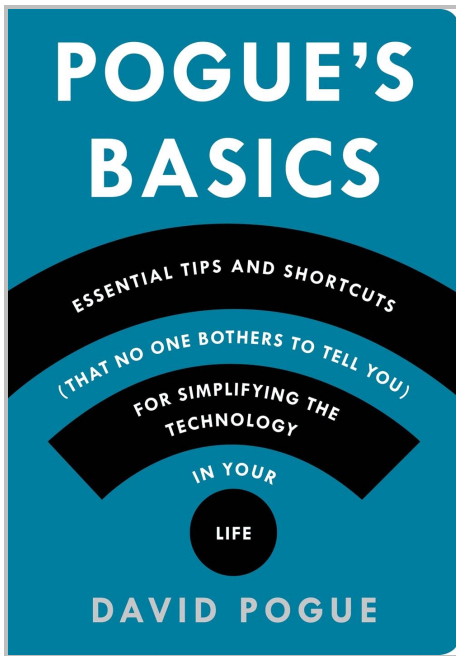


FLATIRON
BOOKS
NEW YORK



Pogue's Basics: Essential Tips and Shortcuts (That No One Bothers to Tell You) for Simplifying the Technology in Your Life

David Pogue

For the millions who love David Pogue's irresistible tech tips—people who have followed his advice from the *New York Times*, *NOVA*, and *CBS Sunday Morning*, to Yahoo, Twitter, and beyond.

Did you know that you can dry out your wet cell phone by putting its parts in separate bowls of uncooked rice? That you can scroll through a website using only your spacebar? That if you type your airline and flight number in to Google, it tells you where your flight is, the gate, terminal, and how long until it lands?

When David Pogue gave this kind of advice in the *New York Times*, his columns were consistently the most e-mailed of the week. When he gave a TED Talk of his tips, 1.3 million people watched it in the first 90 days. Pogue's tips have earned him 1.5 million followers on Twitter. And now that he writes his columns for Yahoo Tech, the audience for this advice has grown by millions more.

Here at last is the book all these fans have been waiting for: a book of 200 tips that will change your relationship to your phone, computer, tablet, camera—all of the technology in your life. A layflat format makes this the perfect reference book that you can turn to time and time again to pick up more helpful cheats for all your devices. At last, you can lose the nagging, insecure feeling that you're not the master of your own gadgets; the tech tips in *Pogue's Basics* are all you need to get by...the shortcuts to a happier technological life.

DAVID POGUE has 1.5 million followers on Twitter, has written columns that were often the most e-mailed articles from the *New York Times*, has given incredibly popular TED talks, and recently launched a consumer-tech site for Yahoo. Pogue also writes a monthly column for *Scientific American*, created the Missing Manual computer-book series, hosts science shows on PBS's *NOVA*, and appears frequently on *CBS Sunday Morning*. He has won two Emmys, two Webby awards, and a Loeb award for journalism.

COMPUTERS / REFERENCE / GENERAL

Flatiron Books | 12/9/2014

9781250053480 | \$19.99 / \$22.99 Can.

Trade Paperback | 368 pages | Carton Qty: 20

5.500 in W | 8.250 in H | 1.000 lb Wt

Includes over 250 two-color photos and illustrations

Subrights:

U.K. Rights: Flatiron Books

Translation Rights: Flatiron Books

Other Available Formats:

Ebook ISBN: 9781250053848

MARKETING

*National Broadcast Publicity

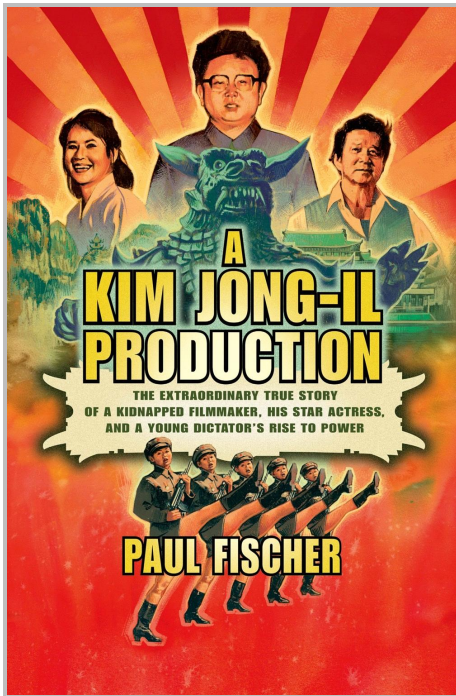
*National Print Publicity, Long and Short lead

*Tie-in with Yahoo Tech for major promotions

*Major Online Publicity

*Major social Media campaign: Pogue twitter (1.5 million followers)

*Speaking Event Schedule tie-in

**HISTORY / ASIA / KOREA**

Flatiron Books | 3/31/2015
 9781250054265 | \$27.99 / \$32.50 Can.
 Hardcover | 368 pages | Carton Qty: 20
 6.125 in W | 9.250 in H | 1.000 lb Wt
 Plus one 8-page color photograph insert

Subrights:
 UK Rights: Conville & Walsh
 Translation Rights: Conville & Walsh

Other Available Formats:
 Ebook ISBN: 9781250054289

MARKETING

- *National TV
- *National Radio Campaign
- *National Print, features and Reviews
- * Major Online Coverage Campaign
- * Book Trailer

A Kim Jong-Il Production

The Extraordinary True Story of a Kidnapped Filmmaker, His Star Actress, and a Young Dictator's Rise to Power

Paul Fischer

The Orphan Master's Son meets Argo in the extraordinary true story of Kim Jong-il's 1978 kidnapping of the golden couple of South Korean cinema, the movies they made, and their escape.

Before becoming the world's most notorious dictator, Kim Jong-Il ran North Korea's Ministry for Propaganda and its film studios. Conceiving every movie made, he acted as producer and screenwriter. Despite this control, he was overwhelmed by the available talent and took drastic steps, ordering the kidnapping of Choi Eun-Hee (Madam Choi)—South Korea's most famous actress—and her ex-husband Shin Sang-Ok, the country's most famous filmmaker.

Madam Choi vanished first. When Shin went to Hong Kong to investigate, he was attacked and woke up wrapped in plastic sheeting aboard a ship bound for North Korea. Madam Choi lived in isolated luxury, allowed only to attend the Dear Leader's dinner parties. Shin, meanwhile, tried to escape, was sent to prison camp, and "re-educated." After four years he cracked, pledging loyalty. Reunited with Choi at the first party he attends, it is announced that the couple will remarry and act as the Dear Leader's film advisors. Together they made seven films, in the process gaining Kim Jong-Il's trust. While pretending to research a film in Vienna, they flee to the U.S. embassy and are swept to safety.

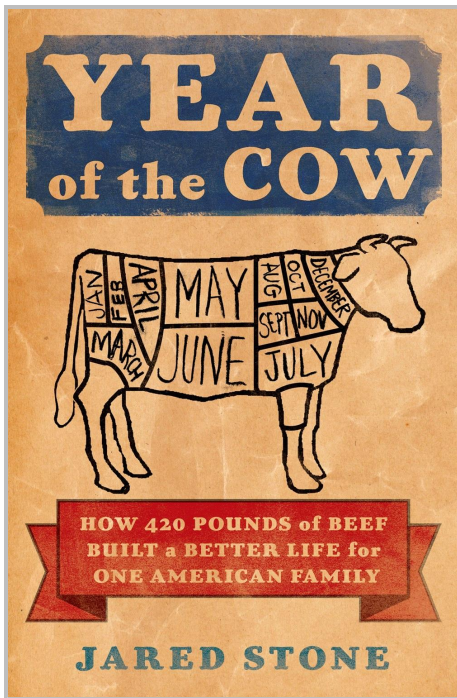
A nonfiction thriller packed with tension, passion, and politics, *A Kim Jong-Il Production* offers a rare glimpse into a secretive world, illuminating a fascinating chapter of North Korea's history that helps explain how it became the hermetically sealed, intensely stage-managed country it remains today.

PRAISE

That a North Korean dictator should kidnap two South Korean movie stars and force them to make films he hoped would rival Hollywood seems the stuff of fantasy. But it isn't, Kim Jong-il did and Paul Fischer captivantly tells perhaps the most extraordinary tale from the world's most bizarre country. *A Kim Jong-il Production* is simply flabbergasting!" —Paul French, author of the *New York Times* bestseller *Midnight in Peking*

"The incredible tale of how a dictator's obsession with the cinema led to one of them most hair-brained schemes ever concocted: to kidnap a famous South Korean director and his star actress and force them to make movies t..."

PAUL FISCHER is a film producer who studied social sciences at the Institut d'Etudes Politiques in Paris and film at the University of Southern California and the New York Film Academy. Paul's first feature film, the documentary *Radioman*, won the Grand Jury Prize at the Doc NYC festival and was released to critical and commercial acclaim. *A Kim Jong-Il Production* is his first book.

**COOKING / ESSAYS**

Flatiron Books | 4/28/2015
 9781250052582 | \$25.99 / \$29.99 Can.
 Hardcover | 320 pages | Carton Qty: 20
 5.500 in W | 8.250 in H | 1.000 lb Wt

Subrights:

UK Rights: Flatiron Books
 Translation Rights: Flatiron Books

Other Available Formats:

Ebook ISBN: 9781250053794

MARKETING

- *National TV Media
- *National Radio Campaign
- *National Print Campaign
- *Major Online Outreach
- *Book Trailer
- *Author Op-eds at Publication
- *Author Events in Los Angeles

Year of the Cow

How 420 Pounds of Beef Built a Better Life for One American Family

Jared Stone

Julie and Julia meets Anthony Bourdain as one man cooks a whole cow, hoping a more conscious relationship with food gives him better clarity, health, and of course hundreds of new recipes.

After realizing he knew more about TVs than about the meat on his plate, award-winning TV producer and amateur chef Jared Stone purchased an entire grass-fed steer and resolved to make the best use of it that he possibly could. *Year of the Cow* follows the trials and tribulations of a home cook as he and his family try to form a more meaningful relationship with their food and the environment.

From meeting the rancher who raised his cow to learning how to successfully pack a freezer with cow parts, Stone gets to know his steer and examines how previous generations ate, delving into the ways our ancestors prepared meals and the ethnography of cattle. Over the course of hundreds of nose-to-tail meals shared with friends and family, Stone works his way through his cow armed with a pioneering spirit and a good sense of humor. He becomes more mindful of his diet and bravely confronts challenges he never expected, like how to dry beef jerky without making your home smell like a smokehouse, and how to find deliciousness in the less-common cuts of cattle like the tongue and heart, sharing a recipe at the end of each chapter.

By examining the food that fuels his life and pondering the ethics of meat eating, Stone finds the areas where his cooking philosophy overlaps with learning to live a life more fully.

PRAISE

winsome, endearing, and revealing story, Stone's nose-to-tail experience with a whole beef in his kitchen makes the daunting seem like can-do fun.... Epiphanies occur in unexpected places, but each one expresses the connections, responsibilities, and opportunities all of us share with food and the land. A truly enjoyable read." —Joel Salatin, farmer profiled in *Food, Inc.* and *The Omnivore's Dilemma* and author of *This Ain't Normal*

JARED STONE is an award-winning television producer who won an Emmy in 2013 for his work on *The Ellen DeGeneres Show*. He has worked with several major television networks including ABC, NBC, Fox, The CW, National Geographic, and many others. Stone lives with his family in L.A.

Vidyamala Burch and Danny Penman

USING MINDFULNESS
TO RELIEVE PAIN,
REDUCE STRESS, AND
RESTORE WELL BEING



YOU ARE NOT YOUR PAIN

"This book provides an extremely effective and elegant mind-body approach to healing for people dealing with the potentially hugely eroding effects of chronic pain and illness in their lives." —JON KABAT-ZINN, author of *Full Catastrophe Living* and *Wherever You Go, There You Are*

HEALTH & FITNESS / PAIN MANAGEMENT

Flatiron Books | 1/6/2015

9781250052674 | \$19.99 / \$22.99 Can.

Trade Paperback | 256 pages | Carton Qty: 28

6.125 in W | 9.250 in H | 1.000 lb Wt

Includes a CD of meditations and 25 black-and-white illustrations

Subrights:

UK Rights: Piatkus Books

Translation Rights: ICM

Other Available Formats:

Ebook ISBN: 9781250053817

Audio ISBN: 9781427258137

MARKETING

*National Broadcast Campaign

*Author Op-ed at Pub. time

*National Print Outreach, long and short lead

*Major Online Outreach

*Blog Tour focusing on Health bloggers

*National Radio Phoner Campaign

*Tie-in with Author Speaking Schedules

FLATIRON BOOKS

JANUARY 2015

You Are Not Your Pain

Using Mindfulness to Relieve Pain, Reduce Stress, and Restore Well-Being---An Eight-Week Program

Vidyamala Burch and Dr. Danny Penman

From the coauthor of the bestselling, *Mindfulness*, a practical and accessible 8-week plan for treating chronic pain that has been proven to be just as effective as prescription medication.

Pain, suffering, and stress can be intolerable, but it doesn't have to be this way. *You Are Not Your Pain* reveals a simple set of mindfulness-based practices that you can incorporate into daily life to relieve chronic pain and the suffering and stress of illness. Clinical trials show that mindfulness meditation can be as effective as prescription painkillers and enhance the body's natural healing systems. It also significantly reduces the anxiety, stress, depression, irritability, exhaustion, and insomnia that often accompanies chronic pain and illness.

Developed by two authors who have themselves struggled with the severe pain of serious injuries, this accessible book reveals the eight-week program that will quickly melt away your suffering. Taking just 10-20 minutes per day, it is a simple yet effective way to soothe some of the most common causes of pain such as back problems, arthritis, and migraine. It is also effective for people undergoing chemotherapy, or suffering from heart disease, diabetes, fibromyalgia, celiac disease, and many other causes of severe and chronic pain.

Accompanied by a CD of 12 meditations, readers will quickly learn to dissolve suffering by soothing the brain's pain networks. It will help you to live life fully once again.

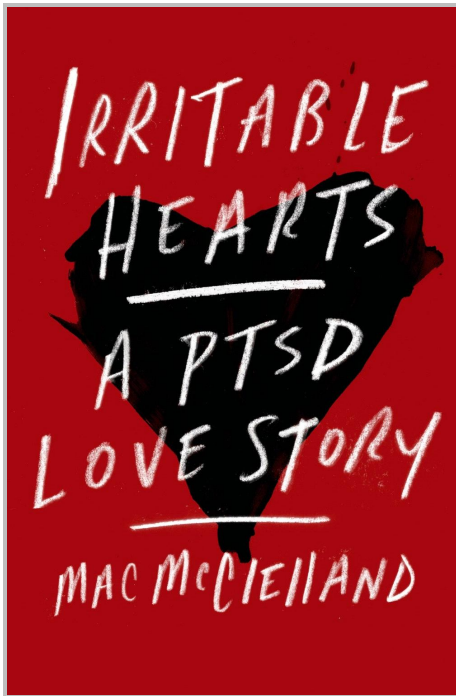
PRAISE

Drawing on their own experiences, ancient wisdom, and the latest science, Vidyamala Burch and Dr. Danny Penman have created a program of simple daily practices that anyone struggling with pain and stress can follow. *You Are Not Your Pain* is a powerful testament to the ways mindfulness and meditation can help us tap into our own resilience, even in the most painful times."—Arianna Huffington

"The Breathworks approach to Mindfulness-Based Pain Management (MBPM) is the most comprehensive, in-depth, scientifically up-to-date, and user-friendly approach to learning the *how* of living with chronic pain and reclaiming one's life that I know of... Highl...

VIDYAMALA BURCH is founder and codirector of Breathworks, an organization offering mindfulness-based approaches to living well with chronic pain, illness, and stress and with teachers in over 15 countries. She is the author of *Living Well with Pain and Illness* based on her acclaimed program.

DANNY PENMAN is an award-winning journalist and author who writes for the *London Daily Mail*. He is coauthor of the bestselling *Mindfulness: An Eight-Week Plan for Finding Peace in a*



Irritable Hearts

A PTSD Love Story

Mac McClelland

A fearless memoir by an award-winning journalist exploring her struggle with PTSD, its troubled history and treatment, and the ways she pushed herself beyond trauma to fall in love.

In 2010, human rights reporter Mac McClelland left Haiti after covering the devastation of the earthquake. Back home, she finds herself imagining vivid scenes of violence and can't sleep or stop crying. It becomes clear that she is suffering from Post Traumatic Stress Disorder, triggered by her trip and seemingly exacerbated by her experiences in the other charged places she'd reported from. The bewilderment about this sudden loss of self-control is magnified by her feelings for Nico, a French soldier she met in Haiti who despite their brief connection seems to have found a place in her confused heart.

With inspiring fearlessness, McClelland sets out to repair her broken psyche. Investigating her own illness and the history of PTSD, she discovers she is not alone: traumatic events have sweeping influence. While we most often connect it to veterans, PTSD is more often caused by other manner of trauma, and can even be contagious—close proximity to those afflicted can trigger it in those around them. As McClelland confronts the realities of her disorder, she learns to open her heart to the love that seems to have found her at an inopportune moment.

Vivid, suspenseful, and intimate, *Irritable Hearts* is an unforgettable exploration of vulnerability and resilience, control and acceptance, and a compelling story of survival that expands the definition of what trauma is and offers powerful hope for those who need to work through it.

PRAISE

"Irritable Hearts is a powerful memoir about a young journalist's painful battle with PTSD and her arduous road to recovery. But it is also a passionate and beautifully rendered love story. The way McClelland weaves together these two disparate tales makes this book a brilliant and captivating read." -- Mira Bartok, author of the *New York Times* bestseller *The Memory Palace*

"That we are as strong as we are frail is the most profound of many truths rising out of Mac McClelland's astonishing *Irritable Hearts*. In her unforgettable memoir, McClelland begins to unravel her experience with PTSD while falling in love, traversing the globe and trying ...

MAC MCCLELLAND is an award-winning journalist and author of *For Us Surrender Is Out of the Question*. She's won awards from the Society of Professional Journalists, the Hillman Foundation, the Online News Association, and the Society of Environmental Journalists; she's been

BIOGRAPHY & AUTOBIOGRAPHY / MEDICAL / GENERAL

Flatiron Books | 2/24/2015
9781250052896 | \$27.99 / \$32.50 Can.
Hardcover | 320 pages | Carton Qty: 20
6.125 in W | 9.250 in H | 1.000 lb Wt

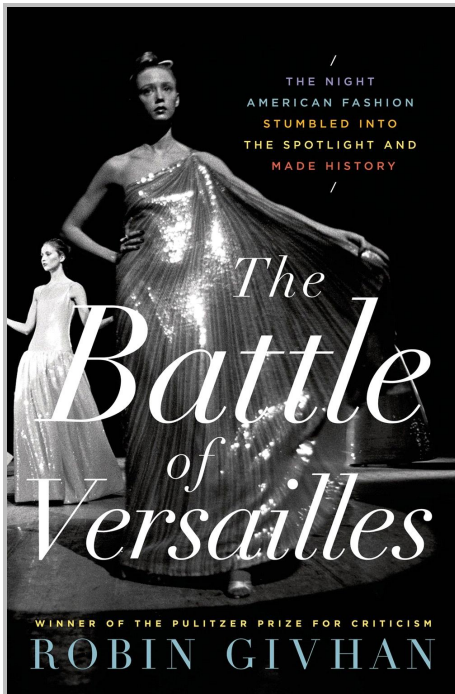
Subrights:
UK Rights: Ross Yoon Agency

Translation Rights: Ross Yoon Agency

Other Available Formats:
Ebook ISBN: 9781250053497

MARKETING

- *National TV Coverage
- *National Radio Campaign
- *National Monthly and Weekly Magazine Coverage
- *Publication times Op-ed
- *Book Trailer
- * Events in NYC, Asheville

**DESIGN / FASHION**

Flatiron Books | 3/17/2015

9781250052902 | \$27.99 / \$32.50 Can.

Hardcover | 320 pages | Carton Qty: 20

6.125 in W | 9.250 in H | 1.000 lb Wt

Plus two 8-page color photograph inserts

Subrights:

UK Rights: Flatiron Books

Translation Rights: Flatiron Books

Other Available Formats:

Ebook ISBN: 9781250053855

MARKETING

- * Major National TV Broadcast Publicity
- * National Radio Campaign
- * National Print Campaign
- * Tie-in with Fashion Week & Election cycle Fashion reporting
- * Daily Beast Slide Show
- * Select Author Events in DC & NYC

The Battle of Versailles: The Night American Fashion Stumbled into the Spotlight and Made History

Robin Givhan

From a Pulitzer Prize-winning journalist, a vivid account of one of the most important moments in fashion: the 1973 runway event at Versailles, where America emerged the dominant force in style.

Conceived as a fundraiser for the restoration of King Louis XIV's palace, the world's elite gathered in Versailles' grand theater to view a fashion extravaganza of the best that French and American designers had to offer, while being entertained by Liza Minnelli and Josephine Baker. What they saw would forever alter the history of fashion.

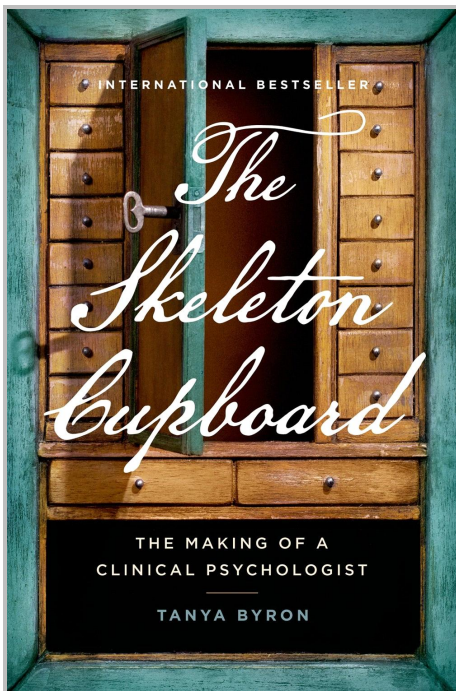
At the Battle of Versailles five Americans—Oscar de la Renta, Bill Blass, Anne Klein, Halston, and Stephen Burrows—faced off against the five French designers considered the best in the world—Yves Saint Laurent, Hubert de Givenchy, Pierre Cardin, Emanuel Ungaro, and Marc Bohan of Christian Dior. Against all odds, the American energy and the domination by their fearless models (ten of whom, in a ground-breaking move, were African-American) sent the audience reeling. By the end of the evening, the Americans had transformed their place on the world stage and sowed the seeds for changing the way race, gender, sexuality, and economics would be treated in fashion for decades to come.

The in-fighting between ego-inflated designers, the unforeseen obstacles in staging the show on a shoestring, the triumphant win, the vastly different fates of the designers post-show—Robin Givhan's meticulous research brings the event alive and places it firmly in the history of fashion, offering an intimate examination of a single moment that teaches us how the culture of fashion as we now know it came to be.

PRAISE

"[Givhan's] witty, closely observed essays...transformed fashion criticism into cultural criticism." —2006 Pulitzer Prize Committee

"Reality TV has nothing on The Battle of Versailles. The year is 1973, and five legendary French couturiers face off against a team of their Seventh Avenue counterparts. There are hissy fits, liveried footmen, a party at Maxim's, and (prefiguring "Spinal Tap") a backdrop mistakenly measured in feet instead of meters. Halston refers to himself in the third person. A motley supporting cast that includes



The Skeleton Cupboard: The Making of a Clinical Psychologist

Tanya Byron

A respected psychologist and British media personality, Tanya Byron recounts the unforgettable cases she encountered while training, offering a moving portrait of the making of a young clinician.

In my session with Imogen, the words were still not coming. I had to move past my own frustration and relax. But it is very hard to relax when you are looking into the eyes of a mute little girl who wants to be dead. You don't want to relax; you want to pull her into your arms, hold her and then shake her until she tells you why. You long to say, "Why do you want to die? You're twelve years old."

Gripping, unforgettable and deeply affecting, *The Skeleton Cupboard* recounts the patient stories that most influenced Professor Tanya Byron, covering years of training that forced her to confront the harsh realities of the lives of her patients and the demons of her own family's history. Among others, we meet Ray, a violent sociopath desperate to be treated with tenderness and compassion; Mollie, a talented teenager intent on starving herself; and Imogen, a twelve-year old so haunted by a secret that she's intent on killing herself.

Byron brings the reader along as she uncovers the reasons each of these individuals behave the way they do, resulting in a thrilling, compulsively readable psychological mystery that sheds light on mental illness and what its treatment tells us about ourselves.

PRAISE

"Moving and thought-provoking" — The Sunday Times (UK)

Amazon UK reviews:

"A roller coaster ride. There are frightening, heartwarming and incredibly sad and beautiful experiences. I found myself in tears on several occasions."

"Much more than just a collection of case studies. Byron recounts her interactions with patients she also reveals her personal struggles as a somewhat naive and inexperienced young woman expected to treat patients presenting with a wide range of mental health issues."

"A fascinating read, sharing valuable insight into the difficult role of a clinical psychologist, and the lives of those people in need of their help."

TANYA BYRON is a British clinical psychologist, writer, media personality, and a frequent public speaker who has presented countless British TV and radio programs. She writes a weekly column for *The Times* (UK) and a monthly column for *Good Housekeeping* (UK). She advises on international policy relating to young people, mental health, and education, and is currently working

BIOGRAPHY & AUTOBIOGRAPHY / SOCIAL SCIENTISTS & PSYCHOLOGISTS

Flatiron Books | 4/7/2015

9781250052650 | \$25.99 / \$29.99 Can.

Hardcover | 320 pages | Carton Qty: 20

5.500 in W | 8.250 in H | 1.000 lb Wt

Subrights:

UK Rights: Macmillan UK

Translation Rights: Janklow & Nesbit

Other Available Formats:

Ebook ISBN: 9781250053800

MARKETING

*National Broadcast Media outreach

*National Print features and Review Campaign

*Major Online outreach to General Interest and Psychology focused sites and blogs

*Big mouth Twitter Campaign

*Author video

*Book trailer

Subrights:

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

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

MARKETING

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

*NPR push for coverage

*National TV attention, morning shows

Unforgettable

A Mother and Son's Final Two Days---and the Lessons that Last 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

"Poignant and haunting...Simon's tweets [are] meditative, almost ceremonious in their portrayal of the physical difficulty of dying and the impossible pain of saying goodbye"
—Meghan O'Rourke, *The New Yorker*

"The online reactions [to Simon's tweets] were overwhelmingly positive; some people thanked Mr. Simon for letting them get to know [his mother] and described what she had in common with their won mothers."
—*The New York Times*

"A remarkably evocative distillation of a son and his mother's last days together."
—David Taylor, *The Times of London*

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.

**BODY, MIND & SPIRIT /
INSPIRATION & PERSONAL
GROWTH**

Flatiron Books | 4/21/2015
9781250068569 | \$17.99 / \$19.99 Can.
Hardcover | 224 pages | Carton Qty:
5.000 in W | 7.125 in H | 1.000 lb Wt

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

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

MARKETING

*Mother's Day gift guides/roundups
*Coverage on Oprah.com to coincide with
the publication

*Major social media push

O's Little Book of Happiness

The Editors of O, The Oprah Magazine

**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 life's deliciousness by Anne Lamott, to a primer on boosting your bliss from Gretchen Rubin, a guide to trading stress for serenity by Shonda Rhimes, a moving glimpse inside the mind of Neil de Grasse 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.

Since its record-breaking launch in 2000, *O, The Oprah Magazine* has been a trusted and beloved source of compelling stories and empowering ideas. Reaching twelve million readers each month, the content of *O. Magazine*, stamped with Oprah Winfrey's unique vision, encourages confident, intelligent women to reach for their dreams and make the choices necessary to lead happier, more fulfilling lives.

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