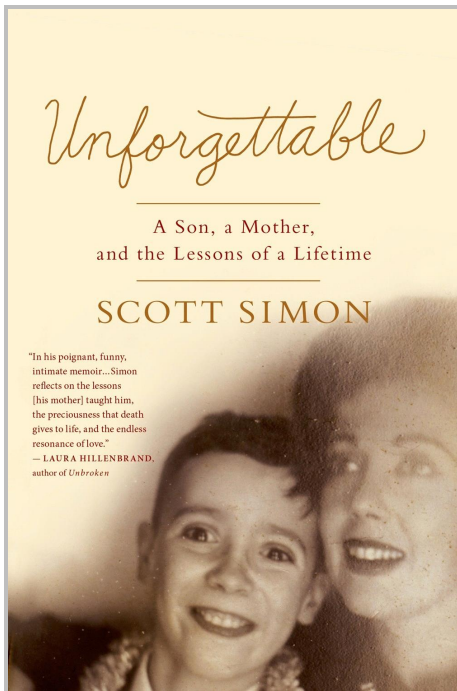


FLATIRON
BOOKS
NEW YORK



Unforgettable

A Son, a Mother, and the Lessons of a Lifetime

Scott Simon

A moving memoir about NPR host Scott Simon's connection to his mother—inspired by the popular tweets he shared during her death.

I'm getting a life's lesson about grace from my mother in the ICU. We never stop learning from our mothers, do we?

When NPR Weekend Edition Saturday host Scott Simon began tweeting from his mother's hospital room in July 2013, he didn't know that his missives would soon spread well beyond his 1.2 million followers. Squeezing the magnitude of his final days with her into 140-character updates, Simon's evocative and moving meditations spread virally. Simon chronicled his mother's death and reflected on her life, revealing her humor and strength, and celebrating the love of family. The world hung on Simon's every word and his mother's eventual passing made national news, attracting attention from international news media like the *Today Show*, *the New Yorker*, and the *New York Times*.

Inspired by those famous tweets, in *Unforgettable* Simon offers a deeply affecting, heart-wrenching memoir. His mother was a glamorous woman of the Mad Men era who worked in nightclubs, modeled, dated mobsters and movie stars, and was a brave single parent to young Scott Simon. Simon's memories are laced with her humor and strength. Simon gives voice to the experience we all have of confronting our parents' deaths. *Unforgettable* is one man's moving tribute to his mother's colorful life and graceful death, but it is also a powerful portrait of the universal bond between mother and child.

PRAISE

"In his poignant, funny, intimate memoir, Simon reflects on preciousness that death gives to life, and the endless resonance of love." —Laura Hillenbrand, author of *Unbroken: A World War II Story of Survival, Resilience and Redemption* and *Seabiscuit: An American Legend*

"A treasure. Poignant, tender, wise, and funny." —Scott Turow, author of *Presumed Innocent*

"Personal, universal, and filled with humor. Simon reminds us of the transience of life and the endurance of love." —Azar Nafisi, author of *Reading Lolita in Tehran*

"Amazing. Breathtaking. Affirming." —Laurie Halse Anderson, author of *Speak*

SCOTT SIMON is one of America's most admired writers and broadcasters, having reported from all over the world and from many wars. He is now the award-winning host of *Weekend Edition Saturday*. With over 4 million listeners it is the most-listened to news program on NPR. Simon has won a Peabody and an Emmy for his reporting and also has over 1.2 million followers on Twitter.

BIOGRAPHY & AUTOBIOGRAPHY / PERSONAL MEMOIRS

Flatiron Books | 3/31/2015
 9781250061133 | \$24.99 / \$28.99 Can.
 Hardcover | 256 pages | Carton Qty: 12
 5.5 in W | 8.3 in H | 1 lb Wt

Subrights:

U.K. Rights: Flatiron Books
 Translation Rights: Flatiron Books

Other Available Formats:
 Ebook ISBN: 9781250061157
 Audio ISBN: 9781427261281

MARKETING

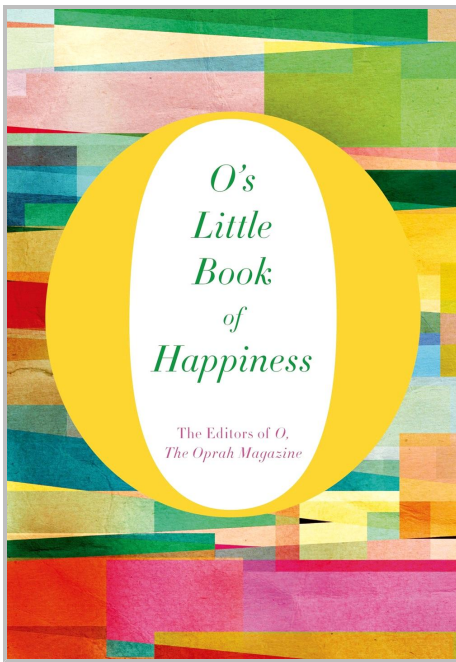
*Major print coverage, feature and reviews, and gift guides for Mother's Day

*NPR push for coverage

*National TV attention, morning shows

O's Little Book of Happiness

The Editors of O, The Oprah Magazine



BODY, MIND & SPIRIT / INSPIRATION & PERSONAL GROWTH

Flatiron Books | 3/31/2015
9781250068569 | \$17.99 / \$19.95 Can.
Hardcover | 192 pages | Carton Qty: 28
5 in W | 7.1 in H | 1 lb Wt

Subrights:
UK Rights: Flatiron Books
Translation Rights: Flatiron Books

Other Available Formats:
Ebook ISBN: 9781250068576
Audio ISBN: 9781427261731

MARKETING

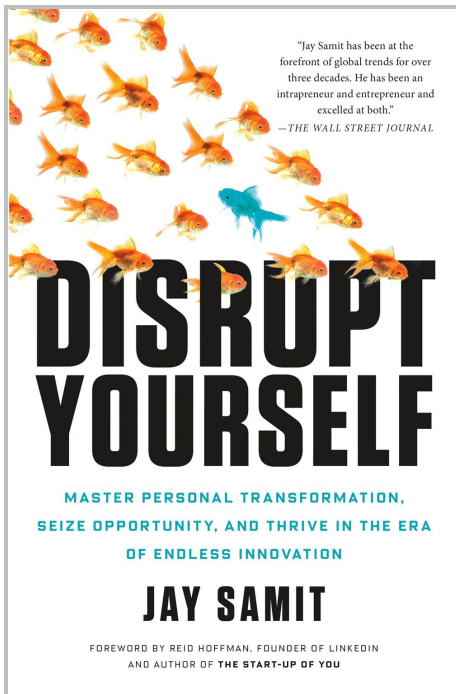
- *Mother's Day gift guides/roundups
- *Coverage on Oprah.com to coincide with the publication
- *Major social media push

A collection of thoughtful and affecting writing on happiness—the first in a series of inspirational books from *O. Magazine*.

A sprightly dose of practical and insightful inspiration, a sprinkling of feel-good science, and a bounty of joyful stories by great writers, O's Little Book of Happiness features some of the best writing to have appeared in O, the Oprah Magazine over its fifteen year history. From an ode to the power of questions by Elizabeth Gilbert, a tribute to the animal who taught her everything by Jane Smiley, practical advice about boosting your bliss from Gretchen Rubin, a call to find playful joy in one's life by Brené Brown, a guide to trading stress for serenity by Shonda Rhimes, a moving glimpse inside the mind of Neil deGrasse Tyson, and much, much more, the editors at O. have combed through the magazine's extensive archives to assemble this poignant and rousing collection. With a small trim-size and timed for Mother's Day, O's Little Book of Happiness makes the perfect gift.

Each month O, The Oprah Magazine helps readers live their best lives, serving up information and inspiration on everything from lasting love to luscious food. With a signature blend of candor and humor, fresh advice and timeless wisdom, the magazine offers people the tools they need to, as Oprah Winfrey says, "become more of who they are"—to love themselves more deeply, to look hopefully toward the future, and to leap wholeheartedly into the adventure of being alive.

Contributors to O's Little ...



Disrupt Yourself

Master Personal Transformation, Seize Opportunity, and Thrive in the Era of Endless Innovation

Jay Samit

A digital innovator's examination of the process employed by leading disruptors, showing how to achieve success in a volatile world.

According to *USA Today*, fifty percent of today's college students want to be an entrepreneur. And the jobless recovery of our recent recession and the realities of our always-changing world mean that everyone now needs to think like an innovator. Small startups are displacing hundred-year-old companies virtually overnight. The business landscape is more volatile—and full of possibility—than ever.

A serial entrepreneur who has been at the forefront of global trends for over thirty years, Jay Samit spent his career studying the system successful disruptors employ to achieve greatness. In *Disrupt Yourself*, he distills that process into steps that can be practiced by anyone. Virgin, Apple, Microsoft, and eBay were all founded by disruptors who questioned their assumptions, designed their own life paths, found ideas that solved big problems, and then pivoted their energies to do it all over again. Samit shows how he made a career launching businesses, selling them, and then reinventing himself to do it again and in *Disrupt Yourself*, he shows how others can do it too.

With the practical insight of Marshall Goldsmith and the no-holds-barred style of Tim Ferriss, digital innovator Jay Samit shows how all successful entrepreneurs and business leaders maximize opportunity, drive change, and achieve resilience. This groundbreaking book is an essential guide for those yearning for professional success in an unstable world.

PRAISE

"Despite the constantly changing tides of the media industry, Jay Samit has been at the forefront of global trends for over three decades. He has been an intrapreneur and entrepreneur and excelled at both." —Wall Street Journal

"Samit, who has been at the helm of many digital watersheds, from negotiating with Steve Jobs over iTunes, to having the original leader in college social networks is optimistic that user attention will be a valuable enough currency to pay for more than just entertainment." —Fast Company

"Jay Samit is one of the world's most successful digital media innovators." —Founders Institute

BUSINESS & ECONOMICS / ENTREPRENEURSHIP

Flatiron Books | 7/7/2015

9781250059376 | \$27.99 / \$32.50 Can.

Hardcover | 288 pages | Carton Qty: 24
6.1 in W | 9.3 in H | 1 lb Wt

Subrights:

U.K. Rights: Inkwell Management

Translation Rights: Inkwell Management

Other Available Formats:

Ebook ISBN: 9781250059390

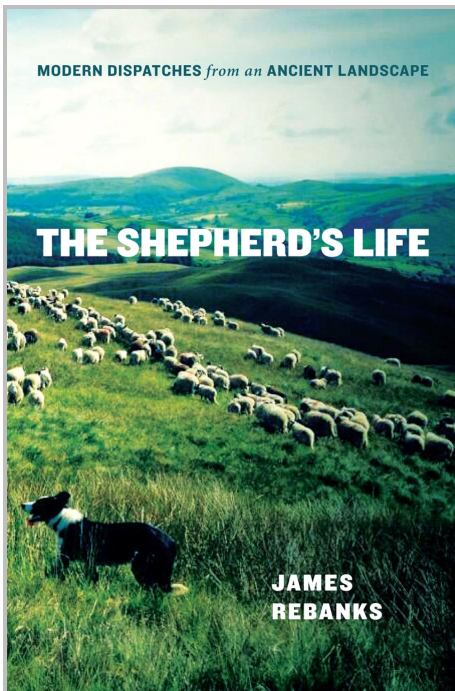
MARKETING

*Major print coverage, features and reviews

*National radio campaign, focusing on NPR and business shows

*National TV attention, focusing on business and general interest shows

*Author video

**NATURE / ANIMALS / MAMMALS**

Flatiron Books | 5/12/2015
 9781250060242 | \$25.99 / \$29.99 Can.
 Hardcover | 304 pages | Carton Qty: 20
 5.5 in W | 8.3 in H | 1 lb Wt
 Includes 23 b/w photos throughout

Subrights:
 UK Rights: Waxman Leavell Literary Agency
 Translation Rights: Waxman Leavell Literary Agency

Other Available Formats:
 Ebook ISBN: 9781250060259

MARKETING

*Major print coverage, features and reviews

*Massive social media push, using his already strong Twitter base

*Online slideshows of images at publication

The Shepherd's Life

Modern Dispatches from an Ancient Landscape

James Rebanks

James Herriot for the twenty-first century.

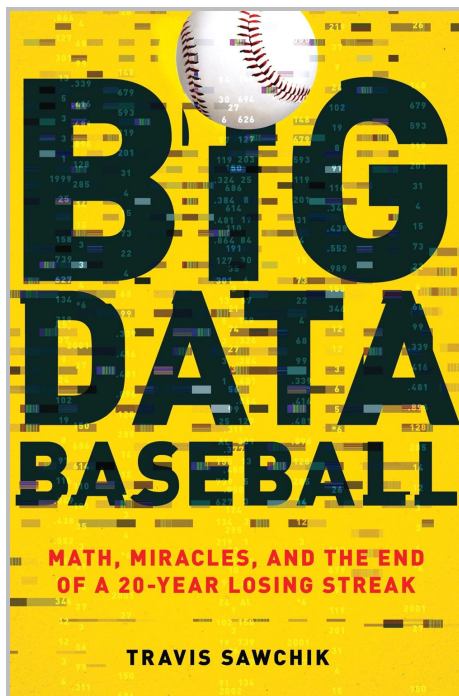
Old world meets new when a shepherd in the English Lake District impulsively starts a Twitter account and connects with the world.

A routine cell phone upgrade left author James Rebanks with a decent camera and a pre-loaded Twitter app—the tools to share his way of life with the entire planet. And what began as a tentative experiment became an international sensation.

James has worked the land for years, as did his father, and his father before him. His family has lived and farmed in the Lake District of Northern England as long as there have been written records. And while the land itself has inspired some of our greatest imaginations—Wordsworth, Coleridge, Beatrix Potter—we have rarely heard from the people who tend it. One Twitter account has changed all that. *The Shepherd's Life* is a memoir about growing up amidst a magical, storied landscape, coming of age in the 80s and 90s among hills that seem timeless, yet suffused with history. Broken into the four seasons, *The Shepherd's Life* chronicles the author's daily experiences—the joy of a new lamb, the sadness of an early death—bringing alive his family and their ancient way of life, which at times can seem irreconcilable with the modern world.

The Shepherd's Life is an intimate, original look from inside a seemingly ordinary life, one that celebrates the meaning of place, the ties of family to land, and the necessary beauty of the past.

JAMES REBANKS runs a family-owned farm in the Lake District in northern England. He uses his popular Twitter feed to share updates on the shepherding year. James and his wife are currently developing The Herdwick Sheep School which aims to bring school groups and visitors on to the farm to learn about the ancient traditions and farming techniques of the Lake District.



Big Data Baseball

Math, Miracles, and the End of a 20-Year Losing Streak

Travis Sawchik

Mired in the longest losing streak in North American pro history, the Pittsburgh Pirates go all-in on strategies dictated by "big data."

Pittsburgh Pirates manager Clint Hurdle was old school and stubborn. But after twenty straight losing seasons and his job on the line, he was ready to try anything. So when he met with GM Neal Huntington in October 2012, they decided to discard everything they knew about the game and instead take on drastic "big data" strategies.

Going well beyond the number-crunching of *Moneyball*, which used statistics found on the back of baseball cards to identify market inefficiencies, the data the Pirates employed was not easily observable. They collected millions of data points on pitches and balls in play, creating a tome of reports that revealed key insights for how to win more games without spending a dime. They discovered that most batters struggled to hit two-seam fastballs, that an aggressive defensive shift on the field could turn more batted balls into outs, and that a catcher's most valuable skill was hidden. Hurdle and Huntington got to work trying to convince the entire Pirates organization and disgruntled fans to embrace these unconventional, yet groundbreaking methods. All this led to the end to the longest consecutive run of losing seasons in North American pro sports history.

The Pirates' 2013 season is the perfect lens for examining baseball's burgeoning big-data movement. Using flawless reporting, award-winning journalist Travis Sawchik takes you behind-the-scenes to reveal a game-changing book of miracles and math.

PRAISE

"This story needs to be told, and Travis Sawchik—a great story teller with real mastery over the analytical part of the game—is the perfect person to do it." —Jonah Keri, author of *The Extra 2%* and writer for *Grantland*

"The Pittsburgh Pirates were the story of the season in 2013, but Travis Sawchik set his reporting eye on something bigger: The story of the decade.... Sawchik is perfectly positioned to tell this story, with a backstage pass to the Pirates' season and the keen baseball mind necessary to illuminate a complex subject." —Sam Miller, coeditor, *Baseball Prospectus 2014*

TRAVIS SAWCHIK covers the Pirates and Major League Baseball for the *Pittsburgh Tribune-Review*. Sawchik has won national Associated Press Sports Editor awards for enterprise writing and numerous state-level awards. Sawchik's work has been featured or referenced on ESPN, Grantland.com, and MLB Network.

SPORTS & RECREATION / BASEBALL / STATISTICS

Flatiron Books | 5/19/2015

9781250063502 | \$26.99 / \$31.50 Can.

Hardcover | 256 pages | Carton Qty: 24
6.1 in W | 9.3 in H | 1 lb Wt

Subrights:

UK Rights: Flatiron Books

Translation Rights: Flatiron Books

Other Available Formats:

Ebook ISBN: 9781250063519

MARKETING

*Major print coverage, features and reviews

*National radio campaign, tied to baseball season

*Major online campaign including sports and business coverage

*Targeting FB advertising

*Twitter campaign

LOSING THE SIGNAL



THE UNTOLD STORY BEHIND THE
EXTRAORDINARY RISE AND
SPECTACULAR FALL OF BLACKBERRY

BUSINESS & ECONOMICS / CORPORATE & BUSINESS HISTORY / GENERAL

Flatiron Books | 5/26/2015
9781250060174 | \$27.99 / \$31.99 Can.
Hardcover | 288 pages | Carton Qty: 12
6.1 in W | 9.3 in H | 1 lb Wt

Subrights:
UK Rights: Ross Yoon Agency
Translation Rights: Ross Yoon Agency

Other Available Formats:
Ebook ISBN: 9781250060181

MARKETING

*Major print coverage, features and reviews in book and business pages

*National radio campaign

*Major online campaign including tech and business coverage

*Big mouth mailing to tech writers and influencers

*Google keyword ads

Losing the Signal

The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

Jacquie McNish and Sean Silcoff

A breathtaking inside account of one of the most dramatic business triumphs and flameouts in recent history.

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong?

Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway.

With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones.

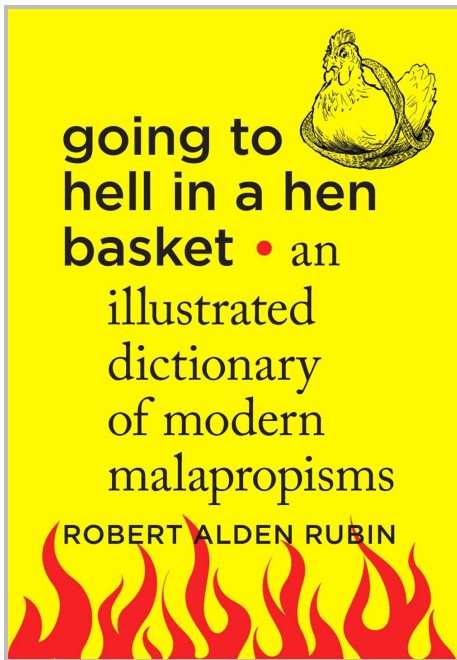
Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

PRAISE

"In the tech industry, they say that you learn more from a failure than from a hit. Well, if that's true, *Losing the Signal* will give you a post-doctoral education. Reading the inside story of the BlackBerry's helpless flameout is like watching any other train wreck: You're horrified, but you can't look away." —David Pogue, Author of *Pogue's Basics* and founder of Yahootech.com

"In *Losing the Signal*, Jacquie McNish and Sean Silcoff tell the harrowing and riveting story of how we lost the connection to the BlackBerry, a communication device so innovative and addictive that it was known, among aficionados, as a Crackberry. It's a tale of rivalr..."

JACQUIE MCNISH is a senior writer with the *Globe and Mail* and before that the *Wall Street Journal*. She has won seven National Newspaper Awards and is the author of three best-selling books, two of which won the National



Going to Hell in a Hen Basket

An Illustrated Dictionary of Modern Malapropisms

Robert Alden Rubin

An illustrated dictionary of contemporary malapropisms, playfully explained.

Delighting in the creative misuse of words and celebrating the verbal flubs that ignore the conventions of standard English, Robert Alden Rubin provides an illustrated dictionary of contemporary malapropisms.

Everyone has made the mistake of using a word or phrase that they think sounds sort of right, but isn't. Rubin collects his favorite malapropisms in a gift book that's perfect for bookworms and wordsmiths.

Some examples include:

- "without further adieu" - Conflation of bidding adieu (saying good-bye) with ado (complicated doings, ceremony) to mean "without saying anything more."

- "hair-brained" - Perhaps confuses hare-brained with airheaded. Hare-brained (rash, silly, or stupid) derives from the erratic mating dances of hares, as in the saying "mad as a March hare," though it also follows that someone with hair for brains wouldn't be sharp.

- "I was curled up in a feeble position" - Confusing feeble with fetal, but actually makes a bit of sense!

- "exercising demons" - I guess even demons need to go to the gym.

Found on blogs, the deepest corners of the internet, as well as some of the most esteemed publications, Rubin gently pokes fun at the twists and turns writers put our language through.

ROBERT ALDEN RUBIN holds an M.A. in creative writing from Hollins College, and a PhD in English Literature from the University of North Carolina. He worked as a journalist and a college English instructor at the University of North Carolina and was an editor for Algonquin Books of Chapel Hill. He lives in Sykesville, Maryland, with his wife.

HUMOR / FORM / PUNS & WORD PLAY

Flatiron Books | 8/4/2015

9781250066275 | \$17.99 / \$20.50 Can.

Hardcover | 224 pages | Carton Qty: 28

5 in W | 7.1 in H | 1 lb Wt

Includes over 100 black-and-white illustrations throughout

Subrights:

U.K. Rights: Flatiron Books

Translation Rights: Darhansoff & Verrill

Other Available Formats:

Ebook ISBN: 9781250066282

MARKETING

*Major social media campaign

*Online coverage

*Radio campaign

*One-sheet with list of malapropisms for reps

*WNYC advertising

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