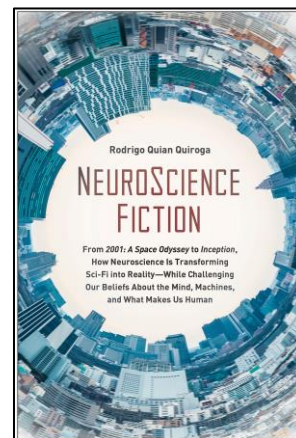
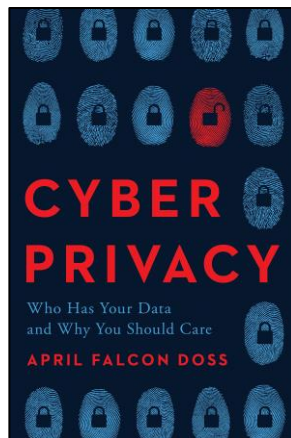
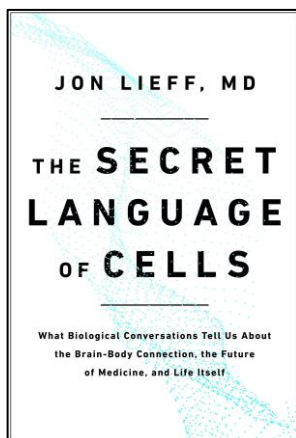
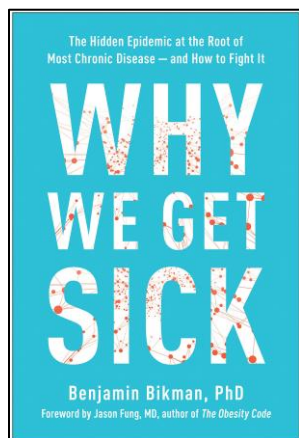




BENBELLA BOOKS

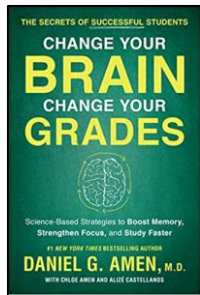
Spring 2020

RIGHTS GUIDE



Represented by:
Folio Literary Management
Melissa White
melissa@foliolit.com

EDUCATION / PARENTING



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.

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*.

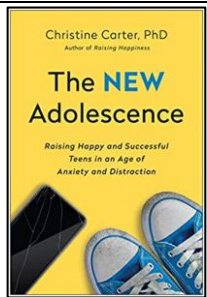
Do you feel like you should be getting better grades? Are you spending more time studying than the A students in your class but not getting the same results? Are you heading back to school after a long break and need a refresher to get more done in less time?

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

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

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

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

by Christine Carter, PhD

Publication: February 2020

Romanian: For You.

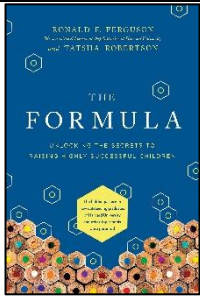
Raising teenagers has always been hard. But it is *much harder* these days.

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

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

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

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



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. **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.

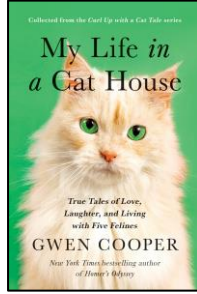
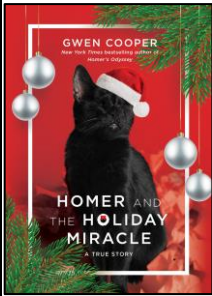
Informed by hundreds of interviews, the book includes never-before-published insights from the "How I Was Parented Project" at Harvard University, which draws on the varying life experiences of 120 Harvard students. Ferguson and Robertson have isolated a pattern with seven roles of the "Master Parent" 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*.

POP CULTURE



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

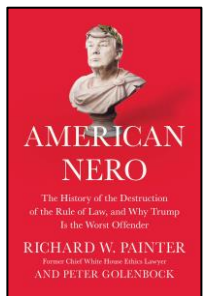
Publication: 2018

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.



American Nero: The History of the Destruction of the Rule of Law, and Why Trump is the Worst Offender

by Richard W. Painter and Peter Golenbock

Publication: March 2020

Donald Trump is eroding the rule of law!

We've heard it said many times, and we can feel it in our guts. But what does "rule of law" really mean? And what happens when it breaks down?

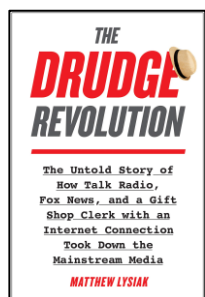
AMERICAN NERO is an in-depth exploration the rule of law—the legal bedrock on which this country was founded and arguably the single most important principle underlying our civilization. The authors also describe the abuses of power that have occurred throughout our nation's history. Beginning in Puritan New England with the infamous Salem Witch Trials, AMERICAN NERO makes vivid stops at The Red Scare of the 1920s, Japanese-American internment, the McCarthy Era, and, much more recently, President Trump's attempt to violate the First Amendment by banning Muslims from entering the US.

While Trump is not the first offender, he is arguably the most blatant, and this unflinchingly honest and insightful work presents in devastating detail the ways in which our current president has trampled the rule of law with his attacks on the freedom of the press, the independence of the judiciary, and the autonomy of the justice department.

This is not a book about right vs. left—instead, it is about the rule of law, a principle that transcends partisan politics, and how vital it is to the survival of our country.

Richard Painter, a Republican, worked in the George W. Bush Administration as associate counsel to the President in the White House Counsel's office from February 2005 to July 2007. Since Donald Trump began his run for the presidency in 2016, Painter has been an outspoken critic, appearing frequently on such popular cable news stations as CNN and MSNBC.

Peter Golenbock, a graduate of NYU Law School, has written 65 books, ten of which have been *New York Times* bestsellers.



The Drudge Revolution: The Untold Story of How Talk Radio, Fox News, and a Gift Shop Clerk with an Internet Connection Took Down the Mainstream Media

by Matthew Lysiak

Publication: May 2020 (*manuscript available*)

Matt Drudge has been labeled everything from “the Walter Cronkite of his era” to a “dangerous menace” and the “country’s reigning mischief-maker.” Political tastes aside, no one disputes Drudge’s influence: a single link from his website, *The Drudge Report*, has the power to move news cycles, shape front pages, and send television

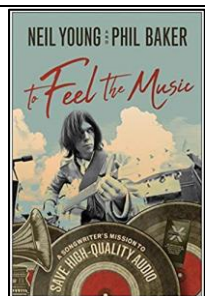
producers into a desperate scramble.

The internet blogger equipped with no more than a high school education has been credited for everything from the impeachment of President Bill Clinton to the death of print news and the election of President Donald Trump. Carl Bernstein went so far as to call Drudge an “influence unequaled” in American politics.

In THE DRUDGE REVOLUTION, investigative journalist Matthew Lysiak pulls back the curtain on the world’s most powerful journalist, for the first time telling the inside story of how one man’s visionary belief in the potential of the internet, coupled with the rise of cable news and social media, created the perfect storm that seized the narrative from the mainstream media and ushered in the presidency of Donald Trump.

Based on extensive research and nearly 200 personal interviews, THE DRUDGE REVOLUTION is the definitive portrait of the most powerful man in media, and his outsized impact on our world today.

Matthew Lysiak was a staff investigative reporter for the *New York Daily News*. He has appeared on *TODAY*, *Chris Matthews Hardball*, the *Kelly File*, *New Day* on CNN and many other television and radio outlets to promote his work.



To Feel the Music: A Songwriter’s Mission to Save High-Quality Audio

by Neil Young and Phil Baker

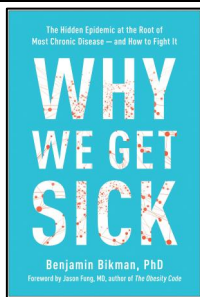
Publication: September 2019

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.



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 (*proposal available*)

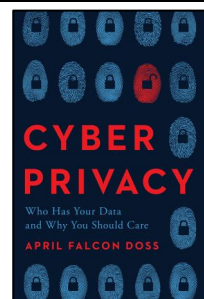
A scientist reveals the groundbreaking evidence linking many major diseases, including cancer, diabetes, and Alzheimer’s disease, to a common root cause—insulin resistance—and shares an easy, effective plan to reverse and prevent it.

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

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

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

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



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

by April Falcon Doss

Publication: October 2020 (*proposal available*)

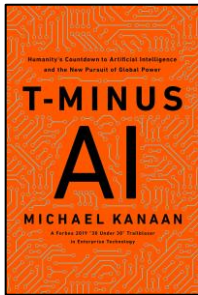
You’re being tracked. Google, Facebook, and Amazon—not to mention the federal government—keep incredible amounts of information about your online and real-world behaviors.

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

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

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

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



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

by Michael Kanaan

Publication: August 2020 (*proposal available*)

In late 2017, the conversation about the global impact of artificial intelligence (AI) changed forever.

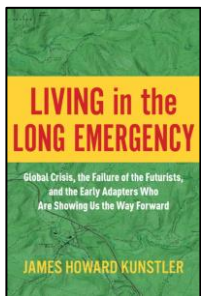
China put the world on bold notice when it released a plan to dominate all aspects of AI across the planet. Only weeks later, Vladimir Putin raised a Russian red flag in response by declaring AI the future for all humankind, and proclaiming that, "Whoever becomes the leader in this sphere will become the ruler of the world." The race was on. Consistent with their unique national agendas, countries throughout the world began plotting their paths and hurrying their pace.

In T-MINUS AI, Michael Kanaan explains AI from a human-oriented perspective we can all fully grasp. A recognized national expert and the U.S. Air Force's first Chairperson for Artificial Intelligence, Kanaan weaves a compelling new view on our history of innovation and technology to masterfully explain modern computing, AI, and machine learning.

Kanaan also illuminates the global implications of AI by highlighting the cultural and national vulnerabilities already exposed and the pressing issues now squarely on the table. As we march toward a future far different than ever imagined, T-MINUS AI is fascinating and crucially well-timed. It 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

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

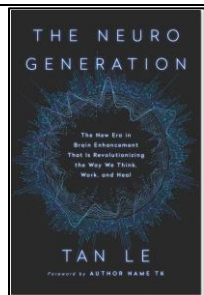
Publication: March 2020

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*, James Howard Kunstler described the global predicaments that would pitch the USA into political and economic turmoil in the 21st century—the end of affordable oil, climate irregularities, and flagging economic growth, to name a few. 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.

With personal accounts from a Vermont baker, homesteaders, a building contractor in the Baltimore ghetto, a white nationalist, and many more, LIVING IN THE LONG EMERGENCY is a unique and timely exploration of how the lives of everyday Americans are being transformed, for better and for worse, and what these stories tell us both about the future and about human perseverance.

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. He lives in upstate New York.



The NeuroGeneration

by Tan Le

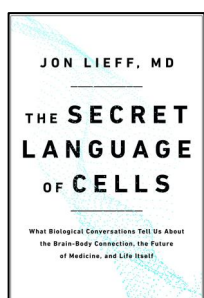
Publication: January 2020

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.

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



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

by Jonathan Lieff, MD

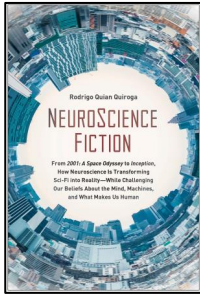
Publication: September 2020 (*proposal available / MS available March 2020*)

Simplified Chinese: Beijing United.

Understand how the most important cells converse with each other, and visualize the way human physiology, advanced medical treatments, and, indeed, all of life works.

All biological research from the most prestigious scientific journals supports a thesis that is hiding in plain sight. While cells are typically considered to be the basis of all life, it is actually communication, within and among cells, that is the essence of life and determines every aspect of biology—immunity, digestion, cancer, mental health, and pain. Surprisingly, all cells from different evolutionary lineages speak the same languages—bacteria, fungus, plant cells, and human cells. While signaling within neuronal circuits is widely understood, it is less well known that neurons are constantly engaging in similar communication with supportive brain cells, as well as with various other types of cells not in the brain. It is even less recognized that all other cells in the body also use these same types of conversations. This principle has been hidden from view because scientific journals use mostly impenetrable jargon for signals, receptors, and molecules that make up cellular languages.

Dr. Jonathan Lieff is a past-president of the American Association for Geriatric Psychiatry (AAGP), the national subspecialty association. As president, 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.



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

by Rodrigo Quian Quiroga

Publication: April 2020 (*manuscript available*)
World (excluding Spanish)

What if science fiction stopped being *fiction*?

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

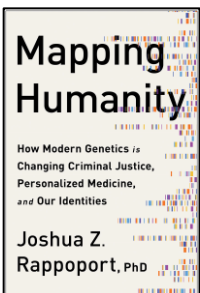
Science fiction often takes its inspiration from the latest science . . . and our oldest questions. After all, the two are inextricably linked. At a time when advances in artificial intelligence are genuinely leading us closer to a computer that thinks like a human, we can't help but wonder: *What makes a person a person?*

Countless writers and filmmakers have created futuristic scenarios to explore this issue and others like it. But these scenarios may not be so futuristic after all.

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

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

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



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

by Joshua Z. Rappoport

Publication: July 2020 (*manuscript available*)

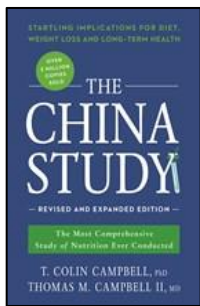
Thanks to personal genetic testing services, it's now easier than ever to get information about our own unique DNA—but who does this information really benefit?

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

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

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

DIET / HEALTH / SELF-HELP



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. **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.

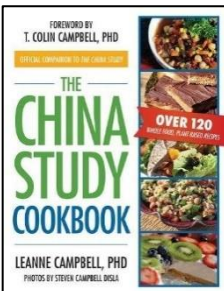
More than 30 years ago, nutrition researcher T. Colin Campbell and his team at Cornell, in partnership with teams in China and England, embarked upon the China Study, the most comprehensive study ever undertaken of the relationship between diet and the risk of developing disease. What they found when 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.

T. Colin Campbell, PhD 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.

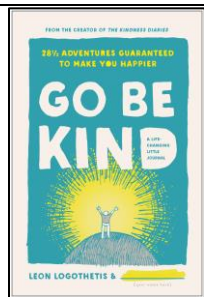


The China Study Cookbook: Over 120 Whole Food, Plant-Based Recipes

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.



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. You will step outside of your comfort zone. You will become best friends with total strangers. Some of the adventures can be done while you're falling asleep at night. Some of them will open your eyes to things you've never seen before. And all of them are really easy.

It might take 28 ½ days. It might take 11. Or you can take all the time you need (the adventure is up to you).

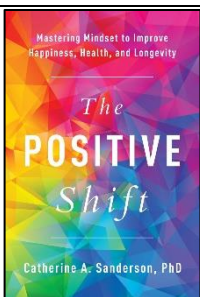
That adventure is about to change your life. And someone else's, too...

Because once we start being kind, we realize that there is no faster way to happiness. It will change how you see the world, how you connect with other people, and how you connect with yourself.

And it starts with you. All you have to do is change one life in order to change the world. Are you ready?

Let's do it. #gobekind

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

by Catherine A. Sanderson

Publication: 2019

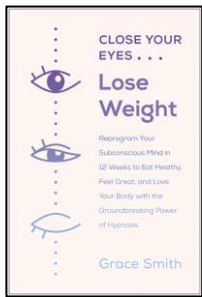
Complex Chinese: Star Publishing. **Korean:** KEDBP. **Simplified Chinese:** Huazhang. **Thai:** B2S.

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.



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 (*manuscript available*)

***Part of a five book deal**

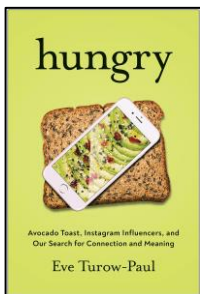
Do diets always fail? Can't stick to a workout routine? Do you lose weight only to gain it back immediately? Don't blame yourself — your subconscious might be the problem.

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, GET THE BODY YOU WANT uses the scientifically proven process of hypnotherapy to empower you to lose weight for healthful reasons, not to reach unattainable magazine standards. Guided exercises recondition your mind to let you effortlessly:

- Eat mindfully
- Overcome addictions to sugar and carbs
- Stop binge eating
- Heal body dysmorphia
- Release emotional weight

...and much more. Rather than simply aiming for a number on the scale, CLOSE YOUR EYES, GET THE BODY YOU WANT helps you achieve the self-confidence to love yourself enough to appreciate your incredible body and the conviction to live your life with pride. Grace will give you the tools you need to train your subconscious mind to eat only the foods that nourish your body, mind, and life.

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



Hungry: How Avocado Toast and Instagram Influencers Feed Our Most Basic Human Needs

by Eve Turow-Paul

Publication: June 2020 (*manuscript available*)

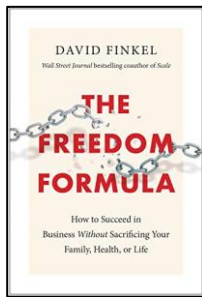
Something strange is happening in our current digital moment. Lifestyle trends in food, fashion, fitness and beyond are no longer just about gadgets and gizmos. Instead, public fervor is pushing these industries in the direction of transparency, craft, and community.

In HUNGRY, Eve Turow-Paul argues that 21st-century innovations and pressures are redefining people's needs and desires. Turow-Paul outlines how "foodie" culture—along with other lifestyle trends—are a small symptom of wider sociological changes. She reviews the rising rates of stress, loneliness, anxiety, and depression, especially among youth worldwide, and connects this emotional unrest to our rapidly shifting digital environments. Turow-Paul then illustrates how the digital age is spurring today's most influential trends.

In HUNGRY, you'll learn the *why* behind the non-GMO movement, the rise of delivery, the popularity of gluten-free and paleo diets, the wellness industry, the importance of food photos, local and artisan products, the sharing economy, DIY trends, and much more.

Eve Turow-Paul is a nationally recognized thought leader on youth culture and the food system. As a writer and adviser, Eve studies food trends and human behavior. Born in Evanston, Illinois, Turow-Paul graduated from Amherst College in 2009 with a degree in psychology. She is a frequent keynote speaker, a *Forbes* contributor, and the author of *A Taste of Generation Yum: How the Millennial Generation's Love for Organic Fare, Celebrity Chefs and Microbrews Will Make or Break the Future of Food*. You can see her in the documentary film *WASTED! The Story of Food Waste*. www.eveturowpaul.com

BUSINESS



The Freedom Formula: How to Succeed in Business Without Sacrificing Your Family, Health, or Life

by David Finkel

Publication: 2019
Complex Chinese: Crown.

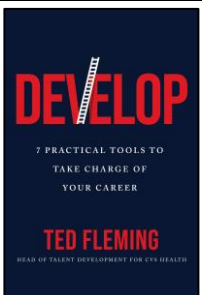
Building a successful company and career doesn't mean sacrificing your family, health, or life.

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

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

David Finkel will help you *operationalize* working smarter. No fluff, no theory, Finkel shares the detailed blueprint to create maximum value for your company without working nights, weekends, or while on "vacation."

David Finkel is the CEO of Maui Mastermind, one of the world's premier business coaching companies. The *Wall Street Journal* bestselling author of eleven books, David's syndicated business articles on *Inc.com*, *Fastcompany.com*, and *Forbes.com* have garnered millions of readers. His work has been featured in such prestigious media outlets as the *WSJ*, *Bloomberg Businessweek*, *Fox Business*, *MSNBC*, and *Inc. Magazine*.



Develop: 7 Practical Tools to Take Charge of Your Career

by Ted Fleming

Publication: October 2020 (*proposal available*)

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

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

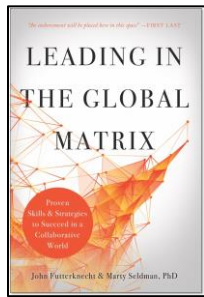
Based on his more than two decades' experience managing, advising, and researching career growth, he offers a guide for navigating organizations where advancement is complex and success strategies are often kept secret.

DEVELOP will give you the guidance you need to:

- Discover what interests you
- Learn how to communicate your unique gifts to others
- Network the right way
- Create a development plan that will drive results

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

Ted Fleming is the Head of Talent Development for CVS Health, a Fortune 10 company with more than 300,000 employees. Ted has more than 30 years of experience in the healthcare, financial services, and education industries as a strategic planner, consultant, business owner and general manager.



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

by John Futterknecht and Marty Seldman, PhD

Publication: January 2020

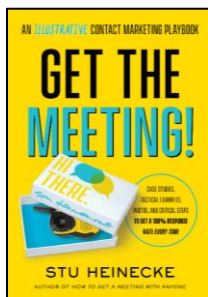
Global enterprises are transitioning from a traditional corporate hierarchy to a matrix model of cross-functional teams to better leverage internal resources, spur innovation, and drive strategy—but the matrix hasn't fully delivered on its promise, and this book will tell you why.

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

However, many of the skills it takes to manage relationships, grow personal influence, and effectively deal with conflict that are integral to the matrix are the unspoken side of the workforce. Not only do employers not equip their employees with these skills, the challenges that require these skills are even greater with a transition to the matrix management model. LEADING IN THE GLOBAL MATRIX encompasses field-tested advice to help individual professionals and their teams unlock their full potential, allowing the matrix to finally deliver on its promise.

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

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



Get the Meeting: An Illustrated Contact Marketing Playbook

by Stu Heinecke

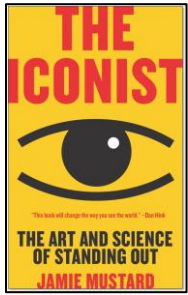
Publication: 2019

What's the one critical networking skill that can make or break your career? Your ability to GET THE MEETING!

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

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

Stu Heinecke discovered the magic of "Contact Marketing" early in his career, when he launched a Contact Campaign to just two dozen Vice Presidents and Directors of Circulation at the big Manhattan-based magazine publishers. That tiny \$100 investment resulted in a 100% response rate, launched his enterprise and brought in millions of dollars worth of business. Heinecke is the host and author of the *How To Get A Meeting with Anyone* podcast and blog, and founder and president of Contact, a Contact Marketing agency, and cofounder of Cartoonists.org, a coalition of famed cartoonists dedicated to raising funds for charity, while raising the profile of the cartooning art form.



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?

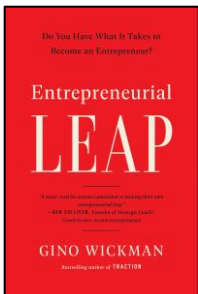
What makes us remember the words of Churchill and King (and McDonald's, for that matter)?

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.

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

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

Jamie Mustard is a strategic 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.



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.

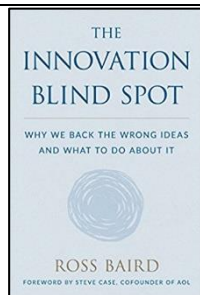
ENTREPRENEURIAL LEAP: DO YOU HAVE WHAT IT TAKES TO BECOME AN ENTREPRENEUR? is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck.

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.

BACKLIST



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

by Ross Baird

Publication: 2017

Vietnamese: 1980Books.

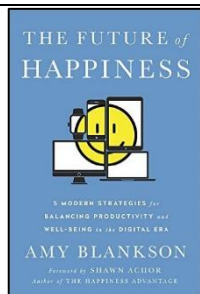
The world's innovation economy is broken. THE INNOVATION BLIND SPOT provides an insider perspective on a new approach to innovation and has the potential to revolutionize entrepreneurship. The smartest entrepreneurs, investors, and firms will exploit society's blind spots, finding success in opportunities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

The idea that the people investing in innovation today are “changing the world” is a myth. We’re living in a world where we are struggling to feed, produce energy, and provide quality jobs for a growing population, yet the innovation economy continues to prioritize investing billions in photo-sharing apps and on-demand food delivery services instead of meaningful change.

The result is a system that doesn’t support most entrepreneurs—entrepreneurial activity is at a 30-year low—and a system that doesn’t work for investors.

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. Since founding Village Capital in 2009, 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.

“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*



The Future of Happiness: 5 Modern Strategies for Balancing Productivity and Well-Being in the Digital Era

by Amy Blankson

Publication: 2017

Complex Chinese: Commonwealth. **Romanian:** Vellant.

Technology—at least in theory—is improving our productivity, efficiency, and communication. The one thing it’s not doing is making us happier. We are experiencing historically high levels of depression and dissatisfaction. But it doesn’t have to be that way. Technology can drive—not diminish—human happiness.

In *THE FUTURE OF HAPPINESS*, author Amy Blankson, cofounder of the global positive psychology consulting firm GoodThink, unveils five strategies that successful individuals can use to not just survive—but to actually thrive—in the Digital Age:

Stay grounded to focus and channel your energy with intention

Know thyself through app-driven data to strive toward your potential

Train your brain to develop and sustain an optimistic mindset

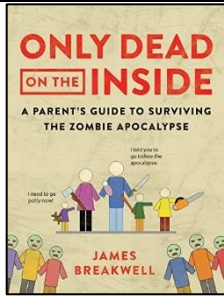
Create a habitat for happiness to maximize the spaces and places in which you live, work, and learn

Be a conscious innovator to actively shape your future.

“Too often, the concept of personal happiness is left out of discussions about technology and the future of our world. *The Future of Happiness* is a timely reminder.”

—Susan Cain, *NYT* bestselling author of *Quiet*

Amy Blankson was named a Point of Light by President Bush and President Clinton. She was one of the youngest delegates to the Presidents’ Summit for America’s Future. Amy received her BA from Harvard and MBA from Yale School of Management.



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

by James Breakwell

Publication: 2017

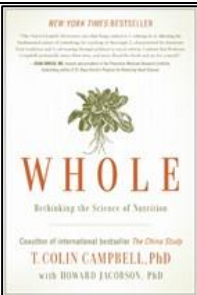
French: Pygmalion. **Korean:** Hanbit Biz. **UK:** Atlantic.

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



Whole: Rethinking the Science of Nutrition

by T. Colin Campbell, Howard Jacobson

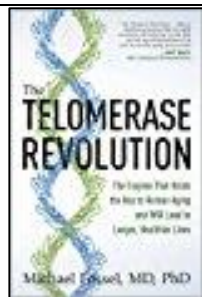
Publication: 2014

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.

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*.



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.

In recent years, our understanding of the nature of aging has grown exponentially, and dramatic life extension—even age reversal—has moved from science fiction to real possibility.

Dr. Michael Fossel has been at the forefront of aging research for decades and is the author of the definitive textbook on human aging. In *THE TELOMERASE REVOLUTION*, he takes us on a detailed but highly accessible scientific journey, providing startling insights into the nature of human aging.

Twenty years ago, there was still considerable debate on the nature of human aging, with a variety of competing theories in play. But scientific consensus is forming around the telomere theory of aging. The essence of this theory is that human aging is the result of cellular aging. Every time a cell reproduces, its telomeres (the tips of the chromosomes) shorten. With every shortening of the telomeres, the cell's ability to repair its molecules decreases. It ages. Human aging is the result of the aging of the body's trillions of cells.

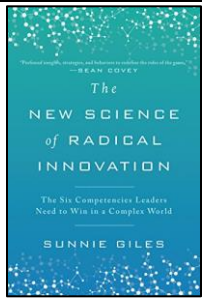
But some of our cells don't age. Sex cells and stem cells can reproduce indefinitely, without aging, because they create telomerase. Telomerase re-lengthens the telomeres, keeping these cells young.

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.

THE TELOMERASE REVOLUTION is the definitive work on the latest science on human aging, covering both the theory and the clinical implications. It takes the reader to the forefront of the upcoming revolution in medicine.

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.

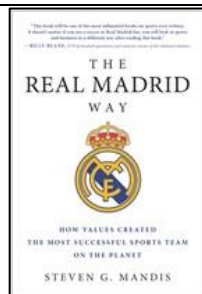
Giles is a new generation expert on radical innovation who takes the mystery out of what radical innovation is and transforms organizations into ones fit to deliver radical innovation. Her in-depth research reveals that applying concepts from neuroscience, complex systems approach, and quantum mechanics 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 New Science of Radical Innovation* should be a bible for every leader aspiring for innovation." —Marshall Goldsmith, *World's #1 Leadership Thinker*, renowned business educator and coach, author of 35 books



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

by Steven G. Mandis

Publication: 2016.

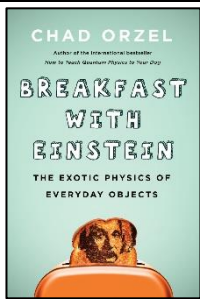
Japanese: Toho. **Polish:** Rebis. **Russian:** Eksmo. **Spanish (world):** Alienta. **Thai:** Wara. **Vietnamese:** Dong A.

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

Real Madrid is the most successful sports team on the planet. The soccer club has more trophies than any other sports team, including 11 UEFA Champions League trophies. However, the story behind the triumph goes beyond the players and coaches. Generally unnoticed, a management team consisting mostly of outsiders took the team from near bankruptcy to the most valuable sports organization in the world.

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.



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.

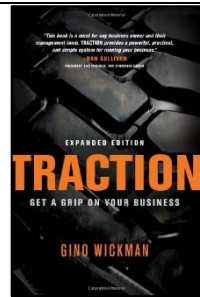
In *BREAKFAST WITH EINSTEIN*, Chad Orzel illuminates the strange phenomena lurking just beneath the surface of our ordinary lives by digging into the surprisingly complicated physics involved in his (and anyone's) morning routine. Orzel, author of *How to Teach Quantum Physics to Your Dog*, explores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

From the sun, alarm clocks, and the red glow of a toaster's hot filaments (the glow that launched quantum mechanics) to the chemistry of food aroma, a typical day is rich with examples of quantum weirdness. *BREAKFAST WITH EINSTEIN* reveals the hidden physics all around us, and after reading this book, your ordinary mornings will never seem quite as *ordinary* again.

"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.**



Traction: Get a Grip on Your Business

by Gino Wickman

Publication: 2012

Brazil: Sextante. **Japanese:** Business Kyoiku Shuppansha. **Korean:** Booklog. **Romanian:** Act si Politon. **Simplified Chinese:** China Machine Press. **Vietnamese:** Alpha Books.

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

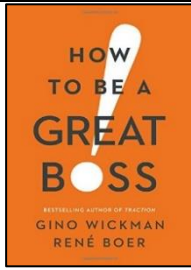
Do you have a grip on your business, or does your business have a grip on you?

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.