what is wellness?

IT IS A STATE OF MIND. A WAY OF LIFE.

Finding the path that is right for you.

The drive to be and feel your best.

WELLNESS IS THAT UNSHAKABLE INNER CONFIDENCE THAT LETS YOU WALK LIKE YOU BELONG HERE. IT MEANS HAVING THE COURAGE TO TRY NEW THINGS, FOLLOWING YOUR INSTINCTS, AND KNOWING THAT YOU CAN HANDLE WHATEVER COMES YOUR WAY.

IT’S ALL ABOUT SEEKING.

Belief in yourself and the confidence to help others.


Finding what you truly love.

WELLNESS IS A WAY OF BEING. IT IS HAVING TRUE FRIENDS, AND BEING ONE YOURSELF. HONESTY. GENEROSITY. HAVING AN OPEN MIND AND AN OPEN HEART.

IT’S ALL ABOUT SEEKING.

NURTURE OUR BODIES, MINDS, HEARTS, AND SOULS.

Connecting to others traveling on their journeys.

. . . NOT AN END GOAL BUT AN ONGOING JOURNEY.

IT’S ALL ABOUT SEEKING.

Belief in yourself and the confidence to help others.


Finding what you truly love.

WELLNESS IS A WAY OF BEING. IT IS HAVING TRUE FRIENDS, AND BEING ONE YOURSELF. HONESTY. GENEROSITY. HAVING AN OPEN MIND AND AN OPEN HEART.

Energy. True rest and restoration.

. . . IS THE SECRET TO HAPPINESS.

beauty, strength, wisdom
...NO TWO JOURNEYS ARE THE SAME

...NOT AN END GOAL BUT AN ONGOING JOURNEY
FALL 2015

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Dear Booksellers,

Over the last year and a half, we have been working hard to make the Rodale Books identity clear. In fact, we’ve got it down to one word! What’s that word? “Wellness.”

“Wellness” sums up everything we’re trying to do. Our mission is to bring you books that change your customers’ lives in the areas of health, fitness, self-help, mindfulness, and, as you’ll see with this season, spirituality. We believe that the concept of wellness connects our minds and bodies and extends to how we live in the world.

A great example is Health Revelations from Heaven and Earth by Tommy Rosa and Stephen T. Sinatra, MD. This incredible story promises to nourish both body and soul with eight revelations about healthy living brought back from Rosa’s near-death experience and journey to heaven. Readers will learn how to overcome stress and reset the relationship between body and mind in Steve Sisgold’s Whole Body Intelligence. In The Anatomy of a Calling, Lissa Rankin, MD, the bestselling author of Mind Over Medicine, finally shares her own story in this spiritual memoir that will inspire readers to navigate their own path in life. Lewis Howes brings his wildly popular podcast to bookstores in The School of Greatness, a motivational guide to reaching one’s highest potential. Capping it all off in December, Dave Asprey follows his national bestseller, The Bulletproof Diet, with Bulletproof: The Cookbook, and the bestselling author of The All-Day Energy Diet, Yuri Elkaim, shows readers how to shed pounds fast with his five-day calorie cycling formula in The All-Day Fat-Burning Diet.

Wellness is a journey, for which there are many paths. Our goal is help you find yours. Now let’s get started!

Mary Ann Naples
Publisher
Eat Clean, Stay Lean
The Simple—and Surprising!—Choices You Can Make for Lifelong Health and Lasting Weight Loss

THE EDITORS OF PREVENTION

A fun, visual clean-eating guide to take readers on the path of least resistance toward health

“CLEAN EATING” MIGHT BE THE MOST POPULAR TERM IN HEALTH RIGHT NOW, MAINLY BECAUSE IT’S SANE. Consumers are catching on to the fact that when they eat real, whole foods and keep the processing to a minimum, better health will follow suit—no calorie counting, deprivation, or torment included.

In Eat Clean, Stay Lean, the editors of Prevention take readers through a visual journey toward better health as they introduce a variety of clean foods on the market today. This isn’t an overt diet plan, but rather an easy-to-use guide (think Eat This, Not That for the clean-food trend) to choosing simple swaps that will lead to weight loss, more energy, and a cleaner bill of health. The book shows the range of clean to processed foods in an array of categories—for instance, the progression from an apple strudel toaster pastry (least clean) to a natural applesauce (clean) to an organic apple (cleanest)—then offers simple, delicious recipes for readers to build a day of clean, healthy meals for the entire family.

With products vetted by the scrutinizing team of Prevention editors, fun infographics, and an easy at-a-glance package, this is sure to be a mainstay on the health-conscious consumer’s bookshelf.

PREVENTION is the leading healthy lifestyle brand in the US with a total readership of 8.7 million in print and more than 6 million online.
Boost Your Brain Power in 60 Seconds
The 4-Week Plan for a Sharper Mind, Better Memory, and Healthier Brain
MICHELLE SCHOFFRO COOK, PhD

A prescriptive guide to improve memory and ward off degenerative brain diseases in 60 seconds or less each day

A NEW DISEASE IS EMERGING AS THE LEADING killer of North Americans: Scientists are predicting that within 8 years, brain disease will kill or disable more people than cancer and heart disease combined. Given this shocking new research, we urgently need to know how to protect and improve our brain health.

In Boost Your Brain Power in 60 Seconds, Dr. Michelle Schoffro Cook aims to turn this prediction around with her prescriptive—and proven—plan. Several years ago, Dr. Cook was in a terrible car accident in which she suffered a brain injury, resulting in cognitive impairment, partial paralysis in her left arm, and severe migraines. Utilizing her expertise in natural medicine, Dr. Cook developed a program that improved her memory, cured her migraines, and reversed her arm paralysis. After her recovery, she continued to research natural methods to improve memory, reduce memory loss, and prevent degenerative brain diseases.

Now, Dr. Cook is sharing her successful program in this 4-week plan filled with fun, doable tips readers can execute in just 60 seconds a day. Complete with 50 delicious recipes featuring brain-boosting super foods, success stories, and a self-assessment quiz, readers will flock to this brain-boosting guide.

MICHELLE SCHOFFRO COOK, PhD, holds advanced degrees in natural health and holistic nutrition and has been featured in Woman’s World, First for Women, the Huffington Post, and more. She is a regular blogger for HealthySurvivalist.com, Care2.com, and WorldsHealthiestDiet.com. She lives in Alberta, Canada.

SEPTEMBER
PAPERBACK ORIGINAL $15.99 / $18.50 Can.

HEALTH
6½" × 9½" • 320 pages
Also available:
60 Seconds to Slim, ISBN 978–1–60961–849–0, p. 52

MARKETING
• National print reviews and features
• Rodale Wellness News feature
• Online publicity and promotions
• Social media via author, Rodale Books, and Rodale Wellness
• Simultaneous direct-marketing campaign
• Promoted via author’s Web site, DrMichelleCook.com
Whole Body Intelligence
Get Out of Your Head and Into Your Body to Achieve Greater Wisdom, Confidence, and Success
STEVE SISGOLD
FOREWORD BY LISSA RANKIN, MD

A body-centric approach to resetting the relationship between body and mind to ignite a more fulfilling life

MOST SELF-IMPROVEMENT PROGRAMS TRAIN PEOPLE to identify and solve problems by thinking them through (read: grappling with them endlessly). Executive coach Steve Sisgold, however, knows that the body—not the mind—is the most reliable, effective pathway to realizing one’s deepest desires. His integrative approach helps his clients activate cellular memories that they can use to deal with present-day problems.

Now, with Sisgold’s unique, easy-to-follow, 30-day plan, readers will become aware of subtle body sensations—such as hand tension while gripping the phone—and be able to interpret their meanings, linking them to negative thoughts and behaviors. Using Sisgold’s tips and techniques, readers will learn how to change these thoughts and behaviors before they become self-sabotaging. By employing simple, body-centric stress management tools, readers will stay engaged and resilient in any situation.

Inspiring and practical, Whole Body Intelligence empowers readers to channel the power of their bodies to achieve their wildest dreams.

STEVE SISGOLD is a motivational speaker and executive coach who has shared the stage with Deepak Chopra and Marianne Williamson, and taught workshops with Gay and Kathlyn Hendricks, Alan Cohen, Shakti Gawain, Marcia Wieder, and others. He has appeared on TV and radio shows, including OWN’s Dr. Laura Berman Show and The Montel Williams Show, and blogs for popular Web sites such as Psychology Today, Owning Pink, and Belief.net. He lives in Marin County, CA.

AUGUST
HARDCOVER $24.99 / $28.99 CAN
SPIRITUALITY
5½" × 8½" • 304 pages
MARKETING
• National radio interview campaign
• National print reviews and features
• Rodale Wellness News features
• Online publicity and promotions
• Social media via author, Rodale Books, and Rodale News
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via author’s Web site, WholeBodyIntelligence.com
The Bicycling Big Book of Cycling for Women

Everything a Woman Cyclist Needs to Know for Whatever, Whenever, and Wherever She Rides

SELENE YEAGER

A comprehensive guide to cycling uniquely focused on the specific needs of women riders

WOMEN ARE BUILT DIFFERENTLY, RIDE DIFFERENTLY, train differently, burn different macronutrients as fuel, and have a different relationship with their bikes than men do. It’s only natural they should need their own comprehensive cycling book.

The Bicycling Big Book of Cycling for Women, by Selene Yeager, is a Bicycling-branded instructional manual geared specifically toward women. It breaks down the sport of cycling into easily digestible sections, beginning with the history of women’s cycling and progressing into equipment, lifestyle, technique, training, and fitness goals. The book also includes a women-specific section that covers cycling while menstruating, cycling while pregnant, how menopause affects training, and how specific parts of the female body are uniquely affected by cycling.

The Bicycling Big Book of Cycling for Women will serve as an indispensable, lifelong guide for every female cyclist.

SELENE YEAGER is a top-selling professional health and fitness writer who lives what she writes as a certified personal trainer, USA Cycling certified coach, professional mountain bike racer with Rare Disease Cycling, and All-American Ironman triathlete. She has authored, coauthored, and contributed to more than two dozen books, and her work has appeared in numerous magazines and newspapers. She lives in Emmaus, PA.
Finding Yourself in the Kitchen
Kitchen Meditations and Inspiring Recipes from a Mindful Cook
DANA VELDEN

A unique, inspirational journey through the kitchen to satisfy readers’ stomachs and their spirits

NOTHING IS MORE ORDINARY THAN THE KITCHEN, and yet it is the perfect place to explore who we are and what we are capable of. In Finding Yourself in the Kitchen, Dana Velden asks readers to seek deeper meaning in this space: What are we hungry for and how can we truly nourish that hunger? What vitalizes, challenges, and delights us? What happens when we find ourselves in the kitchen? An extension of her popular Weekend Meditation column on TheKitchn.com, this book offers readers the chance to step back and examine their lives in a more inspired way.

Lots of books teach and even inspire you to cook; not many dwell on the kitchen’s unique satisfactions and challenges, curiosities and intimacies. Written in thoughtful, memorable prose, Finding Yourself in the Kitchen offers meditation techniques and practical kitchen tips, including approximately 35 of Velden’s own favorite recipes. The result is a reading experience that satisfies and nourishes a reader’s stomach and spirit.

Finding Yourself in the Kitchen will appeal to fans of Tamar Adler’s An Everlasting Feast and Alice Waters’s The Art of Simple Food, making it the perfect gift for mindful foodies everywhere.

DANA VELDEN is a Zen priest who lived and studied for 15 years at the San Francisco Zen Center. She has been writing for The Kitchn since 2008 and has contributed to The Hidden Lamp: Stories from Twenty-Five Centuries of Awakened Women and The Kitchn Cookbook. She lives in Oakland, CA.

SEPTEMBER
COOKING / INSPIRATION
5½" × 8¼" • 288 pages
20 black-and-white illustrations

MARKETING
• Confirmed coverage and promotional support on TheKitchn.com
• National radio interview campaign
• National print and online reviews and features
• Rodale Wellness News feature
• Social media via author, Rodale Books, Rodale News, and TheKitchn.com
• Local events and publicity in San Francisco Bay area
• Promoted in Rodale magazines, e-newsletters, and Web sites
Triathlon Training in Four Hours a Week

From Beginner to Finish Line in Just Six Weeks

ERIC HARR

The definitive resource for time-challenged triathletes looking to maximize their training

TRIATHLONS ARE MORE POPULAR NOW THAN EVER. In this updated, revised version of his successful 2003 edition, triathlon champion Eric Harr provides the most up-to-date, cutting-edge advice and research to inform and motivate today’s many budding triathletes.

The epitome of a specific, clear, reliable training guide, Triathlon Training’s chapters include four separate training programs to accommodate every fitness level; a comprehensive gear guide; a complete menu plan including nutritional options for vegan, paleo, and gluten-free athletes; strategies to stay motivated; and a guide to race day; among other subjects. Athletes will be eager to integrate the wealth of information into their training.

ERIC HARR began his career as an out-of-shape legal clerk living in the US Virgin Islands. After training by commuting on his mountain bike, he competed in his first athletic event, the St. Croix Triathlon. Only one year after he waddled across the finish line, Harr was ranked sixth in the world and was named Rookie of the Year. To date, he has won 30 amateur and pro events in 23 countries and has represented the United States in multiple World Championship events. He lives in Marin County, CA.
Runner’s World
The Runner’s Brain
How to Think Smarter to Run Better
DR. JEFF BROWN WITH LIZ NEPORENT

A cutting-edge volume of brain-empowering strategies that can help runners improve their performance

RUNNER’S WORLD THE RUNNER’S BRAIN SHOWS readers how to unlock and capture the miraculous potential of the body’s most mysterious and intriguing organ and rewire their minds for a lifetime of athletic success. The book combines cutting-edge brain science and leading-edge sport psychology that author Jeff Brown uses in his private practice. Dr. Brown is a Harvard-trained clinical psychologist specializing in sport and performance psychology and is part of the medical team of several major road races, including the Boston and Chicago Marathons.

Chock-full of entertaining tales from runners of all abilities—including some of the greats—and branded by the foremost authority in running, Runner’s World, readers get trustworthy information that’s been proven to work both in the lab and on the road. Dr. Brown also touches upon his personal experience dealing with aggrieved runners in the medical tent following the tragic events at the 2013 Boston Marathon.

DR. JEFF BROWN, PSYD, ABPP, an assistant clinical professor in the Department of Psychiatry at Harvard Medical School, is board certified by the American Board of Professional Psychology in Clinical and Cognitive & Behavioral Psychology. Dr. Brown lives in Boston.


SEPTEMBER
PAPERBACK ORIGINAL $15.99 / $18.50 Can.
SPORTS / RUNNING
6" × 9" • 256 pages • 15 black-and-white photographs

MARKETING
• Confirmed excerpt/feature in Runner’s World
• National and regional author publicity
• National radio interview campaign
• National print and online features and reviews
• Social media via Rodale Books, Rodale Wellness, and Runner’s World
• Promotional support from Runner’s World, including marathon expos
• Simultaneous direct-response online marketing campaign
Rickey & Robinson
The True, Untold Story of the Integration of Baseball
ROGER KAHN

An eye-opening account of the integration of baseball by the foremost sportswriter of our time, Roger Kahn

“Hallelujah. Roger Kahn still has his fastball, and the boys of those long-ago summers live one more time for a different generation.” —The Wall Street Journal

“Kahn spins the tale well and delivers, along with a knowing perspective, memorable scenes.” —Sports Illustrated

IN RICKEY & ROBINSON, LEGENDARY SPORTSWRITER Roger Kahn at last reveals the true, unsanitized account of the integration of baseball, a story that for decades has relied on inaccurate, second-hand reports. Kahn’s telling, however, contains exclusive reporting and personal reminiscences that no other writer can produce, including revelatory material he’d buried in his notebooks in the 40s and 50s, back when sportswriters were still known to “protect” players and baseball executives. First and foremost, Kahn’s account centers around an in-depth examination of the two men chiefly responsible for making integration happen: Branch Rickey and Jackie Robinson.

Here Kahn separates fact from myth to present a truthful portrait of baseball and its participants at a critical juncture in American history.

Considered by many to be America’s greatest living sportswriter, ROGER KAHN is the author of 20 books including his classic bestseller, The Boys of Summer. A former reporter for the New York Herald Tribune, Kahn has contributed to magazines such as Esquire, Sports Illustrated, Time, and the Saturday Evening Post. He lives in Stone Ridge, NY.
Redemption Alley
How I Lived to Bowl Another Frame
BOB PERRY WITH STEFAN BECHTEL

A remarkable, true story you have to read to believe

“RELIGION,” SAYS BOWLING LEGEND BOB PERRY, “is for people who don’t want to go to hell. Spirituality is for people who have already been there.”

Perry was a skinny kid from North Jersey who at the age of 12 was said to have the potential to become the greatest bowler ever. But in 1970s Paterson, everybody knew somebody “connected.” Training for championships? Fuhgeddabout it. Bob was busy driving for Uncle Raymond, doing jobs for Bobby Cabert, and hustling hundreds of thousands of dollars in after-hours “action bowling” for the last Don, John Gotti. Perry’s links to organized crime would later land him in federal prison, but not before he became hopelessly addicted to crack cocaine, alcohol, and painkillers and homeless on the streets of Manhattan. Ultimately, Perry washed up on the shores of St. Christopher’s Inn, a shelter run by Franciscan monks. It was there that he had six fateful encounters with an angelic messenger who no one else could see—a monk whose message was so powerful that Bob Perry has now been sober for 21 years.

In Redemption Alley, Perry not only shares his remarkable story of bowling success, his dangerous association with hoodlums and gangsters, and his recovery from addiction, but also his inspiring, decades-long spiritual quest.

BOB PERRY is a legendary former professional bowler.

STEFAN BECHTEL has written books that, combined, have sold more than 2 million copies. A founding editor of Men’s Health, he makes his home in Charlottesville, VA.

SEPTEMBER
SPORTS / MEMOIR
6" × 9" • 280 pages
8 pages of color photographs

MARKETING
• National radio interview campaign
• National print reviews and features
• Online publicity and promotions
• Social media via Rodale Books
• Advance Access and Goodreads.com promotions
Thug Kitchen Party Grub Guide
For Social Motherf*ckers
THUG KITCHEN

Recipes and ideas for parties that prove healthy eating doesn’t mean boring-ass food

FROM THE DUO BEHIND NEW YORK TIMES BESTSELLER THUG KITCHEN COMES THE NEXT INSTALLMENT OF kick-ass recipes with a side of attitude. Thug Kitchen Party Grub Guide answers the question that Matt and Michelle have heard most from their fans: How the hell are you supposed to eat healthy when you hang around with a bunch of a**holes who couldn’t care less about what they stuff in their faces? The answer: You make a bomb-ass plant-based dish from Thug Kitchen. Featuring more than 100 recipes for parties of any kind to attend or host, from passed appetizers like Deviled Chickpea Bites to main events like Mexican Lasagna, Thug Kitchen Party Grub Guide is here to equip you with dishes that bring the flavor without the side of fat, calories, and guilt. Also included are cocktail recipes, because they get it: sometimes these parties need a pick-me-up of the liquid variety.

Thug Kitchen became an instant Internet phenomenon when they launched their foul-mouthed site in 2012, and their book has been a fixture on the New York Times bestseller list since the week it was published. They have been featured in Elle, Paste Magazine, Fast Company, the New York Times, and more, not to mention radio and TV. Hell, even Rachael Ray loves these two! Their fans can’t get enough of their give no f*cks attitude and delicious recipes. And we say give the people what they want: exciting healthy, vegan food with easy-to-follow directions and damn entertaining commentary.

“Dear Reader, I love Thug Kitchen’s cooking. As hilariously foul-mouthed as these motherf*ckers are, I really like their passion for eating the right food, for cutting to the chase, and for knocking up good, nutritious food from scratch . . . Their message is simple—stop relying on the microwave, stop relying on processed crap.”—Jamie Oliver

Thug Kitchen blew up the Internet back in 2012, when they first began blogging anonymously. Since then, their fan base has grown and remained loyal, helping to make their first book a #1 New York Times bestseller. They are based in Los Angeles, CA.

OCTOBER
PAPER OVER BOARD $27.50 / NCR
COOKING
7½” × 9¼” • 224 pages
50 color photographs

MARKETING
• National author publicity
• National radio interview campaign
• National print features and reviews
• Online publicity and promotions
• Social media via Thug Kitchen, Rodale Books, and Rodale News
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via authors’ Web site, ThugKitchen.com
Ultimate Immunity
Supercharge Your Body’s Natural Healing Powers
ELSON HAAS, MD, AND SONDRA BARRETT, PhD

A comprehensive guide to repair and strengthen the body’s powerful defense and healing systems

IF YOU THINK YOUR IMMUNE SYSTEM IS A SIMPLE thing that only helps you fight off colds and flus, think again. It is in fact a highly complex, protective, and intelligent system that can bolster health and healing from head to toe. However, a number of factors—from illnesses you’ve had to the medications you take to the toxins you interact with on a daily basis—can throw your immune system off balance, resulting in excessive inflammation that worsens allergies and pain and even leads to serious chronic conditions.

The good news: You can feed, nourish, and train your immune system to work better for you. In Ultimate Immunity, health experts Drs. Elson Haas and Sondra Barrett will lead readers through a unique plan aimed at balancing, amplifying, and managing their intricate immune health.

With a 5-day healing diet to reset the immune system, delicious foods and recipes to nourish immune cells, and testimonials from people who used these methods to overcome chronic pain and health issues, Ultimate Immunity is the guidebook to total health.

ELSON M. HAAS, MD, is the medical director of the Preventive Medical Center of Marin in San Rafael, California, and one of the nation’s leading practitioners of integrative medicine. He lives in San Rafael, CA.

SONDRA G. BARRETT holds a PhD in biochemistry and completed postdoctoral training in immunology at the University of California Medical School, San Francisco. She lives in Petaluma, CA.

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HEALTH
6½" × 9½" • 352 pages
60 black-and-white photographs

MARKETING
• National print and online reviews and features
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• Social media via authors, Rodale Books, and Rodale Wellness
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via authors’ Web sites, HaasHealthOnline.com and SondraBarrett.com
Beekman 1802 Style
The Attraction of Opposites
BRENT RIDGE AND JOSH KILMER-PURCELL

The Beekman Boys partner with Country Living magazine to share their home design tips, tricks, and resources

WITH THREE SUCCESSFUL COOKBOOKS UNDER THEIR fashionable belts, the Beekman Boys are back with their city-turned-country-boy charm and style to help readers with all things home. Through the publication of their cookbooks and countless magazine and blog articles, fans have fallen in love with the couple’s personal style and historic home. Chapters like “East Meets West” and “Old Meets New” offer thoughts on the attraction of opposites in the home and the importance of incorporating what one already has, along with some new must-have pieces.

Retailers they’ve worked with include Anthropologie, Henri Bendel, and most recently, Bloomingdales, where they launched the Beekman 1802 collection of bedding, furniture, lighting, and rugs. Now, in an exciting new partnership with Country Living magazine, the Beekman Boys have curated more than 200 images from their extensive archive, including never-before-seen photos of the historic Beekman farmhouse, to put together an inspiring volume for readers. Finally, we will all be able to create a home that is inviting, warm, and perhaps most importantly, fabulous.

BRENT RIDGE AND JOSH KILMER-PURCELL are the founders of Beekman 1802. They are the stars of The Fabulous Beekman Boys on the Cooking Channel and have been featured on The Martha Stewart Show, the New York Times, Vogue, and Vanity Fair. They live in Sharon Springs, NY.

OCTOBER
HARDCOVER $40.00 / $45.99 Can.

DESIGN
8½” × 10¾” • 256 pages • 200 color photographs


MARKETING
• Confirmed coverage in Country Living
• National radio interview campaign
• National print and online reviews and features
• Social media and promotional support from Beekman1802, Country Living, and Rodale Books
• Tie-in to Country Living fairs and authors’ events

RODALE
THE SCHOOL OF GREATNESS

A REAL-WORLD GUIDE FOR LIVING BIGGER, LOVING DEEPER, AND LEAVING A LASTING LEGACY

LEWIS HOWES
The School of Greatness
A Real-World Guide for Living Bigger, Loving Deeper, and Leaving a Lasting Legacy
LEWIS HOWES

Greatness is a code to crack, and Lewis Howes is here to educate readers on the formula

WHEN A CAREER-ENDING FOOTBALL INJURY LEFT LEWIS HOWES OUT OF WORK AND SLEEPING ON HIS sister's couch, he decided he needed to make a change for the better. He began reaching out to people whom he admired, searching for mentors, and applying his past coaches' tips to his life off the field. He did more than bounce back: He built a multi-million-dollar online business, and he is now an in-demand business coach, podcast and webinar host, and speaker.

In The School of Greatness, Howes shares with readers the tips and habits he gathered in interviewing “the greats” on his wildly popular podcast of the same name—the same tips that helped pull him out of depression. The lessons and practical exercises in this book prove that anyone is capable of achieving greatness; Howes argues that the masters of greatness are successful not because they have managed to avoid or neutralize a traumatic life experience, but because they applied specific habits and tools to overcome adversity in their lives.

Howes anchors each chapter on a lesson that he learned while working tirelessly to build a better life. Within that narrative, he weaves in stories from the outstanding people he’s met in his journey to greatness, then offers prescriptive guidelines for pursuing and attaining these building blocks to greatness.

LEWIS HOWES is an online marketing expert, sought-after business coach, podcast and webinar host, speaker, and angel investor. He is the host of “The School of Greatness” podcast, which has been downloaded by more than 3 million people since it first went online in January, 2013 (and gets 350,000 downloads per month). He was recognized in a 2013 White House ceremony by President Obama as one of the top 100 entrepreneurs in the country under age 30. He lives in West Hollywood, CA.

MARKETING

• National author publicity
• Advertising, features, and promotion in Rodale magazines
• National radio interview campaign
• National print reviews and features
• Rodale Wellness News feature
• Online publicity and promotions
• Social media via author, Rodale Books, and Rodale News
• Promoted via author’s Web sites, SchoolOfGreatness.com and LewisHowes.com, and e-newsletters
Men’s Health: The Big Book of Uncommon Knowledge
Tons of Useful Stuff That’ll Make You a Remarkable Man
EDITED BY JEFF CSATARI

Essential tips, tricks, and advice that every man needs to be richer, fitter, sexier, and a lot smarter than the next guy

BASED ON THE WILDLY POPULAR MONTHLY FEATURE “Uncommon Knowledge” in Men’s Health magazine, this book is the ultimate reference guide for the man who wants to know how to do everything better.

It’s a treasure trove of tips, advice, secrets, and wisdom like . . . how to survive a bear attack (or a divorce), grow a salad, woo beautiful women, take a punch, build a tree house, make a signature cocktail, win at anything, whistle with your fingers, talk your way into a raise or out of a ticket, rescue a fair maiden, patch a hole in drywall, catch and cook a bass, lose weight fast, build muscle faster, start a fire with a flashlight . . . Plus: bar tricks, diet hacks, grilling tips, rules for building wealth, sex advice from women, exercises for 6-packs, 10 uses for beer besides drinking, and much, much more! It’s everything men should have learned from their dads and favorite uncles, but didn’t. And the tips are so cool and useful, women will buy it, too!

The book will be supported in the “Uncommon Knowledge” feature during the months leading up to launch and after, and the magazine’s Web site will run a contest to solicit readers’ best tips for use in the magazine and future books.

MEN’S HEALTH is an award-winning magazine offering the latest expert-backed advice since 1988.

JEFF CSATARI is a 17-year veteran of the Men’s Health brand. He lives in Bethlehem, PA.
Runner’s World
Meals on the Run
150 Energy-Packed Recipes That Can Be Prepared in 30 Minutes or Less
EDITED BY JOANNA SAYAGO GOLUB

A follow-up to the successful Runner’s World Cookbook featuring 150 recipes for readers on the run

RUNNERS NEED TO EAT WELL FOR THEIR performance, and what they eat can have a direct influence on how they run—but they don’t always have the time to put together a complex or labor-intensive recipe to support their nutritional needs. A follow-up to the successful Runner’s World Cookbook, Meals on the Run provides quick, nutritious recipes for those runners who need to prepare a meal in 30 minutes or less. This cookbook contains 150 recipes (75 beautiful photos) sourced primarily from the most authoritative voice in running itself, Runner’s World magazine, along with useful additional content. These recipes are intended to maximize a runner’s performance and enhance nutritional benefits.

Like the original book, Meals on the Run will include two recipe indexes, with visual keys for classification at the start of each recipe, such as V (for vegetarian), VE (for vegan), and GF (for gluten-free). Suggested recipe combinations will form meal plans based on specific training or dietary needs such as marathon training or gluten-free.

Meals on the Run provides time-efficient recipes for delicious meals runners will be proud to put in their bodies.

JOANNA SAYAGO GOLUB is the nutrition editor of Runner’s World. She resides in Pennsylvania.

OCTOBER
COOKING
7½” × 9½” • 288 pages • 75 color photographs
Also available: The Runner’s World Cookbook, ISBN 978–1–62336–168–6, p. 50

MARKETING
• Confirmed coverage and advertising in Runner’s World
• National print and online reviews and features
• Rodale Wellness News feature
• Social media via Rodale Books, Rodale Wellness, and Runner’s World
• Promotional support from Runner’s World
• Simultaneous direct-response online marketing campaign
The Anatomy of a Calling
A Road Map for Awakening to Your Life’s Purpose
LISSA RANKIN, MD

A bestselling author’s spiritual narrative that inspires readers to map out and navigate their own paths in life

IN THE ANATOMY OF A CALLING, LISSA RANKIN, MD, MAKES A SIMPLE YET REVOLUTIONARY CLAIM: We are all, every single one of us, heroes. We are all on what Joseph Campbell calls “a hero’s journey;” we are all on a mission to step into our true nature and fulfill the assignment our souls were sent to Earth to fulfill. Navigating the hero’s journey, Dr. Rankin argues, is one of the cornerstones of living a meaningful, authentic, healthy life.

In clear, engaging prose, Dr. Rankin describes her entire spiritual journey for the first time—beginning with what she calls her “perfect storm” of events—and recounts the many transformative experiences that led to a profound awakening of her soul. Through her father’s death, her daughter’s birth, career victories and failures, and an ongoing struggle to identify as both a doctor and a healer, Dr. Rankin discovers a powerful self-awareness. As she shares her story, she encourages readers to find out where they are on their own journeys and offers wisdom and inspiration in the form of “Hero’s Guideposts” along the way. Dr. Rankin weaves in lessons on trusting intuition, surrendering to love, and learning to see adversity as an opportunity for soul growth. Much more than a memoir, The Anatomy of a Calling guides readers to make a powerful shift in consciousness and reach their highest destiny.

LISSA RANKIN, MD, is the author of the New York Times bestseller Mind Over Medicine and is the focus of the National Public Television pledge special Heal Yourself: Mind Over Medicine. Dr. Rankin is also the founder of the Whole Health Medicine Institute, where she trains physicians and other health care providers about the Mind Over Medicine philosophy, along with mind-body medicine pioneers Rachel Naomi Remen, Bernie Siegel, Christiane Northrup, Martha Beck, and more. She lives in Big Sur, CA.

OCTOBER
MEMOIR
6" × 9" • 288 pages

MARKETING
• National radio interview campaign
• National print reviews and features
• Rodale Wellness News feature
• Online publicity and promotions
• Social media via author, Rodale Books, and Rodale News
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via author’s Web site, LissaRankin.com, and e-newsletter
Wise Cocktails
A DIY Guide to Crafting & Brewing Tea-Based Cocktails
JENNIE RIPPS AND MARIA LITTLEFIELD

The ultimate holiday gift book for the at-home entertainer, including 100 recipes for brewing and mixing your own tea cocktails

JENNIE RIPPS AND MARIA LITTLEFIELD LAUNCHED their brand Owl’s Brew in 2013, after gaining attention for mixing celebratory tea cocktails at parties, Hollywood premieres, and events in New York City and Los Angeles. The first blended tea concentrate designed to pair seamlessly with a variety of spirits (including champagne, wine, and even beer!), Owl’s Brew has transformed the DIY cocktail movement. Their signature tea blends are fresh-brewed in micro-batches and are sold in many retail locations across the country, including West Elm, Williams-Sonoma, and Urban Outfitters.

Wise Cocktails will take the reader on a journey to learn about the health benefits of tea, tips on brewing, and the history of tea cocktails. Featuring more than 100 recipes for cocktail and tea creations, plus recipes for nonalcoholic tea sodas and smoothies and tea-infused cocktail snacks, this is the perfect holiday gift book.

JENNIE RIPPS is the founder and CEO of Owl’s Brew and sister company, Brew Lab Tea. She contributes to Huffington Post’s “Taste” and “Healthy Living” sections.

MARIA LITTLEFIELD is partner and COO at Owl’s Brew and a partner at Brew Lab Tea. Jennie and Maria were selected as “35 under 35 Food Entrepreneuers” by the Speciality Food Association. They reside in New York City, where Owl’s Brew is headquartered.

OCTOBER

COOKING
5" × 7" • 176 pages • 75 color photographs

MARKETING
• National print reviews and features
• Rodale Wellness News feature
• Online publicity and promotions
• Social media via Owl’s Brew, Rodale Books, and Rodale News
• Local events and publicity in New York City area
• Promoted in Rodale magazines, e-newsletters, and Web sites
The Year of Cozy
12 Months of Creature Comfort
ADRIANNA ADARME

Part look book, part cookbook, wholly cozy—tips and recipes for living a more thoughtful life

FROM BLOGGER, RECIPE DEVELOPER, AND PHOTOGRAPHER Adrianna Adarme comes a beautiful book of advice for simplifying, beautifying, and living a more thoughtful life. Organized by the months of the year, and by categories such as “Live,” “Do,” and “Make,” Adarme shares ideas for activities, recipes, and projects that make the little moments in life just as exciting as the big. Like her blog, A Cozy Kitchen, The Year of Cozy features stunning photography and Adarme’s friendly voice.

Adarme gives us special (but totally doable) things we can do for others and ourselves. From recipes to DIY crafts, Adarme focuses on easy, inexpensive undertakings that have a big reward: happiness. The best moments in life don’t require stuff, they just require intention. Readers will feel excited and motivated to march into their kitchens and craft closets to make something they can be proud of.

New readers will love the clear and easy-to-follow instructions and recipes, and will enjoy getting lost in Adarme’s warm and comforting photos. And her hundreds of thousands of loyal blog readers will appreciate this one-stop-shop book for all the recipes and projects they turn to Adarme for when they need some cozy inspiration.

ADRIANNA ADARME is an author, recipe developer, and blogger. Her blog, A Cozy Kitchen, has become a place for people to read entertaining anecdotes about daily life and to find delicious, comforting recipes. Adarme and A Cozy Kitchen have been featured in Saveur, Self, The Pioneer Woman, Refinery29, Oh Joy, and Rachel Zoe’s Zoe Report, among others. She lives in Los Angeles with her boyfriend, Joshua, and her corgi, Amelia.
The New Puberty
How to Navigate Early Development in Today’s Girls

LOUISE GREENSPAN, MD, AND JULIANNA DEARDORFF, PhD

The definitive guide to the new coming-of-age process for girls

IT’S THE REALITY TODAY THAT THE COMING-OF-AGE process has changed drastically in the last few decades. While prominent national news shows and print media have done intermittent, shock value-focused coverage on this trend, there was no authoritative, comprehensive book on the matter that covered both the physical and psychological aspects from a medical perspective before this one. Authored by an acclaimed pediatric endocrinologist and a clinical psychologist, The New Puberty combines and analyzes decades of research for the first time.

For parents, teachers, counselors, administrators, psychologists, pediatricians, and the health-conscious consumer, The New Puberty introduces new theories and strategies on how to handle and nurture girls who are now entering this unique stage of their lives before age 10. At once prescriptive and inspiring, The New Puberty provides a roadmap to making the most of this transition and allowing the girls and young women of today grow into happy, successful adults.

“The New Puberty is a truly important book.”
—PO BRONSON, coauthor of NurtureShock

“The New Puberty . . . is destined to become a classic for parents and educators.”
—LOUANN BRIZENDINE, MD, author of The Female Brain

LOUISE GREENSPAN, MD, AND JULIANNA DEARDORFF, PhD, won the 2013 Community Breast Cancer Research Award from Zero Breast Cancer. They have contributed to Time, Science, New York Times Magazine, US News and World Report, Good Morning America, and NPR. They live in San Francisco.
Lose the Wheat, Lose the Weight, And be Healthier with WHEAT BELLY

WILLIAM DAVIS, MD

Wheat Belly
Lose the Wheat, Lose the Weight, and Find Your Path Back to Health
Hardcover $25.99 / NCR
Paperback $16.99 / NCR
6" × 9" • 304 pages

Wheat Belly Cookbook
150 Recipes to Lose the Wheat, Lose the Weight, and Find Your Path Back to Health
Hardcover $27.99 / NCR
7½" × 9½" • 352 pages
Two-color throughout
One 16-page color insert

Wheat Belly 30-Minute (or Less!) Cookbook
200 Quick and Simple Recipes to Lose the Wheat, Lose the Weight, and Find Your Path Back to Health
Hardcover $27.99 / NCR
7½" × 9½" • 304 pages
Two-color throughout
Two 32-page color inserts

Wheat Belly Journal
Track Your Path Back to Health
Paperback $14.99 / NCR
6¼" × 9" • 224 pages

Wheat Belly Total Health
The Ultimate Grain-Free Health and Weight-Loss Life Plan
Hardcover $26.99 / NCR
6" × 9" • 416 pages
**Wheat Belly 10-Day Grain Detox**
A Quick-Start Health and Body Makeover  
WILLIAM DAVIS, MD

**For the first time ever, Dr. Davis presents a simple 10-Day Grain Detox Plan**

WHEN *WHEAT BELLY* WAS FIRST PUBLISHED IN 2011, IT CHANGED THE NATIONAL CONVERSATION ABOUT health and weight loss and became a #1 *New York Times* bestseller. Millions of people learned how to reverse years of chronic health problems by removing wheat from their daily diets. Dr. Davis then took his plan to the next level with the sequel, *Wheat Belly Total Health*, an in-depth look at how to achieve even better health and performance and undo a lifetime of damage caused by grains.

Now, Dr. Davis provides a simple 10-Day Grain Detox Plan, with carefully designed meal plans and delicious recipes that are everything needed to fully eliminate wheat and related grains. Readers will be guided through the complete detox experience and learn how reduce or eliminate wheat-withdrawal symptoms. This plan is for people who follow *Wheat Belly* but may have fallen off the wagon, or for newcomers who need a quick jump start to weight loss before the holidays. Rodale will also conduct a test panel and follow people on their *Wheat Belly* journeys. There will be inspiring and informative sidebars in the voices of the panelists, with stunning before and after photos.

WILLIAM DAVIS, MD, is a *New York Times* bestselling author and a cardiologist who advocates unique, insightful, and cutting-edge strategies to help individuals discover the health hidden within them. His blog, wheatbellyblog.com, has been visited by millions of people. Dr. Davis has also shared his passion for wheat-free living on national television shows including *The Dr. Oz Show* and *CBS This Morning*. His Wheat Belly Total Health program has become a public television special, now airing nationwide. He lives in Wisconsin.

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**NOVEMBER**

HARDCOVER $25.99 / NCR  
DIET  
6" × 9"  •  288 pages  

**MARKETING**

- National author publicity  
- National radio interview campaign  
- National print features and reviews  
- Multiple features on Rodale Wellness News  
- Online publicity and promotions  
- Social media via author, Rodale Books, and Rodale News  
- Promoted in Rodale magazines, e-newsletters, and Web sites  
- Promoted via author’s Web site, WheatBelly.com
“Mesmerizing… for the first time, the revelations (of Heaven) from a near death experience have been skillfully used to teach us how to live healthfully in our bodies right here on earth. I love this book.”

CHRISTINE NORTHRUP, MD,
Physician, Leading Authority in Women’s Health and Wellness; and Author

HEALTH REVELATIONS from HEAVEN and EARTH

TOMMY ROSA and STEPHEN SINATRA, MD
Health Revelations from Heaven and Earth
TOMMY ROSA AND STEPHEN SINATRA, MD

Eight lessons on health from a plumber’s near-death experience and encounter with a divine teacher in heaven

FIFTEEN YEARS AGO, BRONX-BORN PLUMBER TOMMY ROSA DIED IN A HIT-AND-RUN INCIDENT. LYING BY the road, he felt a tug whisking him off into a tunnel of light to meet his Divine Teacher in Heaven. After several weeks in a coma, Tommy returned to Earth, to walk again with a heightened sense of connection to one and all.

Around the same time, Dr. Stephen Sinatra, an integrative cardiologist, was dismantling the prevailing ideas of preventive pharmacology with his holistic approach to treatment. In their first encounter, Tommy got the intuitive message that Dr. Sinatra had an infection in his hip. Tommy’s insight confirmed Dr. Sinatra’s own similar thoughts of infection. When Tommy shared with Dr. Sinatra the divine revelations of healing that he had learned, Dr. Sinatra was shocked—the keys to solving the imbalance of energy that he had identified as the cause of most chronic illness were the same as those Tommy was relating.

From this intersection of the divine and the scientific, Tommy Rosa and Dr. Sinatra began writing a prescriptive guide for healthy living. In Health Revelations from Heaven and Earth, Tommy Rosa reveals the 8 Revelations, gleaned from God, that will lead readers toward revitalized health, a newfound sense of purpose, and spiritual balance—fully corroborated by Dr. Sinatra’s four decades of medical expertise—bringing Heaven and Earth a little bit closer.

TOMMY ROSA is a spiritual counselor who helps people conquer their fear of death. He is also the founder of the Unicorn Foundation in Stuart, Florida, a nonprofit foundation dedicated to educational endeavors and community outreach projects. He lives in Stuart, FL.

STEPHEN T. SINATRA, MD, FACC, is a cardiologist and psychotherapist with 40 years of clinical experience treating heart disease. He is the host of HeartMDInstitute.com. He lives in St. Petersburg, FL, and Manchester, CT.

NOVEMBER
SELF-HELP / SPIRITUALITY
6” × 9” • 272 pages

MARKETING
• National author publicity
• National radio interview campaign
• National print reviews and features
• Rodale Wellness News feature
• Online publicity and promotions
• Social media via authors, Rodale Books, and Rodale News
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via authors’ Web sites, including DrSinatra.com, and e-newsletters

RODALE
Simple Green Smoothies with Jen and Jadah

The Radically Easy Way to Lose Weight, Increase Energy, and Be Happier in Your Body

JEN HANSARD AND JADAH SELLNER

From the founders of the wildly popular Simple Green Smoothies, a deliciously sane approach to healthy eating

THIS YEAR ALONE, MORE THAN 45 MILLION AMERICANS WILL GO ON DIETS. THEY’LL TRY FAD AFTER FAD in their quest toward health, only to face the consequences of plans that aren’t sustainable. In Simple Green Smoothies with Jen and Jadah, Jen Hansard and Jadah Sellner present a fresh path to health and happiness—deprivation not included. They teach readers how to incorporate delicious, nutrient-packed recipes into their everyday routines to create a foundation of health on which to build. The fun, family-friendly lifestyle they present doesn’t involve counting calories or eliminating an entire food group. Instead, they encourage readers to make one simple change: drink one green smoothie a day.

Hansard and Sellner aren’t health fanatics looking to overhaul readers’ lives—they’re two moms raising their own kids on healthy, whole-food recipes who’ve seen the amazing health benefits of green smoothies firsthand. Their Web site, now the number one online resource for green smoothies, has encouraged millions on the path toward health, and their friendly approach to this hot health trend connects with readers in a genuine way. The book contains a 10-day green smoothie menu and more than 100 innovative, delicious recipes that address everything from boosting your immunity to getting glowing skin. Simple Green Smoothies offers a sane and tasty approach to health that will inspire and energize readers on their journey toward a happier life.

JEN HANSARD AND JADAH SELLNER are the founders of Simple Green Smoothies. They are the hosts of the wildly popular 30-Day Green Smoothie Challenge, and their Web site is the top search result for “green smoothies.” They are on a mission to help busy people rethink their lifestyle choices by establishing healthy habits that are easy to stick with. Hansard lives in Brooksville, FL, and Sellner lives in Walnut Creek, CA.

NOVEMBER

ISBN 978-1-62336-641-4

HEALTH

7½” x 9½” • 272 pages • 75 color photographs

MARKETING

• National radio interview campaign
• National print features and reviews
• Multiple features on Rodale Wellness News
• Online publicity and promotions
• Social media via authors, Rodale Books, and Rodale Wellness
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via authors’ Web site, SimpleGreenSmoothies.com
The Delicious Way to Eat for Exceptional Energy, Effortless Weight Loss, Increased Performance, and a Revolutionized Life

Bulletproof
The Cookbook

DAVE ASPREY
Author of the New York Times Bestseller The Bulletproof Diet

125 Kick-Ass Recipes
Bulletproof: The Cookbook

The Delicious Way to Eat for Exceptional Energy, Effortless Weight Loss, Increased Performance, and a Revolutionized Life

DAVE ASPREY

The companion cookbook to The Bulletproof Diet, with 125 delicious, kick-ass recipes

IN THE BULLETPROOF DIET, DAVE ASPREY TURNED CONVENTIONAL DIET WISDOM ON ITS HEAD, OUTLINING the plan responsible for his 100-pound weight loss, which he came to by “biohacking” his body and optimizing every aspect of his health. Asprey urges readers to skip breakfast, stop counting calories, eat high levels of healthy saturated fat, work out less, sleep better, and add smart supplements. In doing so, he promises, they’ll gain energy, build lean muscle, and watch the pounds melt off—just as he and so many of his devoted followers already have. The Bulletproof Diet is a blueprint to better total-body health, laying out compelling research and testimonials to support Asprey’s groundbreaking and impressive plan.

Bulletproof: The Cookbook picks up where the plan leaves off, arming readers with 125 recipes to stay bulletproof for life and never get bored. Famous for his butter-laden Bulletproof Coffee, Asprey packs the book with the other delicious, filling meals he uses to maintain his weight loss and sustain his vibrant health. Once readers get their hands on Asprey’s plan, they will be hungry for more—and this cookbook is just what they’ll reach for.

“Dave Asprey will make you question everything you thought you knew about nutrition and health. His revolutionary advice will truly make you a healthier, better-looking, smarter version of yourself—we can all be Bulletproof like Dave!”

—MARK HYMAN, MD, author of the #1 New York Times bestseller The Blood Sugar Solution

“So cutting edge that you may draw blood, The Bulletproof Diet will teach you how to avoid the toxins, enjoy more butter, and have tremendous fun as you get lean.”

—SARA GOTTFRIED, MD, New York Times bestselling author of The Hormone Cure

DAVE ASPREY is the author of the bestselling The Bulletproof Diet and creator of Bulletproof Coffee. He is the chairman of the Silicon Valley Health Institute and host of Bulletproof Radio, a nationally syndicated show and #1 ranked podcast with 9 million downloads. He has appeared on Today and Nightline and has been featured in Rolling Stone, Men’s Health, Vogue, Marie Claire, Slate, and elsewhere. He lives in Victoria, BC, and Seattle, WA.

DECEMBER

HARDCOVER $27.99 / NCR
COOKING
7½" × 9¼" • 304 pages • 2-color throughout
32 pages of color photographs

Also available:

MARKETING
• National author publicity
• National radio interview campaign
• National print and online reviews and features
• Rodale Wellness News feature
• Social media via Bulletproof Executive, Rodale Books, and Rodale News
• Promoted in Rodale magazines, e-newsletters, and Web sites
• Promoted via author’s Web site, BulletproofExec.com, and e-newsletters
Runner’s World
Run to Lose
A Complete Guide to Weight Loss for Runners
JENNIFER VAN ALLEN AND
PAMELA NISEVICH BEDE, RD, CSSD

A comprehensive guide to weight loss by the experts at Runner’s World magazine

RUNNING BURNS AN INCREDIBLE AMOUNT OF calories, making it one of if not the most effective weight loss strategies around. And running is accessible to nearly everyone all over the world. This book provides the information readers need to begin running for weight loss as well as the tools to stay on track. Runner’s World Run to Lose will serve the seasoned athlete as well as the couch surfer, offering guidance on matters like how to strike a balance between getting enough nutrients to fuel workouts while cutting enough calories to meet weight loss goals, how to time calorie-and-nutrient intake to maximize workout power and recovery time, and how to get the highest-quality/lowest-calorie carbs to fuel workouts, among other invaluable tips.

JENNIFER VAN ALLEN is special projects editor for Runner’s World and a running coach certified by ASATF and RRCA. She manages The Starting Line, Runner’s World’s online training program for beginners.

PAMELA NISEVICH BEDE, RD, CSSD, is a sports nutrition expert and co-owner of Swim, Bike, Run, Eat!, LLV, a nutrition consulting firm.
The Detox Prescription
Supercharge Your Health, Strip Away Pounds, and Eliminate the Toxins Within
WOODSON MERRELL, MD, WITH MARY BETH AUGUSTINE, MS, RDN, AND HILLARI DOWDLE FOREWORD BY DEAN ORNISH, MD

A science-based cleanse proven to sweep the system of toxins that lead to disease, weight gain, and energy swings

SCIENCE HAS REVEALED THAT TOXIC EXPOSURES can affect our genes and lead to conditions such as obesity, diabetes, arthritis, mood disorders, allergies, fertility issues, and heart disease.

The good news: The body’s natural cleansing system is the ticket to better health, greater energy, and efficient weight loss. With more than 75 delicious and nutrient-rich recipes broken into 3-, 7-, and 21-day cleanses, The Detox Prescription also resets body, mind, and spirit through light yoga, meditation, and sleep hygiene.

“Dr. Merrell marries his massive clinical experience with cutting-edge science to craft a smart detox approach that will change lives.”
–Mehmet Oz, MD, host of The Dr. Oz Show

WOODSON MERRELL, MD, is chairman of the Department of Integrative Medicine at Beth Israel Medical Center and an assistant clinical professor of medicine at Columbia University College of Physicians and Surgeons. The cofounder of the Continuum Center for Health and Healing in New York City, he maintains a private practice on Manhattan’s Upper East Side and lives in New York City.

MARY BETH AUGUSTINE, MS, RDN, is an integrative and functional nutrition expert on the faculty of the Continuum Center for Health and Healing. She lives in Westchester, NY.
The All-Day Fat-Burning Diet
The 5-Day Food Cycling Formula That Resets Your Metabolism to Lose Up to 5 Pounds a Week
YURI ELKAIM

The New York Times bestselling author of The All-Day Energy Diet reveals how to lose up to 5 pounds a week

Dieters are often told that eating less and exercising more are the keys to losing weight; but even with multiple plans and temporary successes, they fail to find lasting results with this old method. Yuri Elkaim’s The All-Day Fat-Burning Diet provides the solution with his 5-Day Calorie Cycling Formula that sets readers’ metabolisms to lose up to 5 pounds a week. This plan eliminates the causes of weight gain and pushes the reset button on your fat-burning capacity.

No combination of calorie cutting, exercising, or restrictive dieting will help someone look and feel great unless they set their bodies to burn fat and lose weight all day, all night, when they’re not eating or working out—24/7. In The All-Day Fat-Burning Diet, Elkaim reveals rarely discussed “fat triggers” along with an easy and innovative way to double weight loss in just 3 weeks. Based on a powerhouse blend of nutritional know-how, fitness experience, and solid science, Elkaim’s four-pronged approach features (1) strategically cycling calories and carbohydrates; (2) eating “clean and lean” foods that reduce “fat triggers” in the body; (3) exercising more intelligently; and (4) improving the body’s ability to repair and avoid burnout. This proven program will reset readers’ bodies to their desired factory settings and supercharge their metabolisms to burn fat on autopilot . . . no matter age, fitness level, or health status.

YURI ELKAIM is a registered holistic nutritionist and renowned fitness expert. For more than 13 years, his inspiring messages have helped more than 500,000 people enjoy more energy, lose weight, get in shape, eat better, and have a greater understanding of their health. A former professional soccer player who later acted as the strength-and-conditioning and nutrition coach for seven seasons at the University of Toronto, Elkaim is now on a mission to transform the lives of more than 10 million people by 2018.

DECEMBER

DIET
6” × 9”  •  288 pages
15 black-and-white photographs

MARKETING
• National author publicity
• Advertising, features, and promotion in Rodale magazines
• National radio interview campaign
• National print reviews and features
• Multiple features on Rodale Wellness News
• Online publicity and promotions
• Social media via author, Rodale Books, and Rodale News
• Promoted via author’s Web site, YuriElkaim.com, and e-newsletters
BACKLIST

Bestselling Series  42
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Fitness    57
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General Nonfiction  63
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Self-Help & Psychology  72
Spanish-Language Books  74
Sports    77
BESTSELLING SERIES

THE BIGGEST LOSER
Paperback  8” × 8¼”

The Biggest Loser
Complete Calorie Counter
CHERYL FORBERG, RD, AND THE
BIGGEST LOSER EXPERTS AND CAST
5” × 7”
240 pages

The Biggest Loser Cookbook
CHEF DEVIN ALEXANDER AND THE
BIGGEST LOSER EXPERTS AND CAST
WITH KAREN KAPLAN
FOREWORD BY BOB HARPER
AND KIM LYONS
$21.95 / $24.95 Can.
256 pages  • 125 recipes
150 color photographs

The Biggest Loser
Family Cookbook
CHEF DEVIN ALEXANDER AND THE
BIGGEST LOSER EXPERTS AND CAST
WITH MELISSA ROBERSON
$21.95 / $27.95 Can.
256 pages  • 130 recipes
75 color photographs

The Biggest Loser
6 Weeks to a Healthier You
CHERYL FORBERG, RD,
MELISSA ROBERSON, LISA WHEELER,
AND THE BIGGEST LOSER EXPERTS
AND CAST
304 pages
150 color photographs

The Biggest Loser
30-Day Jump Start
CHERYL FORBERG, RD,
MELISSA ROBERSON, LISA WHEELER,
AND THE BIGGEST LOSER EXPERTS
AND CAST
$21.95 / $23.95 Can.
320 pages
150 color photographs
FLAT BELLY DIET!

Flat Belly Diet!
LIZ VACCARIELLO WITH CYNTHIA SASS, MPH, RD
FOREWORD BY DAVID L. KATZ, MD, MPH
Paperback $15.99 / $18.50 Can.
6½" × 9¾" • 368 pages
66 black-and-white photographs
2-color throughout

Flat Belly Diet! Cookbook
LIZ VACCARIELLO WITH CYNTHIA SASS, MPH, RD
7½" × 9¾" • 368 pages
61 color photographs

Flat Belly Diet! Diabetes
Lose Weight, Target Belly Fat, and Lower Blood Sugar with This Tested Plan from the Editors of Prevention
LIZ VACCARIELLO WITH GILLIAN ARATHUZIK, RD, CDE, AND STEVEN V. EDELMAN, MD
6½" × 9¾" • 408 pages
2-color throughout

Flat Belly Diet! Family Cookbook
LIZ VACCARIELLO WITH SALLY KUZEMCHAK, RD
7½" × 9¾" • 320 pages
60 color photographs

Flat Belly Diet! Gluten-Free Cookbook
THE EDITORS OF PREVENTION
7½" × 9¾" • 320 pages
40 color photographs

Flat Belly Diet! for Men
Real Food. Real Men. Real Flat Abs.
LIZ VACCARIELLO WITH D. MILTON STOKES, MPH, RD
Paperback $15.99 / $18.50 Can.
6½" × 9¾" • 304 pages
72 black-and-white photographs
2-color throughout

Flat Belly Diet! Pocket Guide
Introducing the Easiest, Budget-Maximizing Eating Plan Yet
LIZ VACCARIELLO
5" × 7" • 160 pages

Flat Belly Yoga!
The 4-Week Plan to Strengthen Your Core
KIMBERLY FOWLER WITH THE EDITORS OF PREVENTION
7½" × 9¾" • 288 Pages
100 color photographs
MEN’S HEALTH & WOMEN’S HEALTH BIG BOOKS

The Men’s Health Big Book of 15-Minute Workouts
A Leaner, Stronger Body—in 15 Minutes a Day!
SELENE YEAGER, EDITORS OF MEN’S HEALTH
Paperback $26.99 / $31.00 Can.
8” × 8½” • 416 pages
850 color photographs

The Men’s Health Big Book of Exercises
Four Weeks to a Leaner, Stronger, More Muscular You!
ADAM CAMPBELL, MS, CSCS, MEN’S HEALTH
FITNESS DIRECTOR
8” × 8½” • 480 pages
1,250 color photographs and illustrations

The Men’s Health Big Book Getting Abs
Four Weeks to a Flat, Ripped Stomach!
ADAM BORNESTEIN AND THE EDITORS OF MEN’S HEALTH
8” × 8½” • 400 pages
800 color photographs

The Men’s Health Big Book of Food & Nutrition
Your Completely Delicious Guide to Eating Well, Looking Great, and Staying Lean for Life!
JOEL WEBER WITH MIKE ZIMMERMAN
Paperback $26.99 / $31.00 Can.
8” × 8½” • 400 pages
200 color photographs

The Men’s Health and Women’s Health Big Book of Sex
Your Authoritative, Red-Hot Guide to the Sex of Your Dreams
THE EDITORS OF MEN’S HEALTH AND WOMEN’S HEALTH
8” × 8½” • 368 pages
350 color photographs

The Men’s Health Little Book of Exercises
Four Weeks to a Leaner, Stronger, More Muscular You!
ADAM CAMPBELL
6½” × 7” • 240 pages
220 color photographs
The Women’s Health
Big Book of 15-Minute Workouts
A Leaner, Sexier, Healthier You—
In 15 Minutes a Day!
SELENE YEAGER, EDITORS OF
WOMEN’S HEALTH
ISBN 978–1–60961–737–0
Paperback $26.99 / $31.00 Can.
8” × 8½” • 416 pages
8 color illustrations
850 color photographs

The Women’s Health
Big Book of Exercises
Four Weeks to a Leaner, Sexier, Healthier YOU!
ADAM CAMPBELL, MS, CSCS,
WOMEN’S HEALTH FITNESS DIRECTOR
8” × 8½” • 480 pages
1,250 color photographs and illustrations

The Women’s Health Big Book of Pilates
The Essential Guide to Total-Body Fitness
BROOKE SILER AND THE EDITORS OF
WOMEN’S HEALTH
Paperback $26.99 / $31.00 Can.
8” × 8½” • 432 pages
1,075 color photographs

The Women’s Health Big Book of Yoga
The Essential Guide to Mind/Body Fitness
KATHRYN BUDIG
ISBN 978–1–60961–839–1
Paperback $26.99 / $31.00 Can.
8” × 8½” • 416 pages
800 color photographs

The Women’s Health Little Book of Exercises
Four Weeks to a Leaner, Sexier, Healthier You!
ADAM CAMPBELL
ISBN 978–1–62336–553–0
6¾” × 7½” • 240 pages
220 color photographs
<table>
<thead>
<tr>
<th>Title</th>
<th>ISBN</th>
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