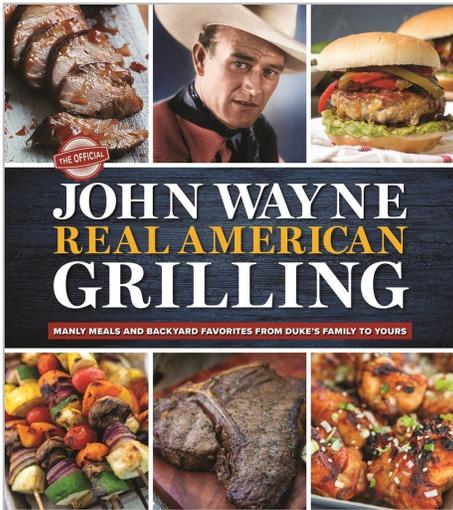


MEDIA LAB BOOKS

WINTER 2022
CATALOG

BEAUTIFUL BOOKS
FOR COOKING, PLAYING
AND LIVING WELL



**COOKING / METHODS /
BARBECUE & GRILLING**

Media Lab Books | 3/22/2022
 9781948174893 | \$24.99 / \$32.50 Can.
 Hardcover Paper over boards | 256 pages |
 Carton Qty: 16
 9 in H | 8 in W
 120 full color photos

MARKETING

Pitch and BLAD mailing to Cooking and Lifestyle publications, Men's and Outdoors publications, and classic film publications Outreach mailings for feature, review, and possible interviews with John Wayne enthusiasts, classic film podcasts and influencers, and Men's/ How-To podcasts, websites, and social media influencers Print and email advertising in John Wayne Digests Social media features and advertising through John Wayne Enterprises

The Official John Wayne Real American Grilling

Manly meals and backyard favorites from Duke's family to yours

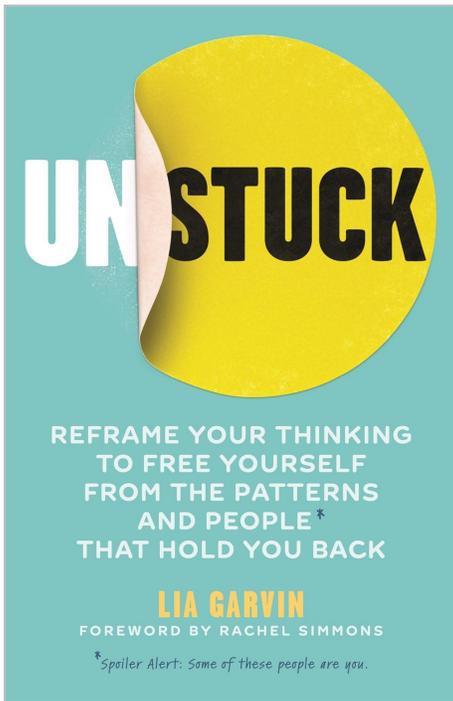
Editors of The Official John Wayne Magazine

This all-new collection celebrates everything wonderful about the American grilling tradition with step-by-step recipes for more than 100 delicious dishes.

The Official John Wayne Real American Grilling is a celebration of family, friends, good times and great cooking - everything that makes up the incredible tradition of American grilling. Inside readers will find more than 100 of Duke's favorite recipes - everything from grilled fish to barbecue burgers, ribs and brisket and everything in between. They'll also discover a treasure trove of family memories and photos of John Wayne eating, laughing and carrying on as only Duke can do, making this a joyous celebration of everything that's good about coming together for a hearty meal, or cooking up a steak for one.

With an introduction by his son Ethan Wayne, *The Official John Wayne Real American Grilling* is nothing less than a guide to great eats and good times.

The Editors of *The Official John Wayne Magazine* oversee publication of the authorized bi-monthly guide to all things Duke, celebrating the life and legacy of one of America's greatest icons. Created with the help of the actor's youngest son, Ethan Wayne, and featuring exclusive photos, stories, and memorabilia from the Wayne Family Archives, *The Official John Wayne Magazine* is the world's foremost authority on all things Duke.



LEAD

Unstuck

Reframe your thinking to free yourself from the patterns and people that hold you back

Lia Garvin

This book shows women how to use the transformational power of reframing to overcome the challenges, pitfalls, and frustrations they face in the workplace.

Unstuck is a refreshingly down-to-earth, irreverent, and much-needed look at the transformational power of reframing to help women overcome many of the challenges, pitfalls, and frustrations they face in the workplace, so that they can articulate and accomplish the goals they set for ourselves.

Using personal anecdotes from more than a decade of experience working at Microsoft, Apple, Google and YouTube, author Lia Garvin examines nine all-too-familiar scenarios in the workplace from how women demonstrate their value and overcome barriers to their success to overcoming comparisons with coworkers and owning their power at the office. It's a pull-no-punches rallying cry that gets readers ready to take action.

Unstuck is for professional women in any sector who are looking for a toolkit to help them survive and thrive in the modern workforce. Leveraging her experience working in the trenches of the largest and most influential tech companies in the world, Garvin shows how women can use the game-changing practice of reframing to steer their careers from the driver's seat.

Lia Garvin, author, speaker and leadership coach, uses her authentic and irreverent sense of humor to help teams examine the challenges holding them back and focus on what matters. With more than a decade of senior leadership experience at some of the largest and most influential tech companies in the world, including Microsoft, Apple, Google and YouTube, Garvin's mission is to share how the power of reframing can overcome common challenges found in the modern workplace.

BUSINESS & ECONOMICS / WOMEN IN BUSINESS

Media Lab Books | 3/8/2022

9781948174886 | \$16.99 / \$22.50 Can.

Trade Paperback | 256 pages | Carton Qty: 40
8.5 in H | 5.5 in W

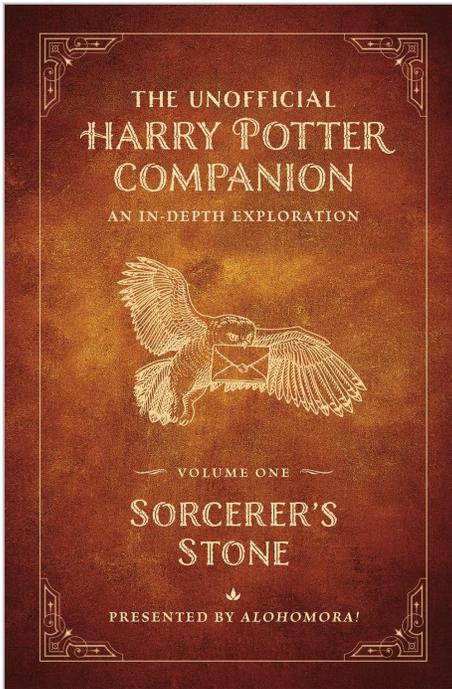
MARKETING

Pitch and review copy mailing to women's, business, family, lifestyle, and technology publications for interviews, reviews, and features

Pitch original articles focusing on current and post-COVID women's work-life to business, technology, and women's print and online publications

Outreach to women in business and women in technology influencers, podcasts, and blogs for interviews and features

Digital and social media advertising



JUVENILE FICTION / FANTASY & MAGIC

Media Lab Books | 4/19/2022
 9781948174930 | \$14.99 / \$19.50 Can.
 Hardcover Paper over boards | 128 pages |
 Carton Qty: 40
 8.5 in H | 5.5 in W

MARKETING

Pitch and sampler mailing to Books, Gaming, and Fan publications and Family and Gift publications
 Outreach mailings for feature, review, and possible interviews with Harry Potter enthusiasts, book podcasts, websites, and social media influencers
 Extensive buzz-building preorder campaign with Alohomora podcast and MuggleNet
 Print advertising featured in all Media Lab's Unofficial Harry Potter and children's digests and magazines
 Social media and email newsletter promotion coordinated with MuggleNet

The Unofficial Harry Potter Companion Volume 1: Sorcerer's Stone

An in-depth exploration

Alohomora!

This extraordinary book provides a guided analysis of the first *Harry Potter* novel, exploring each chapter's connections, themes, hidden details, fan theories and more!

The *Alohomora!* podcast began five years after the release of the final Harry Potter book as a way to rediscover the original magic of the novels. Almost a decade later, the fandom - and the podcast - is bigger than ever, with more analysis and conversations happening about the Harry Potter story than ever before.

This new companion series is designed to help readers discover new ideas, connections, and secrets embedded throughout the books and explore them in a whole new way. For each chapter of *Harry Potter and the Sorcerer's Stone*, readers will find information gathered from a multitude of official sources, including a timeline that puts everything into an easily envisioned context. Readers will discover helpful information about characters, events, artifacts, and more. Insights and analysis drawn from the hosts and guests of the podcast starts a reader of the companion on their journey of their own analysis.

In addition, there are explorations of popular fan theories (both those that were popular at the novel's time of publication and have been disproved, and those that continue in the fandom today). Readers will also find connections to extracanonical information and other MuggleNet series books, as well as QR codes that lead to episodes of the podcast to further the conversation.

Katy Cartee-Haile, Kat Miller, Rosie Morris and Alison Siggard are all revered contributors to the extraordinarily popular *Alohomora!* podcast. Launched in April 2012 to fill the void left in the aftermath of the final Harry Potter movie release, the podcast examines each of the Harry Potter books in turn, mining new insights and discoveries throughout, illuminating the Wizarding World for fans around the globe.

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