication:** July 2020

**Thanks to personal genetic testing services, it's now easier than ever to get information about our own unique DNA—but who does this information really benefit?**

Inside each of your cells is the nucleus, a small structure that contains all of the genetic information encoded by the DNA inside, your genome. Not long ago, the first human genome was sequenced at a cost of nearly \$3 billion; now, this same test can be done for about \$1,000. This new accessibility of genome sequence information creates huge potential for advances in how we understand and treat disease, among other things. It also raises significant concerns regarding ethics and personal privacy.

Throughout, in compelling, accessible prose, Rappoport explores the societal, ethical, and economic impacts of this new era. Offering a framework for balancing the potential risks and benefits of genetic information technologies and genetic engineering, *Mapping Humanity* is an indispensable guide to navigating the possibilities and perils of our gene-centric future.

**Dr. Joshua Z. Rappoport** received a bachelor's degree in Biology from Brown University and then went on to earn a PhD from the Program in Mechanisms of Disease and Therapeutics at the Mount Sinai School of Medicine Graduate School of Biological Sciences of New York University. Dr. Rappoport lives in Somerville, Massachusetts, with his wife Ema, a neuroscientist, and their dog Kris.



## **NeuroScience Fiction: From “2001: A Space Odyssey” to “Inception,” How Neuroscience is Transforming Sci-Fi into Reality—While Challenging Our Beliefs About the Mind, Machines, and What Makes Us Human**

by Rodrigo Quian Quiroga

**Publication:** April 2020

*World (excluding Spanish)*

### **What if science fiction stopped being *fiction*?**

**Developments in neuroscience are turning sci-fi scenarios into reality, and causing us to revisit some of the philosophical questions we have been asking ourselves for centuries.**

In **NEUROSCIENCE FICTION**, neuroscientist and author Rodrigo Quiroga reveals the futuristic present we are living in, showing how the far-out premises of 10 seminal science fiction movies, like *Inception* and *2001: A Space Odyssey*, are being made possible by discoveries happening right now, on the cutting edge of neuroscience. He also explores the thorny philosophical problems raised as a result, diving into *Minority Report* and free will, *The Matrix* and the illusion of reality, *Blade Runner* and android emotion, and more.

A heady mix of science fiction, neuroscience, and philosophy, **NEUROSCIENCE FICTION** takes us from *Vanilla Sky* to neural research labs, and from *Planet of the Apes* to what makes us human. This is a book you'll be thinking about long after the last page—and once you've read it, you'll never watch a sci-fi blockbuster the same way again.

“If you like science fiction, this book is for you, but if you like science and fiction, then this is certainly your book. Intelligent and well informed.”—Antonio Damasio, director of the Brain and Creativity Institute, University of Southern California, and author of *Descartes' Error* and *The Strange Order of Things*.

“Rodrigo Quian Quiroga has written a thorough, provocative answer to the deep philosophical question of what makes us human. His truly remarkable book blends art, science, and philosophy as seen through the highly original lens of brain research and movies.”—Gustavo Deco, ICREA professor, director of the Center for Brain and Cognition, Theoretical and Computational Group, Universitat Pompeu Fabra, Barcelona

“Renowned cognitive neuroscientist Rodrigo Quian Quiroga invites us on an exhilarating journey, in which the motley trio of neuroscience, philosophy, and Hollywood together seek after the recipe of the mind. Quian Quiroga, who himself discovered what is sure to be an essential ingredient, the concept cells, shows us how frighteningly close we are getting and how huge the stakes are.”

—Doris Y. Tsao, neuroscientist and professor of biology at the California Institute of Technology

**Rodrigo Quian Quiroga** holds a research chair at the University of Leicester, UK, where he is the Director of the Centre for Systems Neuroscience and the Head of Bioengineering. He has published over 100 research articles, in places including *The New York Times*, *The Washington Post*, *Scientific American*, and *New Scientist*. He is the author of three books, including **THE FORGETTING MACHINE (Simplified Chinese: Publishing House of Electronics Industry)**. Quiroga is fluent in both English and Spanish.

## **SELF-HELP / ADVICE**

### **Becoming a Writer, Staying a Writer**

by J. Michael Straczynski

**Publication:** June 2021 (*proposal available*)

**Korean:** Bada Publishing Co.

**Television and film screenwriter Straczynski (*Babylon 5; Sense8*)** gives fellow writers the comprehensive guide he wishes he had all along, personalized tips and techniques that can't be found in any other book on writing.

*New York Times* bestselling author and British Academy Award nominee J. Michael Straczynski knew he wanted to be a writer ever since he was a child. What he didn't know was how to actually become, or stay, a writer.

BECOMING A WRITER, STAYING A WRITER includes Straczynski's unique, tried-and-true methodologies that will help storytellers sharpen their work so that it's polished and ready for publication. Part toolbox and part survival guide, this book will be an indispensable guide throughout your entire writing career, offering fresh and practical insights every step of the way.

**J. Michael Straczynski** is an American television and film screenwriter, producer and director, and comic book writer. He is the founder of Studio JMS and is best known as the creator of the science fiction television series *Babylon 5* and its spinoff *Crusade*, as well as the series *Jeremiah* and *Sense8*. In addition to being nominated for a BAFTA, he has won the Hugo Award twice, the Eisner Award, the Saturn Award, the Christopher Award, an Emmy, the Inkpot Lifetime Achievement

### **Your Cancer Road Map: Navigating Life with Resilience**

by Kim Thiboldeaux

**Publication:** June 2021 (*proposal available*)

**No one should have to face cancer alone.**

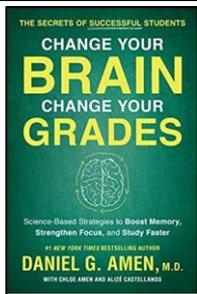
YOUR CANCER ROAD MAP is a compassionate, comprehensive guide for cancer patients, their families, and caregivers, designed to take the guesswork out of these crucial decisions every step of the way.

For more than 35 years, the Cancer Support Community (CSC) has been a trusted resource, demystifying the emotional, physical, financial, and logistical challenges related to cancer. From CSC CEO Kim Thiboldeaux, YOUR CANCER ROAD MAP is a comprehensive guidebook, providing advice and comfort at every point on the cancer journey, from the moment of diagnosis to survivorship and beyond.

YOUR CANCER ROAD MAP covers hard-to-talk-about topics such as treatment options, finances, how cancer can affect your fertility or sexuality, survivor care, hospice care, and end-of-life planning. In the CSC tradition, the book ensures that people impacted by cancer can live their lives to the fullest and enables them to gain a sense of control during what can be an overwhelming and chaotic time.

**Kim Thiboldeaux** is CEO of the Cancer Support Community. She graduated from American University with a bachelor's degree in Communications and a minor in Spanish. She has coauthored two other books: *Reclaiming Your Life After Diagnosis* and *The Total Cancer Wellness Guide*. She has also written columns for *Medium* and *Huffington Post*. In June 2017,

## BACKLIST



### **Change Your Brain, Change Your Grades**

by Daniel G. Amen, MD, with Chloe Amen and Alize Castellanos

**Publication:** 2019

**Complex Chinese:** Sun Color. **Korean:** Interpark. **Simplified Chinese:** China Youth Press. **Turkish:** Pegasus Yayıncılık.

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

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

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

"Working with college students every day, I am keenly aware of the difference that the principles and practices of *Change Your Brain, Change Your Grades* can have on student success. This is a must-read for parents, educators, and students who are longing to thrive and excel."

—Michael J. Beals, PhD, president of Vanguard University

"My friend, Dr. Daniel Amen, knows more about helping you change your brain, so you can expand, improve, and accelerate your progress and become all you were meant to be. Enjoy reading his insightful brilliance and wisdom, so you can fulfill yourself, conquer all your challenges, and make a difference that makes a difference. You are worth it—read this and prosper mightily."—Mark Victor Hansen, cocreator of the *Chicken Soup for the Soul* series

**Dr. Daniel Amen** was named the most popular psychiatrist in America by *The Washington Post* and the web's #1 most influential expert and advocate on mental health by Sharecare. Dr. Amen is a physician, board-certified child, adolescent, and adult psychiatrist, 10-time *New York Times* bestselling author, and international speaker. He is the author or coauthor of more than 70 professional articles, seven book chapters and more than 30 books, including the #1 *New York Times* bestsellers *The Daniel Plan* and *Change Your Brain, Change Your Life*.



### **The Innovation Blind Spot: Why We Back the Wrong Ideas and What to Do About It**

by Ross Baird

**Publication:** 2017

**Brazil:** Editora Buzz. **Vietnamese:** 1980Books.

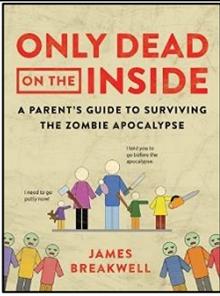
**The world's innovation economy is broken. THE INNOVATION BLIND SPOT provides an insider perspective on a new approach to innovation that will revolutionize entrepreneurship. The smartest entrepreneurs, investors, and firms will exploit society's blind spots, finding success in opportunities that are overlooked.**

"Ross Baird is on a mission . . . [He is] working to empower communities around the country to invest for impact." —Devin Thorpe, Forbes

"For the past seven years, Baird has been doggedly finding and developing successful businesses in downtrodden places."—*Bloomberg Businessweek*

"It's a terrific read, with vivid data and memorable examples to help you stop betting on flops and spot the hits hiding right under your nose."—Adam Grant, *New York Times* bestselling author of *Originals* and *Give and Take*

**Ross Baird** is the founder and CEO of Village Capital, a firm that finds and invests in entrepreneurs solving the most important problems in society. Ross has supported hundreds of entrepreneurs in over 50 countries. Ross also serves on the faculty of the University of Virginia, where he teaches entrepreneurship and impact investing. He has a Master's of Philosophy from the University of Oxford, where he was a Marshall Scholar, and a bachelor of arts from the University of Virginia, where he was a Truman Scholar and Jefferson Scholar.



## **Only Dead on the Inside: A Parent's Guide to Surviving the Zombie Apocalypse**

by James Breakwell

**Publication:** 2017

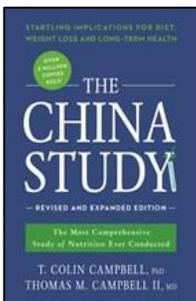
**French:** Pygmalion. **Korean:** Hanbit Biz. **UK:** Atlantic.

**It's not easy being a parent these days. There are bills to pay. Kids to feed. And hordes of undead monsters to keep at bay.**

There are plenty of guides out there about how to survive the zombie apocalypse. All of them assume readers are young, fit, and unencumbered by children. In that scenario, the only living humans left will be smug, outdoorsy millennials. That's hell on earth, even without the zombies. This step-by-step manual teaches you how to raise happy, healthy children in a world overrun by the undead. Motivated moms and dads want it all, and that won't change at the end of the world.

**James Breakwell** is a professional comedy writer and amateur father of four girls ages six and under.

- @XplodingUnicorn has more than **640,000 followers** who check in with him daily as he fails as a parent and a human being.
- April 2016: *Buzzfeed* featured his kid-centric jokes in an article that quickly drew more than 2 million views.
- His jokes featured by *USA Today*, *US Magazine*, *DailyMail.com*, *Metro.co.uk*, *Huffington Post*, *9GAG*, *theCHIVE.com*, *CollegeHumor.com*, various ABC and Fox TV news affiliates



## **The China Study: Deluxe Revised and Expanded Edition**

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

by T. Colin Campbell, PhD & Thomas M. Campbell II, MD

**Publication:** 2016

**Albanian:** Artini. **Complex Chinese:** Persimmon. **Czech:** Svitani. **Danish:** Direction Books. **German:** Systemische Medizin. **Greek:** Symmetria. **Hebrew:** Focus.

**Hungarian:** Hungarian Park. **Italian:** Macro Edizioni. **Kazakh:** Mazmundama Public Fund. **Korean:** Open Science. **Romanian:** Adevar Divin. **Russian:** Mann, Ivanov and Ferber. **Serbian:** Mitrashina/Neopress. **Vietnamese:** Tinh Hoa Net.

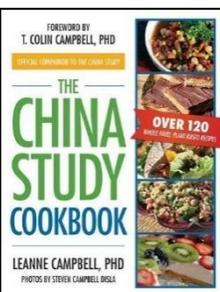
**The revised and expanded edition of the bestseller that changed millions of lives (OVER 2 MILLION COPIES SOLD IN THE US!)**

**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.



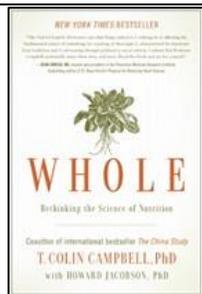
## **The China Study Cookbook: Over 120 Whole Food, Plant-Based Recipes**

by Leanne Campbell, PhD

**Publication:** 2013

**Czech:** Svitani. **German:** Munchner. **Greek:** Arigata. **Hebrew:** Focus Partners.

**Italian:** Macro. **Polish:** Galaktyka. **Romanian:** Adevar Divin. **Russian:** Mann, Ivanov, and Ferber. **Slovenian:** Sitis. **Spanish (Latin America, Spain and US):** Sirio.



### **Whole: Rethinking the Science of Nutrition**

by T. Colin Campbell, Howard Jacobson

**Publication:** 2014

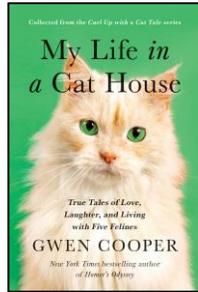
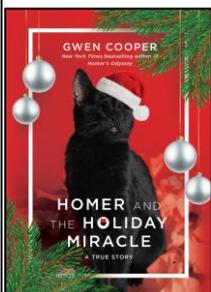
**Complex Chinese:** Persimmon. **Croatian:** Teledisk. **Czech:** Svitani. **Canada (French):** Ariane. **French:** Arenes. **German:** Systemische Medizin. **Hebrew:** Focus. **Italian:** Macro. **Japanese:** Yusabul. **Korean:** Open Science. **Polish:** Galaktyka. **Romanian:** Adevar. **Russian:** Mann, Ivanov and Ferber. **Slovenian:** Sitis. **Spanish (world):** Sirio Panaderos. **Vietnamese:** Tinh Hoa Net.

In THE CHINA STUDY, T. Colin Campbell (and Thomas M. Campbell) revolutionized the way we think about our food with the evidence that a whole food, plant-based diet is the healthiest way to eat. Now, in WHOLE, he explains the science behind that evidence, the ways our current scientific paradigm ignores the fascinating complexity of the human body, and why, if we have such overwhelming evidence that everything we think we know about nutrition is wrong, our eating habits haven't changed. WHOLE is an eye-opening, paradigm-shifting journey through cutting-edge thinking on nutrition, a scientific tour-de-force with powerful implications for our health and for our world.

**T. Colin Campbell, PhD** (THE CHINA STUDY) 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.

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.

**Howard Jacobson, PhD**, is an online marketing consultant, health educator, and ecological gardener from Durham, N.C. He earned Master's of Public Health and Doctor of Health Studies degrees from Temple University, and a BA in History from Princeton. Howard cofounded VitruvianWay.com, an online marketing agency, and is a coauthor of *Google AdWords For Dummies*.



### **My Life in a Cat House: A Collection of Homer the Cat Short Stories**

#### **Homer and the Holiday Miracle: A True Story**

by Gwen Cooper

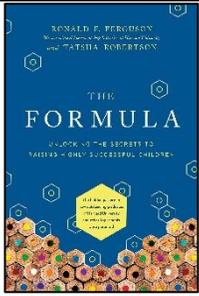
**Publication:** 2018

**French:** City Editions.

**Homer, the world-renowned Blind Wonder Cat, returns this holiday season with a story collection and an ins-purr-ational tale filled with holiday cheer!**

Fifteen years earlier, doctors had warned that Homer—a tiny, sightless kitten—was unlikely to survive and probably wouldn't have much of a life even if he did. Miraculously and against all the odds, however, Homer grew into a feline dynamo who scaled seven-foot bookcases with ease, saved his human mom's life when he chased a late-night burglar from their apartment, and rose to global fame—paving the way for other special needs animals once considered "unadoptable." In this collection of short stories, the heroic blind cat proves again, once and for all, that hope and love aren't things you see with your eyes. You see them with your heart.

**Gwen Cooper** is the *New York Times* bestselling author of the memoirs *Homer's Odyssey: A Fearless Feline Tale, or How I Learned About Love and Life with a Blind Wonder Cat* and *Homer: The Ninth Life of a Blind Wonder Cat*; the novels *Love Saves the Day* and *Diary of a South Beach Party Girl*; and the crowd-sourced collection of cat selfies, *Kittenish* (a send-up of Kim Kardashian's *Selfish*), 100% of the proceeds from which were donated to support animal rescue in Nepal following the 2015 earthquake.



## **The Formula: Unlocking the Secrets to Raising Highly Successful Children**

by Ronald F. Ferguson, PhD and Tatsha Robertson, MA

**Publication:** 2019

**Complex Chinese:** Commonwealth Education. **Japanese:** Toyo Keizai. **Korean:** Woongjin Think Big. **Mongolian:** Tomujin Academy. **Romanian:** Polirom. **Russian:** Eksmo. **Simplified Chinese:** Cheers. **Vietnamese:** Nha Nam.

**You don't have to be wealthy or influential to ensure your child reaches their greatest potential!**

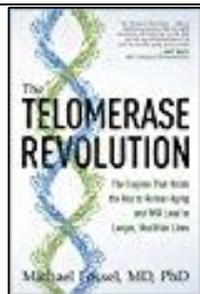
Harvard economist Ronald Ferguson, named by the *NYT* as the foremost expert on the US educational "achievement gap," along with award-winning journalist Tatsha Robertson, reveal an intriguing blueprint for helping children from all types of backgrounds become successful adults.

Informed by hundreds of interviews, the book includes never-before-published insights from the "How I Was Parented Project" at Harvard University, which draws on the varying life experiences of 120 Harvard students. Ferguson and Robertson have isolated a pattern with seven roles of the "Master Parent" that make up the Formula: the Early Learning Partner, the Flight Engineer, the Fixer, the Revealer, the Philosopher, the Negotiator, and the GPS Navigational Voice.

"*The Formula's* fascinating real-world case studies provide much-needed guidelines for developing fully realized human beings."—Carol S. Dweck, PhD, *Mindset: The New Psychology of Success* and Stanford University professor

**Ronald F. Ferguson, PhD**, has taught at Harvard since 1983. An MIT-trained economist who focuses social science research on economic, social, and educational challenges, he co-founded Tripod Education Partners in 2014 and shifted into an adjunct role at the University, where he remains a fellow at the Malcolm Wiener Center for Social Policy and faculty director of the university-wide Achievement Gap Initiative (AGI). He holds an undergraduate degree from Cornell University and a PhD from MIT, both in economics.

**Tatsha Robertson, MA**, is an award-winning editor and writer with more than twenty years of experience handling investigative, feature, and news stories. As the first female New York City Bureau Chief and National Rover for the *Boston Globe*, she began studying how parents raise successful children some ten years ago. Most recently, she was a senior editor at *People*.



**The Telomerase Revolution: The Enzyme that Holds the Key to Human Aging...and Will Soon Lead to Longer, Healthier Lives**

by Michael Fossel

**Publication:** 2015 (paperback: 2017)

**Complex Chinese:** ShyMau. **Czech:** ANAG. **French:** Guy Tredaniel. **Portugal:** 20/20 Editoria. **Russian:** Exem. **Simplified Chinese:** Shanghai Scientific and Technical.

**Spanish:** Planeta Mexico. **UK:** Allen & Unwin.

**One of *Wall Street Journal's* "Best Books for Science Lovers" in 2015**

**Science is on the cusp of a revolutionary breakthrough. We now understand more about aging—and how to prevent and reverse it—than ever before.**

THE TELOMERASE REVOLUTION describes how telomerase will soon be used as a powerful therapeutic tool, with the potential to dramatically extend life spans and even reverse human aging. Telomerase-based treatments are already available, and have shown early promise, but much more potent treatments will become available over the next decade.

**Dr. Michael Fossel** earned both his PhD and MD from Stanford University, where he taught neurobiology and research methods. Winner of a National Science Foundation fellowship, he was a clinical professor of medicine for almost three decades, the executive director of the American Aging Association, and the founding editor of *Rejuvenation Research*. In 1996, he wrote the first book on the telomerase theory of aging, *Reversing Human Aging*, describing the medical aspects of extending human telomeres, reversing aging, and curing age-related disease. In 2004, he authored the magisterial academic textbook, *Cells, Aging, and Human Disease*, and in 2011, he coauthored *The Immortality Edge*, a bestselling discussion of the potential for extending the human lifespan. He currently teaches The Biology of Aging at Grand Valley State University.

He has appeared on *Good Morning America*, *ABC 20/20*, *NBC Extra*, Fox Network, CNN, BBC, Discovery Channel, and regularly on NPR. He is currently working to bring telomerase to human trials for Alzheimer's disease.



## **The New Science of Radical Innovation: The Six Competencies Leaders Need to Win in a Complex World**

by Dr. Sunnie Giles

**Publication:** 2018

*World (excluding Korean)*

**Simplified Chinese:** Hunan.

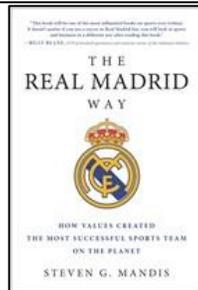
**Discover a groundbreaking, science-based approach to leadership that catalyzes radical innovation for dramatic—and permanent—results.**

Giles is a new generation expert on radical innovation who takes the mystery out of what radical innovation is and transforms organizations into ones fit to deliver radical innovation. Her in-depth research reveals that applying concepts from neuroscience, complex systems approach, and quantum mechanics can help leaders catalyze radical innovation rapidly. Giles's breakthrough leadership development program, called Quantum Leadership, is the key to survival in the today's VUCA market, with huge ramifications for organizations' bottom lines.

**Dr. Sunnie Giles** is President of Quantum Leadership Group. Dr. Giles received her MBA degree from the University of Chicago Booth School of Business and a PhD in systemic psychology (Marriage and Family Therapy) from Brigham Young University. She is an advisor at the Stanford Business School Institute of Innovation in Developing Economies.

"If you are serious about innovation in your organization, this book is a must read. Sunnie Giles sets a new standard for understanding innovation and provides profound insights on how innovation happens and what you can do to harness that potential."—Jonathan Rosenberg, coauthor of *NYT* and *WSJ* bestseller *How Google Works* and former SVP of Products at Google

"Complexity is scary. So is radical innovation. But Sunnie Giles is here to tame those twin beasts. Surveying the topic from neuroscience to artificial intelligence, she extracts profound insights and an actionable set of skills she calls Quantum Leadership."—Daniel Pink, #1 *New York Times* bestselling author of *Drive* and *To Sell is Human*



## **The Real Madrid Way: How Values Created the Most Successful Sports Team on the Planet**

by Steven G. Mandis

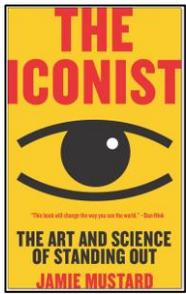
**Publication:** 2016.

**Japanese:** Toho. **Polish:** Rebis. **Russian:** Eksmo. **Spanish (world):** Alienta. **Thai:** Wara. **Vietnamese:** Dong A Books.

**The untold story of Real Madrid, one of the most incredible turnarounds in sports and business history.**

How did Real Madrid achieve such extraordinary success? Columbia Business School adjunct professor Steven G. 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 team. What he learns is completely unexpected and challenges the conventional wisdom that moneyball-fueled data analytics are the primary instruments of success. Instead, Real Madrid's winning formula both on and off the field, from player selection to financial management, is based on aligning strategy with the culture and values of its fan base.

**Steven G. Mandis** is an adjunct professor at Columbia Business School. He also teaches at Columbia's Master's of Sports Management Program. His previous award-winning book, *What Happened to Goldman Sachs: An Insider's Story of Organizational Drift and its Unintended Consequences*, is a rigorous analysis of when, why, and how the culture of Goldman Sachs changed.



## **The Iconist: The Art and Science of Standing Out**

by Jamie Mustard

**Publication:** 2019

**Korean:** Korea Economic Daily. **Simplified Chinese:** Guomai.

**Why do we immediately recognize art by Van Gogh and Warhol?**

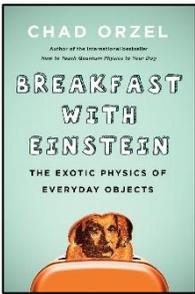
**What does Beethoven share with Rage Against the Machine and Madonna?**

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

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

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

**Jamie Mustard** is a strategic multi-media consultant and Iconist. A graduate of the London School of Economics, Jamie's work is an explanation of the "economics of attention," based on the primal laws of human perception called Blocks. He has spoken, educated, and inspired others with his work prolifically, including TED at the creative giant, Wieden and Kennedy.



## **Breakfast with Einstein: The Exotic Physics of Everyday Objects**

by Chad Orzel

**Publication:** 2018

**Korean:** Freelec. **Polish:** Prószyński. **Russian:** Eterna. **Simplified Chinese:** CITIC.

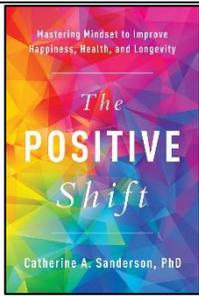
**Slovak:** Motyl Branko. **Ukrainian:** KM Books. **UK:** Oneworld.

In *BREAKFAST WITH EINSTEIN*, Chad Orzel illuminates the strange phenomena lurking just beneath the surface of our ordinary lives by digging into the surprisingly complicated physics involved in his (and anyone's) morning routine. Orzel, author of *How to Teach Quantum Physics to Your Dog*, explores how quantum connects with everyday reality, and offers engaging, layperson-level explanations of the mind-bending ideas central to modern physics.

"This erudite book will be best read in multiple sittings by curious readers keen on absorbing all the weird science on display all around them."—*PW*

"Thought provoking and well written, *Breakfast with Einstein* is a deliciously fun addition to scientific literature for general audiences."—*Shelf Awareness*

**Chad Orzel** is an Associate Professor in the Department of Physics and Astronomy at Union College. He was a post-doc at Yale, and his books *How to Teach Physics to Your Dog* (Scribner, 2009) and *How to Teach Relativity to Your Dog* (Basic Books, 2012) explain modern physics through imaginary conversations with his German Shepherd, and **have been translated into more than a dozen languages.**



## **The Positive Shift: Mastering Mindset to Improve Happiness, Health, and Longevity**

by Catherine A. Sanderson

**Publication:** 2019

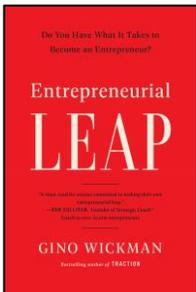
**Complex Chinese:** Star Publishing. **Korean:** KEDBP. **Simplified Chinese:** Huazhang. **Thai:** B2S.

**It's the reason why spending time on Facebook makes us feel sad and lonely. Why expensive name-brand medicines provide better pain relief than the generic stuff, even with the same ingredients. And why a hospital room with a good view speeds up recovery from surgery.**

The truth is, the way we think about ourselves and the world around us dramatically impacts our happiness, health, how fast or slow we age, and even how long we live. In fact, people with a positive mindset about aging live 7.5 years longer on average than those without.

That might sound alarming to those of us who struggle to see the bright side, but the good news is we can make surprisingly simple changes or small shifts to how we think, feel, and act that will really pay off. In *THE POSITIVE SHIFT*, Dr. Catherine Sanderson breaks down the science of thought and shows how our mindset—or thought pattern—exerts a substantial influence on our psychological and physical health. Most importantly, this book demonstrates how, no matter what our natural tendency, with practice we can make minor tweaks in our mindset that will improve the quality—and length—of our life.

**Catherine A. Sanderson** is the Manwell Family Professor in Life Sciences (Psychology) at Amherst College. She received a bachelor's degree in psychology, with a specialization in Health and Development, from Stanford University, and received both master's and doctoral degrees in psychology from Princeton University.



## **Entrepreneurial Leap: Do You Have What it Takes to Become an Entrepreneur?**

by Gino Wickman

**Publication:** 2019

**Romanian:** Act Si Politon.

**You've thought about starting your own business . . . but how can you decide if you should really take the leap?**

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

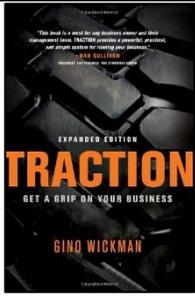
You need answers, not bullshit. This book has them.

*ENTREPRENEURIAL LEAP: DO YOU HAVE WHAT IT TAKES TO BECOME AN ENTREPRENEUR?* is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck.

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

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

**Gino Wickman** created the Entrepreneurial Operating System (EOS)®, a holistic system that, when implemented in an organization, helps leaders run better businesses, get better control, have better life balance, and gain more traction with the entire organization advancing together as a healthy, functional, and cohesive team.



## **Traction: Get a Grip on Your Business**

by Gino Wickman

**Publication:** 2012

**Brazil:** Sextante. **Hungarian:** Pongor. **Japanese:** Business Kyoiku Shuppansha.

**Korean:** Booklog. **Romanian:** Act si Politon. **Russian:** Eksmo. **Simplified Chinese:** Huazhang. **Vietnamese:** Alpha Books.

**\*Over 200,000 copies sold.**

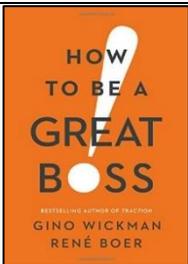
**Do you have a grip on your business, or does your business have a grip on you?**

All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 2,000 companies have discovered what EOS can do.

In TRACTION, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying TRACTION every day to run profitable, frustration-free businesses—and you can too.

"Since implementing the entrepreneurial operating system outlined in [*Traction*], my company has been more productive than ever. The book brings proven business best practices from the top thought leaders in business into one hands-on manual that you can apply today."—Dan Moshe, founder and CEO of Tech Guru

**Gino Wickman** created the Entrepreneurial Operating System (EOS)®, a holistic system that, when implemented in an organization, helps leaders run better businesses, get better control, have better life balance, and gain more traction with the entire organization advancing together as a healthy, functional, and cohesive team. He is the founder of EOS Worldwide, a growing organization of successful entrepreneurs from a variety of business backgrounds collaborating as certified EOS Implementers to help people throughout the world to experience all the organizational and personal benefits of implementing EOS.



## **How to Be a Great Boss**

by Gino Wickman and Rene Boer

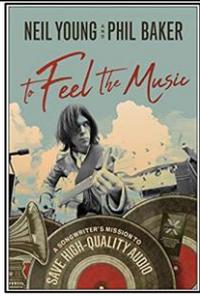
**Publication:** 2016

**Romanian:** For You. **Simplified Chinese:** China Renmin Univ. Press.

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 Rene Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people. They share time-tested tools that have worked for more than 30,000 bosses in every industry. You can learn to be a great boss—and dramatically improve both your organization's performance and your team's excitement about their work.



### **To Feel the Music: A Songwriter's Mission to Save High-Quality Audio**

by Neil Young and Phil Baker

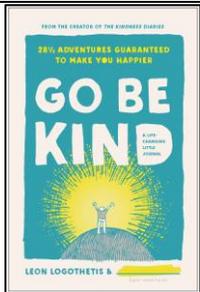
**Publication:** 2019

**Japanese:** Strand Books.

TO FEEL THE MUSIC is the true story of Neil Young's quest to bring high-quality audio back to music lovers—which he considers the most important undertaking of his career. Inside, follow Neil as he discovers the step by step deterioration of recorded sound as analog is methodically replaced by low-price, low-quality streaming; gathers others committed to his goal of delivering music the way artists intend for it to sound; and eventually develops the Neil Young Archives.

Neil's efforts to bring quality audio to his fans garnered media attention when his Kickstarter campaign for his Pono player became the third-most successful Kickstarter campaign in the website's history. Encouraged by the enthusiastic response, Neil still had a long road ahead, and his music player would not have the commercial success he'd imagined. But faced with the rise of streaming services that used even *lower* quality audio, he was determined to rise to the challenge.

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



### **Go Be Kind: 28½ Adventures Guaranteed to Make You Happier**

by Leon Logothetis

**Publication:** 2019

**Spanish:** Zenith. **Vietnamese:** Vanvietbooks.

*Fully illustrated, 1-color journal with guided adventures (180 pages)*

*Go Be Kind* isn't just a journal or another how-to guide to getting what you want. It's a series of daily adventures that will help you rediscover the greatest human gift—kindness, ultimately connecting you with others and helping you create a happier and more magnificent life. Created

by Leon Logothetis, host of *The Kindness Diaries* on *Netflix*, this life-changing book is filled with highly classified missions, treasure hunts, dream dates, awkward moments, and daily adventures that are guaranteed to change your life.

"*Go Be Kind* is a light-hearted journal with a sharp-minded message: If you feel something's missing in your life, kindness might be the prescription. This book will guide you through exercises to increase your kindness quotient and will take you on an adventure that will definitely change your life and might even change the world."

—Daniel H. Pink, author of *When* and *Drive*

**Leon Logothetis** is a global adventurer, motivational speaker, and philanthropist. Leon has visited nearly 100 countries and traveled to every continent. He is the star of the *Netflix* series *The Kindness Diaries*, where he circumnavigates the globe on his vintage yellow motorbike Kindness One, giving life-changing gifts along the way to unsuspecting good Samaritans. Prior to *The Kindness Diaries*, Leon was host of the TV series *Amazing Adventures Of A Nobody*, which ran on National Geographic International for three seasons.