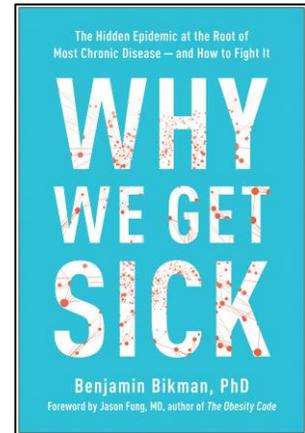
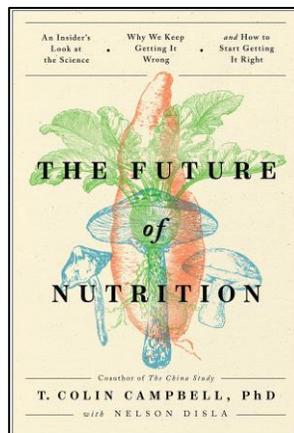
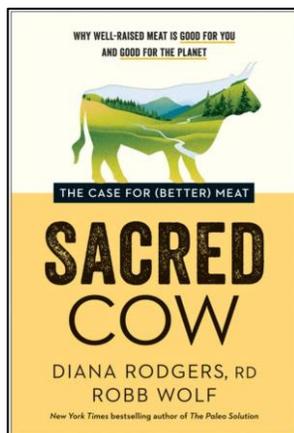
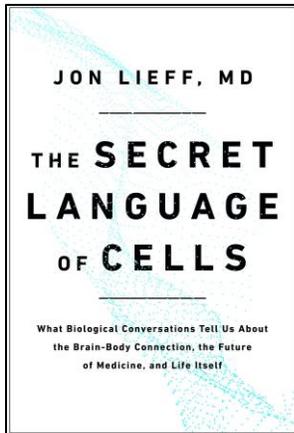


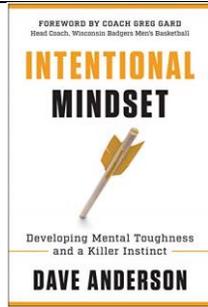


Spring 2021
RIGHTS GUIDE



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Folio Literary Management
Melissa White
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BUSINESS



Intentional Mindset: Developing Mental Toughness and a Killer Instinct

by Dave Anderson

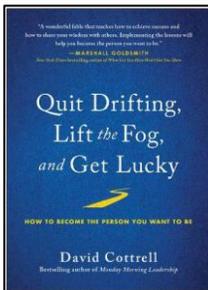
Publication: April 2021 (*manuscript available*)

Author of 14 books and host of the popular podcast *The Game Changer Life*, Dave Anderson's crash course in developing the 10 key traits necessary to increase your killer instinct and mental toughness so you can reach goals in all life's vital arenas.

LearnToLead founder Anderson shows you how to purposefully develop both killer instinct and mental toughness by cultivating and strengthening ten specific traits. Built as a ten-week course, this is a no-nonsense, tough love path to professional development that will change your life.

Dave's guidance has impacted readers and listeners in nearly 80 countries. Now, he shares a unique blueprint for developing the mindset you need to succeed, presenting foundational strategies for intentionally developing and strengthening what he calls the ACCREDITED traits: attitude, competitiveness, character, rigor, effort, discipline, intelligence, tenacity, energy, and drive.

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: June 2021 (*manuscript available*)

Korean: Feelmbook.

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.

Roadmap to a Brighter Future

By Paul Laudicina

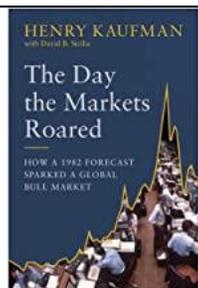
Publication: September 2021 (*proposal available / manuscript March 2021*)

A big think book on how America can move from current disorder to a better future, from the Chairman and CEO emeritus of global management consulting firm Kearney, based on intensive research, diagnoses, and prognoses.

Author Paul Laudicina believes that we are not mere hostages to macro forces beyond our control; that a different trajectory and better set of outcomes are possible; and that leadership matters -- enormously, in fact.

Laudicina's own background is unusual for a top-tier strategy consulting CEO: having started as a seminarian, he went on to work across the world in international development, at the United Nations, in the energy industry, at a major research institution, and as Senator Joe Biden's legislative director before joining global management consulting firm Kearney, which he later took over as a turnaround head, leading the firm to new heights of success and client satisfaction - which today has grown to be one of the world's "big four" high value-added management consulting firms.

Laudicina, a recognized CEO confidant and futurist, has helped many of the world's key companies and countries make sense of the present and prepare for the future, in both good times and bad. Laudicina has seen first-hand how informed and courageous leadership, whether political or corporate, can enlighten, uplift, and also enable followership that makes a better future possible, both for citizens and stakeholders.



The Day the Markets Roared: How a 1982 Forecast Sparked a Global Bull Market

by Henry Kaufman with David B. Sicila

Publication: April 2021 (*manuscript available*)

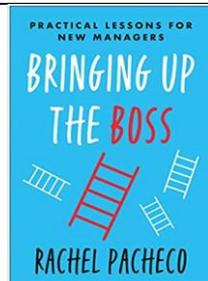
Legendary economist Dr. Henry Kaufman shares a classic Wall Street story that has never been fully told: a firsthand account of the day in August 1982 that would define US economics for decades.

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 (*manuscript 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 NYU**, 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.

Doing AI: A Business-centric examination of AI culture, goals, and values

By Rich Heimann

Publication: December 2021 (*manuscript available April 2021*)

Chief AI Officer at Cybraics Inc Rich Heimann demystifies artificial intelligence (AI) through a business lens, exposing the mismatch of the values and goals of scholars as compared to the values and goals of the business. While scholars and media coverage care about extremely general solutions and solving intelligence, businesses ought to only value a solution with respect to its ability to solve problems not erroneous goals that align with other groups. Most of the confusion about “AI” results from listening to the wrong people with different goals. Businesses must recognize mismatches in values and goals and not conflate their path with the path of others. Ultimately businesses need to be problem-solvers, not solution-solvers.

Richard Heimann is Chief AI Officer at Cybraics Inc., a VC-backed [\$50m+] cybersecurity company and the first fully-managed AI cybersecurity company. Founded in 2014, Cybraics commercialized many years of DARPA research on the Network Defense program. Richard is also an inventor and patent owner of Cybraics' core technology.

Heimann also consults at the Pentagon on various AI projects and on AI strategy. He is a former Chief Data Scientist and Technical Fellow at L-3 National Security Solutions (NSS) (NYSE: LLL), former Adjunct Professor at the University of Maryland where he taught computational statistics and statistical reasoning, and an Instructor at George Mason University, where he taught computational social science. He continues to be an advisor at George Mason University's DataLab and several early-stage artificial intelligence ventures.

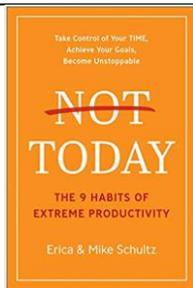
SMART LEADERSHIP

By Mark Miller

Publication: January 2022 (*proposal available, previous foreign sales info available*)

Author of *The Secret: What Great Leaders Know and Do* (originally published in 2007, translated into 30 languages), and seven additional books, Mark Miller's new leadership book focuses on how choices determine effectiveness in every leader and organization.

As the vice president of High-Performance Leadership at Chick-fil-A, Mark Miller has spent much of the last twenty years serving leaders and helping them grow themselves, their teams, and their organizations. SMART LEADERSHIP reveals the five “keystone choices” determined from thousands of hours of research and discovery, led by a team of Stanford University faculty, supplemented by independent consultants and thought leaders. These included interviews with a three-star general and superintendent of West Point, the music director for a symphony orchestra, accomplished academic leaders, a leader from a cancer research center, business leaders, including several current and former CEOs, non-profit leaders, financial services and professional service firms, entrepreneurs, and more.



NOT TODAY: The 9 Habits of Extreme Productivity (Take Control of Your Time, Achieve Your Goals, Become Unstoppable)

by Erica and Mike Schultz

Publication: June 2021 (*manuscript available*)

When their five-year-old son fought for his life, business leaders Erica and Mike Schultz learned a new way to live, work, and succeed—discovering how to achieve extreme productivity with heart and purpose.

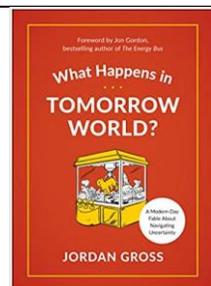
Ari Schultz was an extraordinary baby, beginning life in a pitched battle against heart disease. The same year, his parents launched their business, and they had to keep it going strong, even while living full-time at the hospital for months on end. For the next five years, Erica and Mike Schultz learned how to balance the demands of their jobs, commuting to the hospital, and spending time with their growing family—along the way, noting the tricks and techniques that allowed them to get work done, even while living in the cardiac ICU and later through heartbreaking loss.

They codified their method of coping and working, and set out to study the work habits of extremely productive people. They discovered what extremely productive people do differently than everyone else and went on to create The Productivity Code—a new approach to productivity that has helped tens of thousands of people manage their time for greatest effectiveness, fulfillment, and happiness.

Now, Erica and Mike reveal the 9 Habits of Extreme Productivity along with easy-to-apply techniques, including:

- How to stay focused—and positive—even in difficult times
- Clearly defining your motivations through written goals and four-three-four planning
- Helpful hacks to stop procrastinating
- ...and much more!

Mike and Erica Schultz are the leaders of RAIN Group, a world-leading sales training company with nine offices globally, 60,000 opt-in email subscribers, and over a million unique visitors annually to RAINGroup.com. Mike and the team at RAIN Group have worked with organizations such as Toyota, Monitor-Deloitte, Harvard Business School, Oracle, Fidelity Investments, Ryder, Quintiles, UL, Navigant Consulting, Hitachi, Lee Hecht Harrison, Lowe's, and hundreds of others to unleash sales performance.



What Happens in Tomorrow World?: A Modern Day Fable About Navigating Uncertainty

By Jordan Gross

Publication: March 2021 (*manuscript available*)

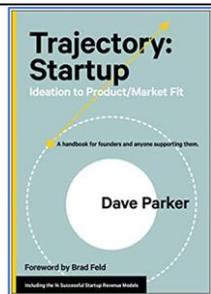
Bestselling author and TEDx speaker Jordan Gross offers a poignant, relatable, and necessary parable for navigating uncertainty.

An urgently needed guide for managing the anxiety and ambiguity in our daily lives, this book will help readers thrive in challenging situations. In the spirit of Spencer Johnson's *Who Moved My Cheese?* presents a modern, unique, and useful toolbox for confronting and managing the overwhelming amount of uncertainty we face every day.

Through this memorable story, you'll learn:

- How to embrace uncertainty in all parts of life
- Why no single response to uncertainty works for every situation
- How various personality types typically respond differently to uncertainty
- Why it's crucial to resist responding negatively to uncertainty
- Why it's important to take action, no matter how uncertain you feel

Jordan Gross is a Northwestern and Kellogg School of Management graduate, where he studied absolutely nothing to do with writing. He's a former startup founder, restaurant manager, and soccer goalie. A solopreneur, podcast host, 2x TEDx speaker, editor, and coach, he is the bestselling author of *Getting COMFY: Your Morning Guide to Daily Happiness* and *The Journey to Cloud Nine*.



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

by Dave Parker

Publication: March 2021 (*manuscript available*)

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

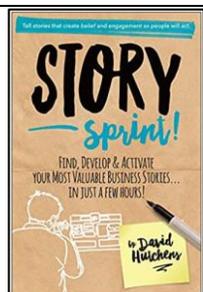
People often spend years working on startup ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and in **TRAJECTORY: STARTUP** he offers a path to get you from ideation to launch and revenue in just six months.

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 5X founder, entrepreneur, and professional board member for tech growth companies. His 20+ year career has highlighted his ability to innovate new ideas and scale products and companies in the US and Internationally. He is a frequent speaker at university and community events. He also volunteers as the lead coordinator of Seattle's Startup Week and part of the Seattle Startup Community. He also launched a Pay it Forward scholarship program, funding more than \$600,000 in funds for women, underserved minorities and veterans as part of a personal mission on diversity.

"I look to invest in founders with big ideas and a track record of hitting their milestones. Dave Parker and *Trajectory: Startup* provides a helpful roadmap for entrepreneurs on how to go from idea to that first VC pitch."
—**Steve Case, chairman and CEO of Revolution and cofounder of AOL**



Story Sprint: Find, Develop, and Activate Your Most Important Business Stories in Just a Few Hours!

By Stephen Hutchens

Publication: August 2021 (*manuscript available*)

The most powerful way to grab attention, be remembered, and engage action is by telling stories—about who you are, what you do, and why you do it.

Today, "storytelling" is a hot topic in organizations... but most leaders still struggle to act upon it. How do we find and tell our stories *quickly*, in an environment of urgency where we can hardly pause to catch our breath? For more than a decade Hutchens has tested his method of rapid and strategic story development with innovation teams in Silicon Valley, across global Fortune 100 leadership teams, and more. Hutchens has honed a unique process that is active, potent, and strategically focused . . . and also a lot of fun.

In *Story Sprint*, Hutchens shares a repeatable process to find, develop, and deploy your "narrative assets"—that is, your urgent core stories that hold value. Even better, he will help you do it FAST; often in less than a day.

Fully illustrated and written in a clear, sharp voice, *Story Sprint* shares the fastest way to find lots of stories that will create action around the work you care about most.

David Hutchens has been exploring the intersection of narrative, leadership, and complex systems change for more than 20 years. He creates solutions for The Coca-Cola Company, PayPal, Wal-Mart, IBM, L'Oreal, The US Olympic Committee, and others. He speaks to organizations and thousands of leaders all around the world on the topic of storytelling as an organizational capacity. As an executive speechwriter, he has developed mission-critical messages for the CEOs of The Coca-Cola Company and the global Dentsu Advertising organization.

Freedom at Work: How Freedom and Democracy Drives Business Performance and Creates a Culture People Love

By Traci Fenton

Publication: November 2021 (*proposal available*)

From the Founder and CEO of WorldBlu, comes Traci Fenton's ground-breaking and innovative work and research around reinventing workplaces using freedom and organization democracy rather than fear and control. Traci is a globally recognized researcher, speaker, and transformational coach who was recently recognized by Inc. Magazine as a "Top 50 Leadership Thinker," along with other world-class leaders such as Dan Pink, Brené Brown, Simon Sinek, and Marshall Goldsmith.

For nearly 20 years WorldBlu has learned from and worked with leading brands—such as Zappos, HCL Technologies, DaVita, New Belgium Brewing, Menlo Innovations and the WD-40 Company—that have made freedom central to their organizations. What have we learned? Why is freedom at work so invaluable?"

Traci's vision has built the largest global network of organizations committed to freedom and democracy in the workplace, with clients in over 80 countries globally representing over \$30 billion in annual revenue. Traci developed the groundbreaking and proven Freedom at Work™ framework as well as the Freedom-Centered Leader™ and Freedom-Centered Cultures™ gamification platforms. She frequently coaches and consults with top leaders of companies worldwide.

Traci frequently addresses audiences globally and has shared her message with individuals from over 100 countries at diverse conferences and organizations such as South by Southwest, Harvard University, Yale University, the CIA, Yahoo, the US Naval Academy, and at TEDx. Traci and WorldBlu's work has been featured in Fortune, Forbes, Fast Company, the Wall Street Journal, The Christian Science Monitor, The New York Times, Inc., BusinessWeek, US News & World Report, BBC, NPR and dozens of other media outlets around the world as well as in over three dozen books.

CURRENT AFFAIRS

FLOWERS OF FIRE: A Story of South Korea's Feminist Revolution

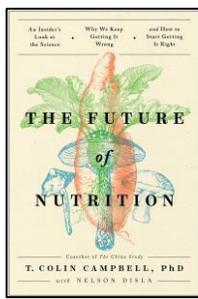
By Hawon Jung

Publication: Fall 2022 (*proposal available*)

Part literary nonfiction, part firsthand reportage, FLOWERS OF FIRE will serve as a testament to the strength and tenacity of Asian feminists, whose fight for gender equality has long been overlooked and unknown in the west.

Jung, a former Seoul correspondent for Agence France-Presse, details a rare success story of #MeToo in Asia and provides a glimpse into the lives and struggles of these incredible women, drawing on firsthand reporting and interviews with many trailblazers. From an elite prosecutor who ignited the country's #MeToo movement to a teenager who led war against spycam porn, a powerful tale in Asia is woven about a homegrown feminist movement with its own unique history and raucous energy.

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*)

Complex Chinese: Persimmon. **Italian:** Rizzoli. **Korean:** Open Science. **Russian:** Eksmo.

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?

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 Friendly Vegan Cookbook: 100 Essential Recipes to Share with Vegans and Omnivores Alike

by Toni Okamoto & Michelle Cehn

Publication: October 2020

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

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

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

Toni Okamoto is the founder of Plant-Based on a Budget, the popular website and meal plan that shows you how to save dough by eating veggies, author of *Plant-Based on a Budget* and *The Super Easy Vegan Slow Cooker Cookbook*, as well as the co-host of *The Plant-Powered People Podcast* with **Michelle Cehn**. **Cehn** is the founder of the popular food and lifestyle website World of Vegan and a YouTube personality who has reached millions through her creative and relatable videos. She is co-creator of the 12-Day Dairy Detox, Plant Based on a Budget Meal Plans, and *7 Days* documentary. Also a passionate photographer and filmmaker, you can find her dishing out mouth-watering food photos and inspiration daily on Instagram.

Primal Uprising: The Paleo f(x) Guide to Optimizing Your Health, Expanding Your Mind, and Reclaiming Your Freedom

By Michelle Norris and Keith Norris

Publication: May 2021 (*manuscript available*)

True well-being means so much more than just looking good—it means living without chronic aches and pains, waking up with energy every morning, and maintaining a resilient immune system that protects you from getting ill. The benefits don't end with your own body. Genuine healthy living empowers you to improve your community—and even the world.

Michelle and Keith Norris are cofounders of Paleo f(x), one of the premier wellness conferences in the world and the largest dedicated ancestral health conference in the nation. In *Primal Uprising*, Michelle and Keith reveal the seven pillars of human health: the physical, mental, emotional, relational, financial, spiritual, and tribal pillars that contribute to making us truly whole. They dive deep into how your body is meant to eat, move, handle stress, find your tribes, and live. In each chapter, they've consulted with the experts—cutting-edge health practitioners, scientists in a variety of fields, coaches and gym owners, popular bloggers, community and sustainability activists, biohackers, chefs, and more—who provide practical advice and tips to help you create a game plan to step into your full potential and thrive. They also outline what you can do *right now* to start optimizing your whole self and showing up for your community and your environment.

PRIMAL UPRISING makes the case that the modern Paleo way of eating and living can not only make us healthier and happier, it may even save the planet and our souls. Not "just another paleo book," it defines what it means to be Paleo in 2021 and beyond—a manifesto for better health, stronger communities, and a cleaner planet.

Master Your Stress, Reset Your Health: The Personalized Program to Eliminate Brain Fog, Heal Chronic Pain, and Beat Burnout

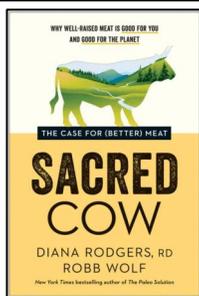
By Dr. Doni Wilson

Publication: Spring 2022

From leading adrenal distress expert Dr. Doni Wilson, MASTER YOUR STRESS will guide readers to finding and treating their unique stress type and breaking the cycle of living with stress. After more than 20 years working with thousands of patients, Dr. Doni has found that people generally fall into one of three types based on their adrenaline and cortisol levels throughout the day. We no longer need to accept stress and anxiety as being a necessary byproduct of a successful career.

Dr. Doni is a naturopathic doctor and leading adrenal distress expert who has appeared on Dr. Oz, as well as in *Elle* magazine, *First for Women* and *HuffPost Healthy Living*. She has the support of major voices in the wellness world, including JJ Virgin, Dr. Alan Christianson, and Dr. Joseph Pizzorno. Her website averages 3.4 million views annually, and she has a successful line of programs and supplements, with the most popular being The Stress Remedy Program, The Adrenal Recovery Wellness Program, and her Stress Remedy Protein Shake.

Dr. Doni's C.A.R.E. program itself is simple: Clean eating, Adequate sleep, Recovery, and Exercise. But by tailoring each step of the program according to the three stress types, Dr. Doni has achieved impressive results.



Sacred Cow: The Case For (Better) Meat

by Diana Rodgers, RD & Robb Wolf

Publication: July 2020 (*manuscript available*)

Italian: Officina Letteraria. **Korean:** Thenan Contents Group.

Over 15,000 copies sold!

“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.

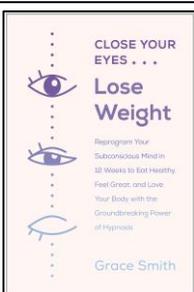
Taking a critical look at the assumptions and misinformation about meat, SACRED COW argues that meat (done right) should have a place on the table. Revealed are contrarian but science-based findings, such as: a sustainable food system cannot exist without animals; a vegan diet may destroy more life than 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.



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

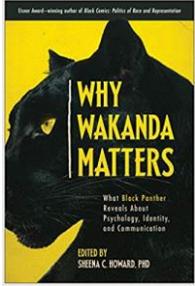
The number one cause of insomnia is fear of insomnia.

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.

Close Your Eyes, Relax – coming January 2022!

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.

POP CULTURE



Why Wakanda Matters: What Black Panther Reveals About Psychology, Identity, and Communication

By Sheena C. Howard

Publication: February 2021 (*manuscript available*)

WHY WAKANDA MATTERS gives this iconic film the in-depth analysis it deserves under the lens of the latest psychological concepts—as well as delving into the lasting cultural impact of this unforgettable story. For fans of *The Secret History of Wonder Woman*.

In 2018, *Black Panther* introduced viewers to the stunning world of Wakanda, a fictional African country with incredible technological advancements, and to T'Challa, a young man stepping into his role as king and taking up the mantle of the Black Panther title from his late father.

The unforgettable story, coupled with the film's mega-success, has undoubtedly shaped the future of superhero cinema, in addition to genuinely changing viewers' lives.

Edited by Sheena C. Howard, an award-winning author, filmmaker, and scholar, this collection of essays from leading experts in a variety of fields who offer insightful perspectives on a various cultural topics. Fans of the movie and those interested in deeper discussions about the film will revel in this thought-provoking examination of all aspects of *Black Panther* and the power of psychology.

"The essays, a well-balanced combination of contemporary thought and historical analysis, will leave readers eager for another viewing."—*Publishers Weekly*, starred review

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

by Robb Pearlman

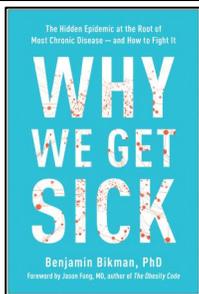
Publication: July 2021 (*manuscript available*)

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

Arabic: Jarir Bookstore. **German:** MVG. **Greek:** Okto Publishing. **Hebrew:** Focus Publishing. **Korean:** Bookdream. **Polish:** JK. **Russian:** Popuri. **Simplified Chinese:** Beijing Science. **Spanish:** Eraf.

Over 15,000 copies sold!

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.

The Brain Under Siege: Solving the Mystery of Brain Disease, and How Scientists are Following the Clues to a Cure (né Fire in the Brain)

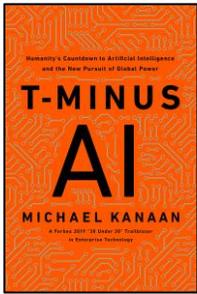
By Dr. Howard Lee Weiner

Publication: October 2021 (full manuscript April 2021)

Harvard Professor Weiner explores the cutting-edge science behind treatments for MS, Parkinson's, Alzheimer's, ALS, and more - the five most devastating brain diseases which can afflict us all, as well as their cures.

Dr. Weiner is the Robert L. Kroc Professor of Neurology at the Harvard Medical School and the author of *Curing MS* (Crown, 2004) and the award-winning film documentary *What is Life? The Movie*. He has pioneered immunotherapy in MS and has investigated immune mechanisms in nervous system diseases including MS, Alzheimer's Disease, ALS, stroke and brain tumors.

Dr. Weiner creates a compelling narrative of human interest alongside the dramatic pursuit of the medical science by introducing case studies of patients facing each disease, presenting their diagnosis and treatment, and the psychological journey of the patient and their family in coping with the disease.



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.

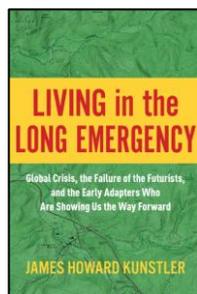
"Mike Kanaan is an influential new voice in the field of AI, and his thoughts paint an insightful perspective. A thought-provoking read."—Eric Schmidt, former CEO and executive chairman of Google

"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.

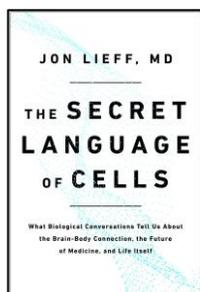
In his 2005 book, *The Long Emergency*, Kunstler described the global predicaments that would pitch the world into political and economic turmoil in the 21st century—the end of affordable oil, climate irregularities, and flagging economic growth. Now, he returns with a book that takes an up-close-and-personal 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 Secret Language of Cells: The Key to Understanding the Body, the Brain—and Life, Itself!

by Jonathan Lieff, MD

Publication: September 2020

Romanian: For You. **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.

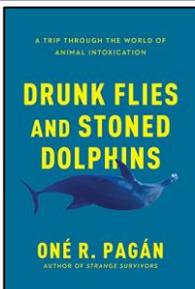
In *THE SECRET LANGUAGE OF CELLS*, doctor and neuroscientist Jon Lieff lets us listen in on these conversations, and reveals their significance for everything from mental health to cancer. He explains the surprising science of how very different cells—bacteria and brain cells, blood cells and viruses—all 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

"Lieff, a medical doctor and first-time author, eavesdrops on the myriad "conversations" that occur between body and brain in this cutting-edge overview of how cells and microbes communicate...Lieff's overview of cellular communication will fascinate those interested in new frontiers of neuroscience."—Publishers Weekly

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: October 2021 (*manuscript available March 2021*)

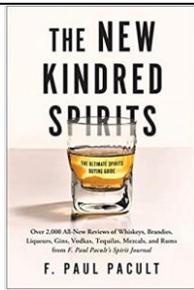
From the cup of coffee that jumpstarts the day to dangerously addictive drugs, the recreational use of plants with psychoactive properties has a long history among humans. But, as with many things, it turns out that other animals got there first.

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.

FOOD & DRINK



The New Kindred Spirits: More Than 2,000 All-New Whiskey, Brandy, Agave Spirits, Gin, Vodka, Rum, Amari, Bitters, and Liqueur Reviews from F. Paul Pacult's Spirit Journal

By F. Paul Pacult

Publication: May 2025

*650 pages

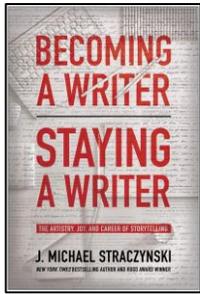
The All-New Bible of Spirits - In 2008, F. Paul Pacult published the second edition of his groundbreaking book of reviews, *Kindred Spirits*. In the dozen years since, interest in distilled spirits has exploded, and craft distilleries have popped up around the world.

Now, in *The New Kindred Spirits*, Pacult provides a new and comprehensive compilation of more than 2,400 detailed evaluations of whiskeys, brandies, vodkas, tequilas, rums, gins, and liqueurs—an indispensable reference for any spirits enthusiast or professional.

New in this edition, *The New Kindred Spirits* will also cover the craft distiller explosion—wherein thousands of small, independent distillers burst onto the scene—through hundreds of reviews of craft spirits.

The world's most respected and trusted spirits authority, **F. Paul Pacult** is a critic, journalist, and the creator of *F. Paul Pacult's Spirit Journal*, which provided meticulous and unbiased spirits reviews for twenty-eight years. But whether reviewing old standby spirits or up-and-comers, readers can count on Paul's steely, unemotional critic's eye, just as they have since 1991.

SELF-HELP / ADVICE / GUIDE



Becoming a Writer, Staying a Writer

by J. Michael Straczynski

Publication: June 2021 (*manuscript available*)

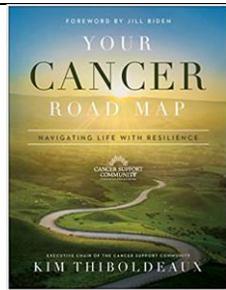
Korean: Bada Publishing Co. **Russian:** Eksmo.

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 (*manuscript available*)

With a foreword by First Lady Jill Biden.

In June 2017, Vice President Joe Biden appointed Thiboldeaux to serve on the Biden Cancer Initiative's Board of Directors.

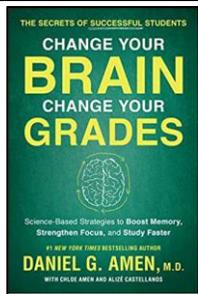
No one should have to face cancer alone. YOUR CANCER ROAD MAP is a compassionate, comprehensive guide for cancer patients, their families, and caregivers, designed to take the guesswork out of these crucial decisions every step of the way.

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*.

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.

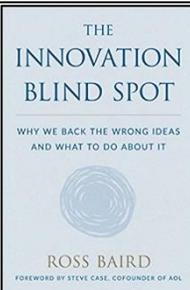
Brain health pioneer Dr. Daniel Amen knows what it takes to get the brain ready to succeed. *Change Your Brain, Change Your Grades* draws on Dr. Amen's experience as a neuroscientist and psychiatrist as well as the latest brain science to help you study more effectively, learn faster, and stay focused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

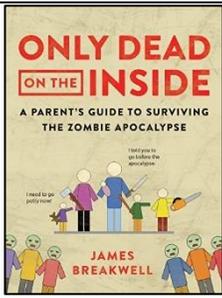
The world's innovation economy is broken. THE INNOVATION BLIND SPOT provides an insider perspective on a new approach to innovation that will revolutionize entrepreneurship. The smartest entrepreneurs, investors, and firms will exploit society's blind spots, finding success in opportunities that are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

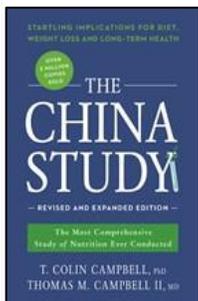
French: Pygmalion. **Korean:** Hanbit Biz. **UK:** Atlantic.

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.

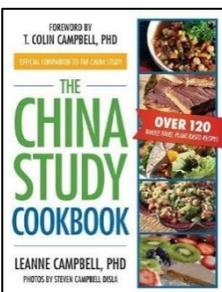
The revised and expanded edition of the bestseller that changed millions of lives (OVER 2 MILLION COPIES SOLD IN THE US!)

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.



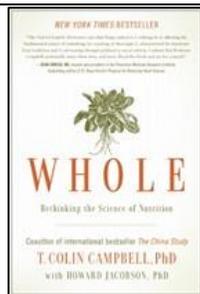
The China Study Cookbook: Over 120 Whole Food, Plant-Based Recipes

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

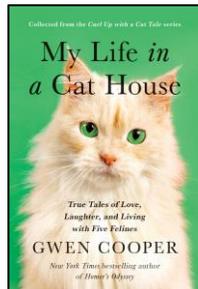
Complex Chinese: Persimmon. **Croatian:** Teledisk. **Czech:** Svitani. **Canada (French):** Ariane. **French:** Arenes. **German:** Systemische Medizin. **Hebrew:** Focus. **Italian:** Macro. **Japanese:** Yusabul. **Korean:** Open Science. **Polish:** Galaktyka. **Romanian:** Adevar. **Russian:** Mann, 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

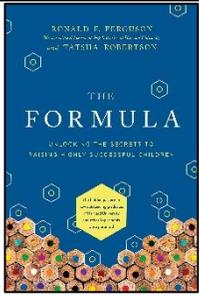
Publication: 2018

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!

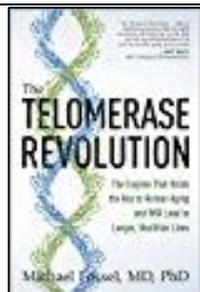
Harvard economist Ronald Ferguson, named by the *NYT* as the foremost expert on the US educational "achievement gap," along with award-winning journalist Tatsha Robertson, reveal an intriguing blueprint for helping children from all types of backgrounds become successful adults.

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.

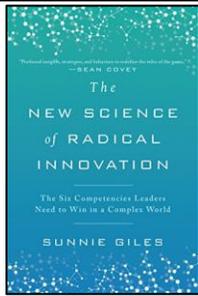
One of *Wall Street Journal's* "Best Books for Science Lovers" in 2015

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.

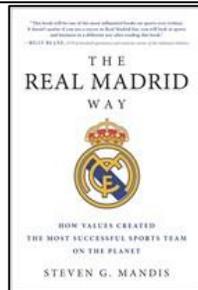
Discover a groundbreaking, science-based approach to leadership that catalyzes radical innovation for dramatic—and permanent—results.

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

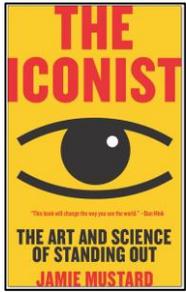
Publication: 2016.

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?

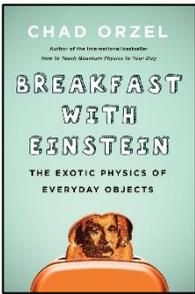
What does Beethoven share with Rage Against the Machine and Madonna?

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.

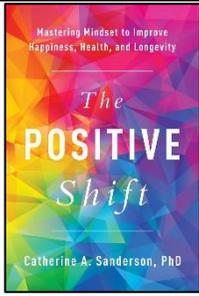
Slovak: Motyl Branko. **Ukrainian:** KM Books. **UK:** Oneworld.

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

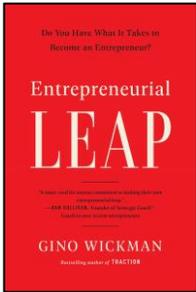
Complex Chinese: Star Publishing. **Korean:** KEDBP. **Simplified Chinese:** Huazhang. **Thai:** B2S.

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?

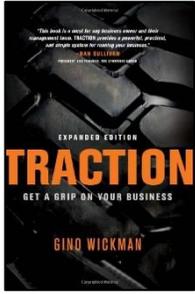
You need answers, not bullshit. This book has them.

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.**

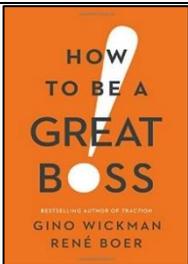
Do you have a grip on your business, or does your business have a grip on you?

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

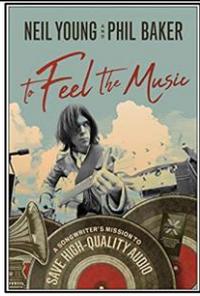
Publication: 2016

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

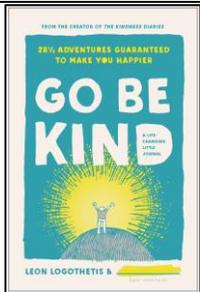
Publication: 2019

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)

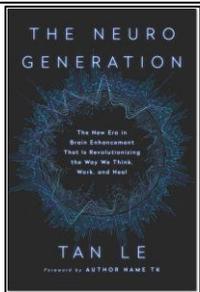
Go Be Kind isn't just a journal or another how-to guide to getting what you want. It's a series of daily adventures that will help you rediscover the greatest human gift—kindness, ultimately connecting you with others and helping you create a happier and more magnificent life. Created

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.



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.