

Rodale Fall 2015

# what is wellness?

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

YOUR WELLNESS JOURNEY WILL SPARK YOUR BEST CREATIVE WORK AND INSPIRED THINKING.

NURTURE OUR BODIES, MINDS, HEARTS, AND SOULS

Connecting **to others** traveling on their journeys

Finding the *path* that is right for you ALONE.

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.

The drive to **be** and **feel** your best.

joy

... NOT AN END GOAL BUT AN ONGOING JOURNEY

IT'S ALL ABOUT **SEEKING.**

BELIEF IN YOURSELF and THE

Choosing to **laugh** instead of worry. Eating **clean**. **Resting**. **Exercising**.

energy

FINDING WHAT YOU **TRULY LOVE.**

CONFIDENCE TO HELP OTHERS.

**true rest and restoration**

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.

... IS THE SECRET TO HAPPINESS

**beauty, strength, wisdom**





## FALL 2015

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**RODALE**

Dear Booksellers,

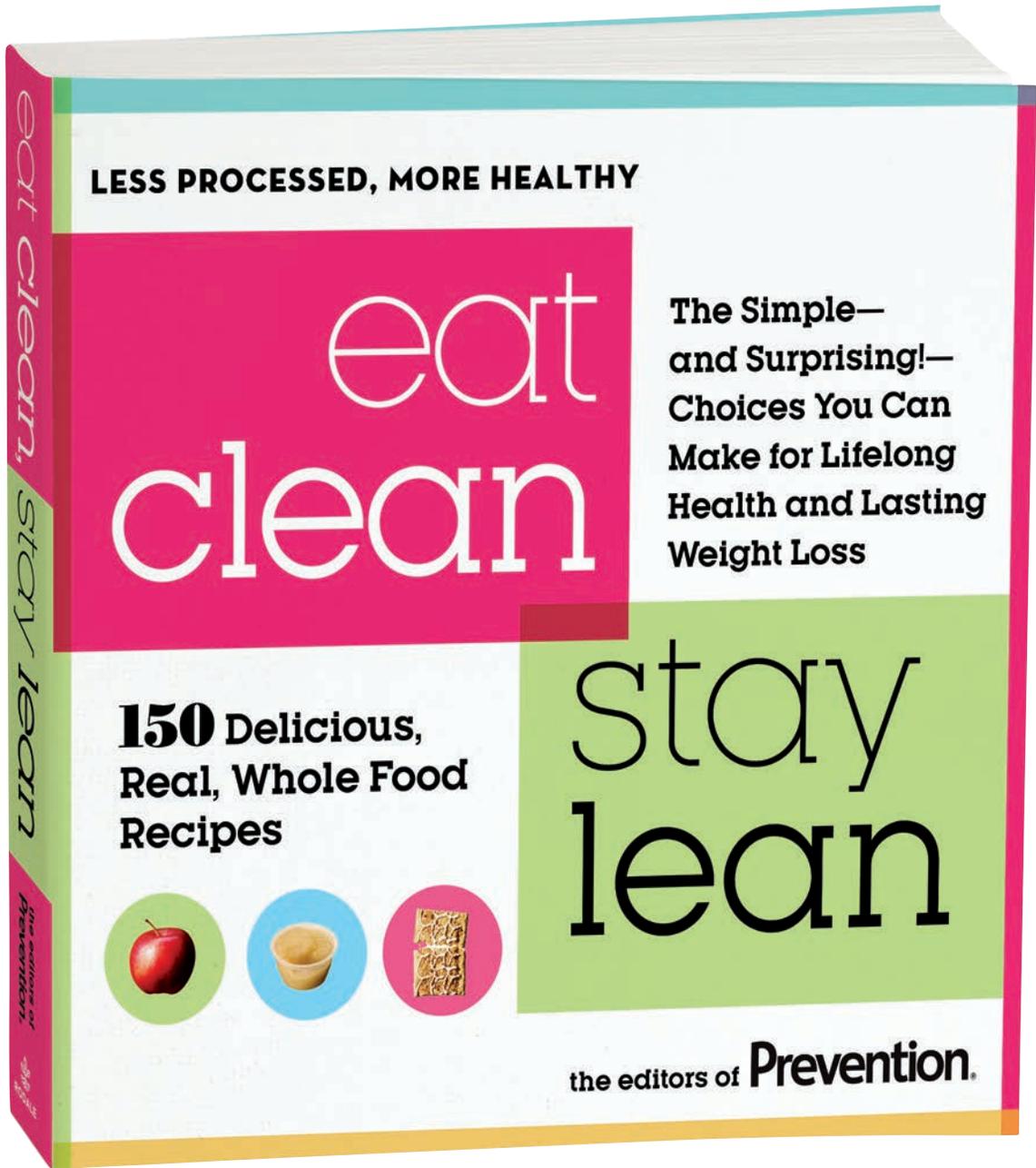
Over the last year and a half, we have been working hard to make the Rodale Books identity clear. In fact, we've got it down to one word! What's that word? "Wellness."

"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 Siskind'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



**LESS PROCESSED, MORE HEALTHY**

# eat clean

**The Simple—  
and Surprising!—  
Choices You Can  
Make for Lifelong  
Health and Lasting  
Weight Loss**

**150** Delicious,  
Real, Whole Food  
Recipes



# stay lean

the editors of **Prevention.**

## 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 *SAME*. 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.

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### SEPTEMBER

ISBN 978-1-62336-528-8

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

#### DIET

8" × 8" • 304 pages

125 color photographs

E-book ISBN: 978-1-62336-529-5

### MARKETING

- Confirmed coverage and advertising in *Prevention*
- National print reviews and features
- Rodale Wellness News feature
- Online publicity and promotions
- Social media via *Prevention*, Rodale Books, and Rodale Wellness
- Simultaneous direct-response online marketing campaign

## Boost Your Brain Power in 60 Seconds

The 4-Week Plan for a Sharper Mind, Better Memory, and Healthier Brain

MICHELLE SCHOFFRO COOK, PhD

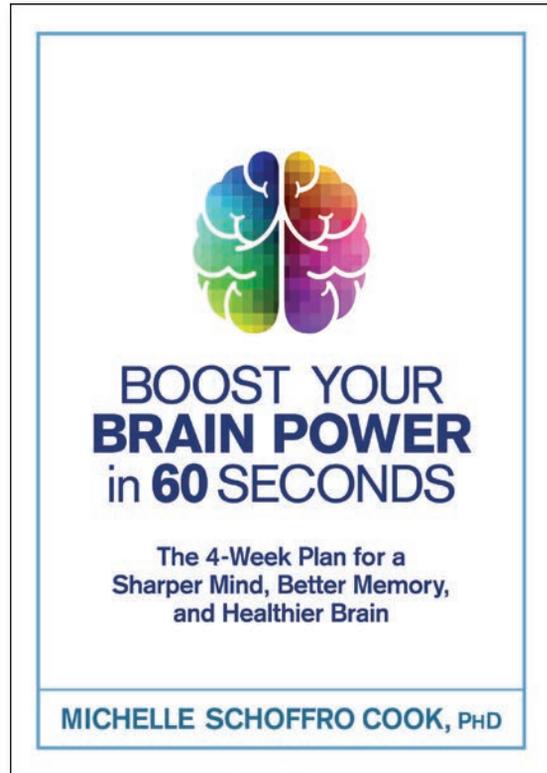
**A prescriptive guide to improve memory and ward off degenerative brain diseases in 60 seconds or less each day**

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](http://HealthySurvivalist.com), [Care2.com](http://Care2.com), and [WorldsHealthiestDiet.com](http://WorldsHealthiestDiet.com). She lives in Alberta, Canada.



### SEPTEMBER

ISBN 978-1-62336-481-6

PAPERBACK ORIGINAL \$15.99 / \$18.50 Can.

HEALTH

6½" × 9⅞" • 320 pages

E-book ISBN: 978-1-62336-482-3

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](http://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

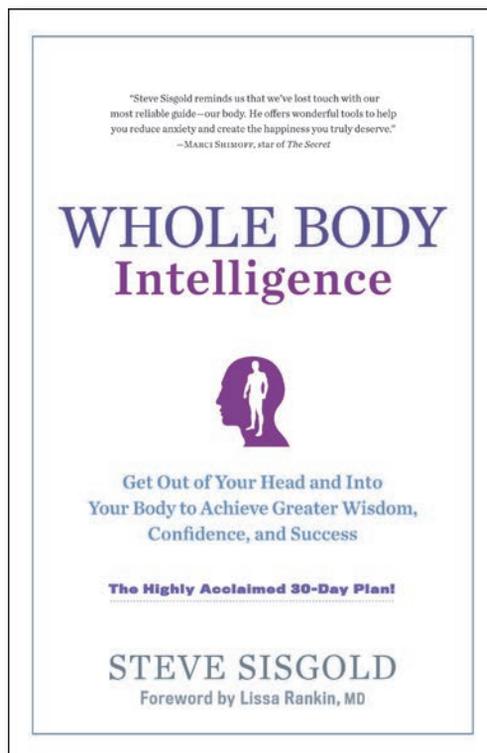
**A body-centric approach to resetting the relationship between body and mind to ignite a more fulfilling life**

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

ISBN 978-1-62336-617-9

HARDCOVER \$24.99 / \$28.99 CAN

SPIRITUALITY

5½" × 8⅞" • 304 pages

E-book ISBN: 978-1-62336-618-6

## 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

## Bicycling

# The Bicycling Big Book of Cycling for Women

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

SELENE YEAGER

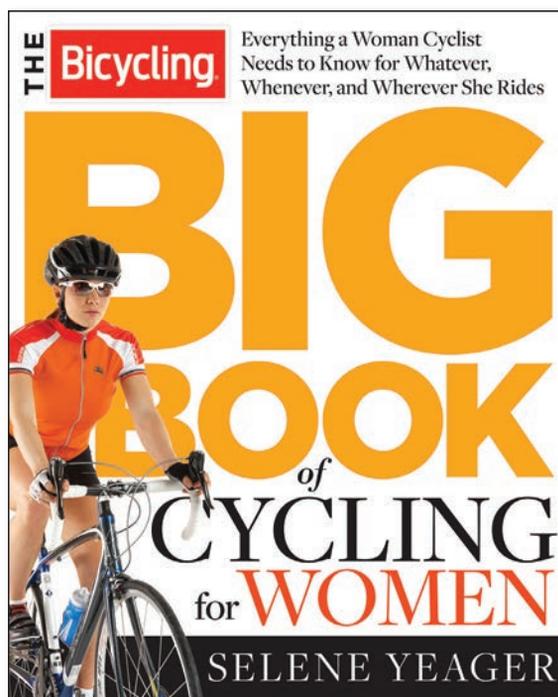
**A comprehensive guide to cycling uniquely focused on the specific needs of women riders**

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.



## SEPTEMBER

ISBN 978-1-62336-486-1

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

SPORTS / BICYCLING

7½" × 9⅝" • 304 pages

50 black-and-white photographs • 2-color throughout

E-book ISBN: 978-1-62336-487-8

Also available:

*Bike Your Butt Off!* ISBN 978-1-60961-592-5, p. 57

*Get Fast!* ISBN 978-1-60961-831-5, p. 78

*Ride Your Way Lean*, ISBN 978-1-60529-406-3, p. 81

## MARKETING

- Confirmed coverage and advertising in *Bicycling*
- National print and online reviews and features
- Rodale Wellness News feature
- Social media via author, *Bicycling*, Rodale Books, and Rodale Wellness

# Finding Yourself in the Kitchen

Kitchen Meditations and Inspiring  
Recipes from a Mindful Cook

DANA VELDEN

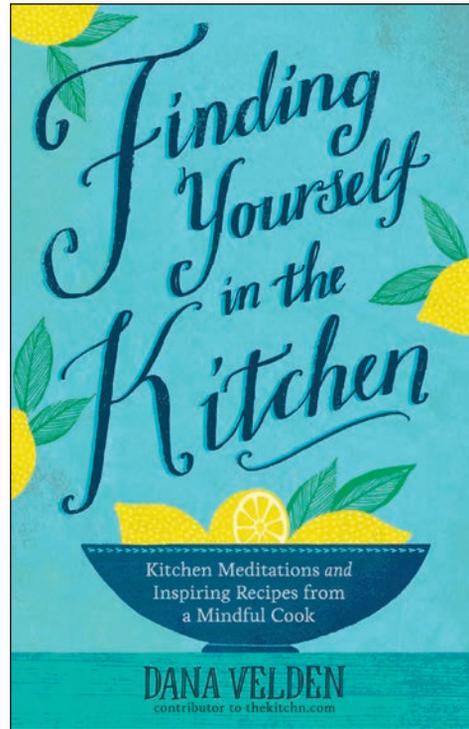
**A unique, inspirational journey through  
the kitchen to satisfy readers' stomachs  
and their spirits**

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.



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## SEPTEMBER

ISBN 978-1-62336-497-7

**HARDCOVER** \$24.99 / \$28.99 Can.

**COOKING / INSPIRATION**

5½" × 8⅞" • 288 pages

20 black-and-white illustrations

E-book ISBN: 978-1-62336-498-4

## 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.



## SEPTEMBER

ISBN 978-1-62336-559-2

PAPERBACK \$19.99 / \$22.99 Can.

### FITNESS

7½" × 9⅛" • 304 pages

50 black-and-white photographs

E-book ISBN: 978-1-62336-560-8

### MARKETING

- Print feature campaign
- Rodale Wellness News feature
- Online publicity and promotions
- Social media via author, Rodale Books, and Rodale Wellness

## *Runner's World* **The Runner's Brain**

How to Think Smarter to Run Better

**DR. JEFF BROWN WITH  
LIZ NEPORENT**

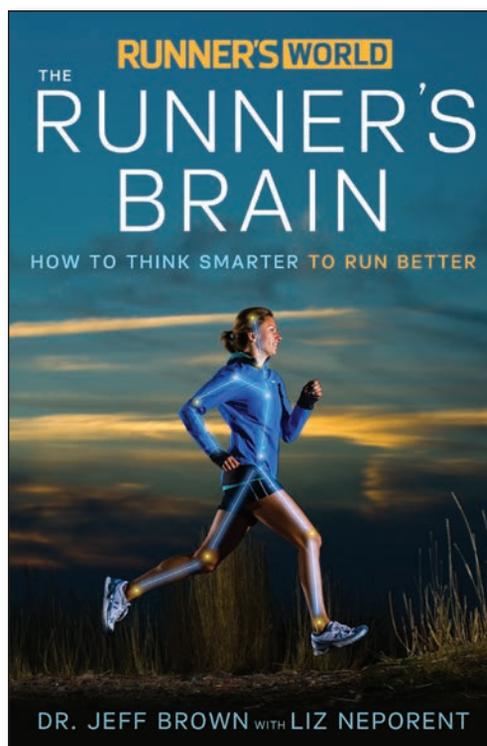
**A cutting-edge volume of brain-empowering strategies that can help runners improve their performance**

*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.

**LIZ NEPORENT** has run 25 marathons and six ultramarathons. A consultant to Harvard Health Publications, she has coauthored books with prominent experts. Neporent lives in New York.



### **SEPTEMBER**

ISBN 978-1-62336-347-5

**PAPERBACK ORIGINAL** \$15.99 / \$18.50 Can.

**SPORTS / RUNNING**

6" × 9" • 256 pages • 15 black-and-white photographs

E-book ISBN: 978-1-62336-349-9

### **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

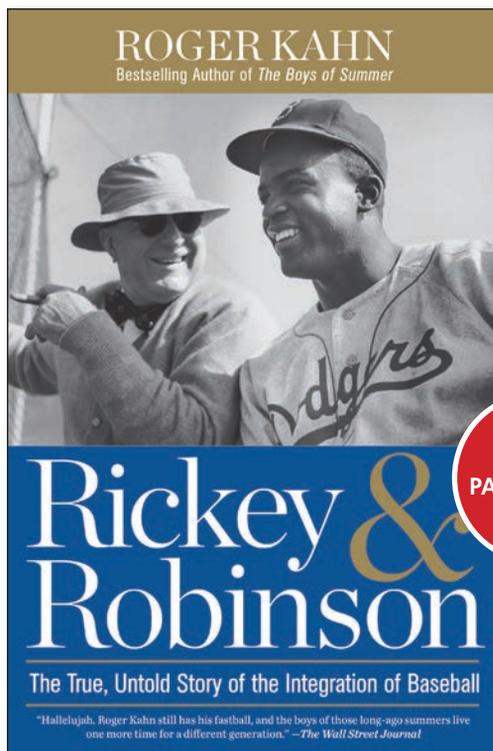
"Hallelujah. Roger Kahn still has his fastball, and the boys of those long-ago summers live one more time for a different generation."  
—*The Wall Street Journal*

"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.



### SEPTEMBER

ISBN 978-1-62336-601-8

PAPERBACK \$15.99 / \$18.50 Can.

SPORTS / BASEBALL

6" × 9" • 304 pages

E-book ISBN: 978-1-62336-298-0

### MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media via Rodale Books

# Redemption Alley

How I Lived to Bowl Another Frame

BOB PERRY WITH STEFAN BECHTEL

**A remarkable, true story you have to read to believe**

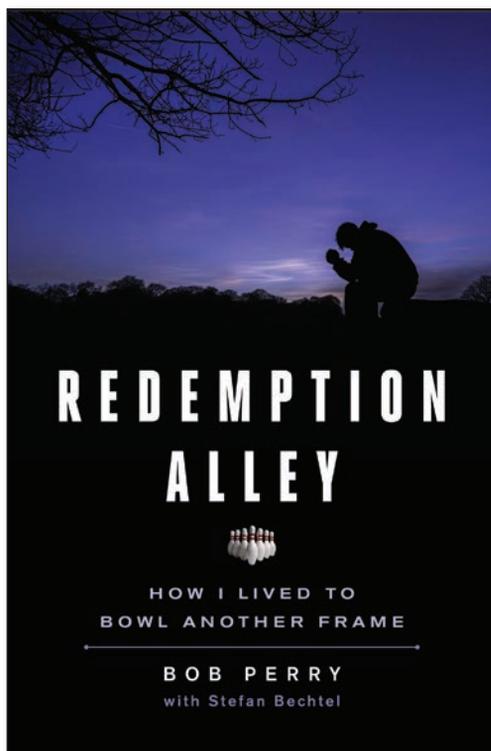
"RELIGION," SAYS BOWLING LEGEND BOB PERRY, "is for people who don't want to go to hell. Spirituality is for people who have already been there."

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

ISBN 978-1-62336-522-6

HARDCOVER \$24.99 / \$28.99 Can.

SPORTS / MEMOIR

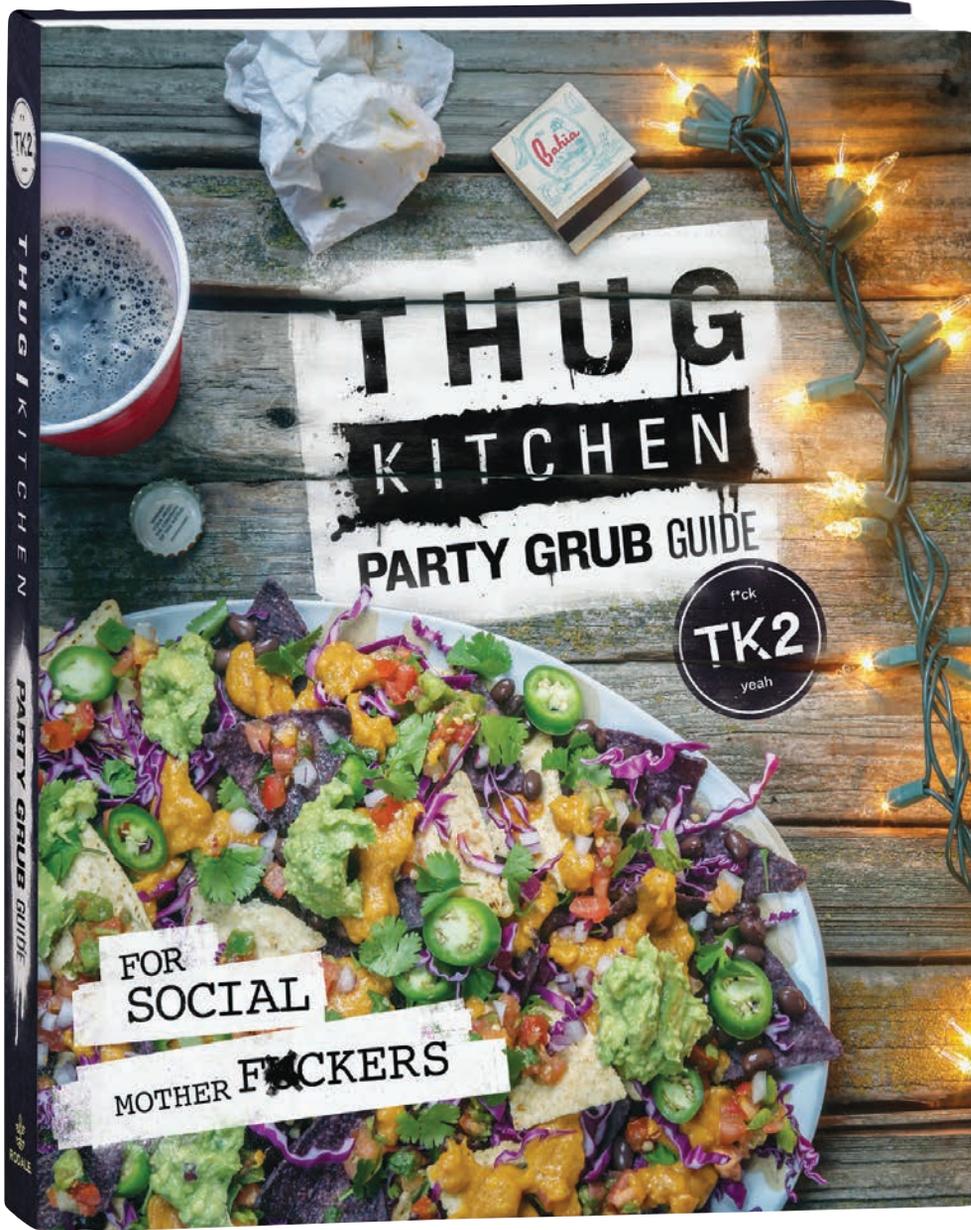
6" × 9" • 280 pages

8 pages of color photographs

E-book ISBN: 978-1-62336-523-3

## 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.

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## OCTOBER

ISBN 978-1-62336-632-2

**PAPER OVER BOARD** \$27.50 / NCR

### COOKING

7½" × 9½" • 224 pages

50 color photographs

E-book ISBN: 978-1-62336-633-9

## 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**

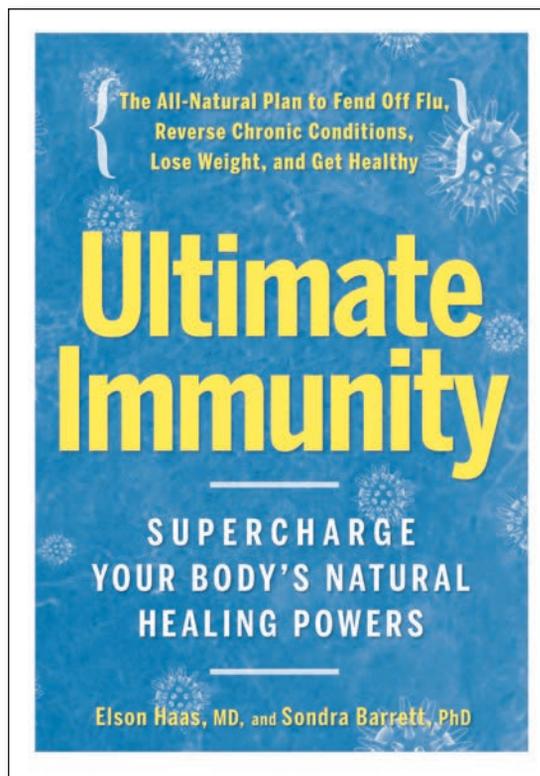
IF YOU THINK YOUR IMMUNE SYSTEM IS A SIMPLE thing that only helps you fight off colds and flus, think again. It is in fact a highly complex, protective, and intelligent system that can bolster health and healing from head to toe. However, a number of factors—from illnesses you've had to the medications 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.



### OCTOBER

ISBN 978-1-62336-390-1

PAPERBACK ORIGINAL \$16.99 / \$19.50 Can.

#### HEALTH

6½" × 9⅞" • 352 pages

60 black-and-white photographs

E-book ISBN: 978-1-62336-391-8

#### MARKETING

- National print and online reviews and features
- Rodale Wellness News feature
- 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

ISBN 978-1-62336-507-3

**HARDCOVER** \$40.00 / \$45.99 Can.

### DESIGN

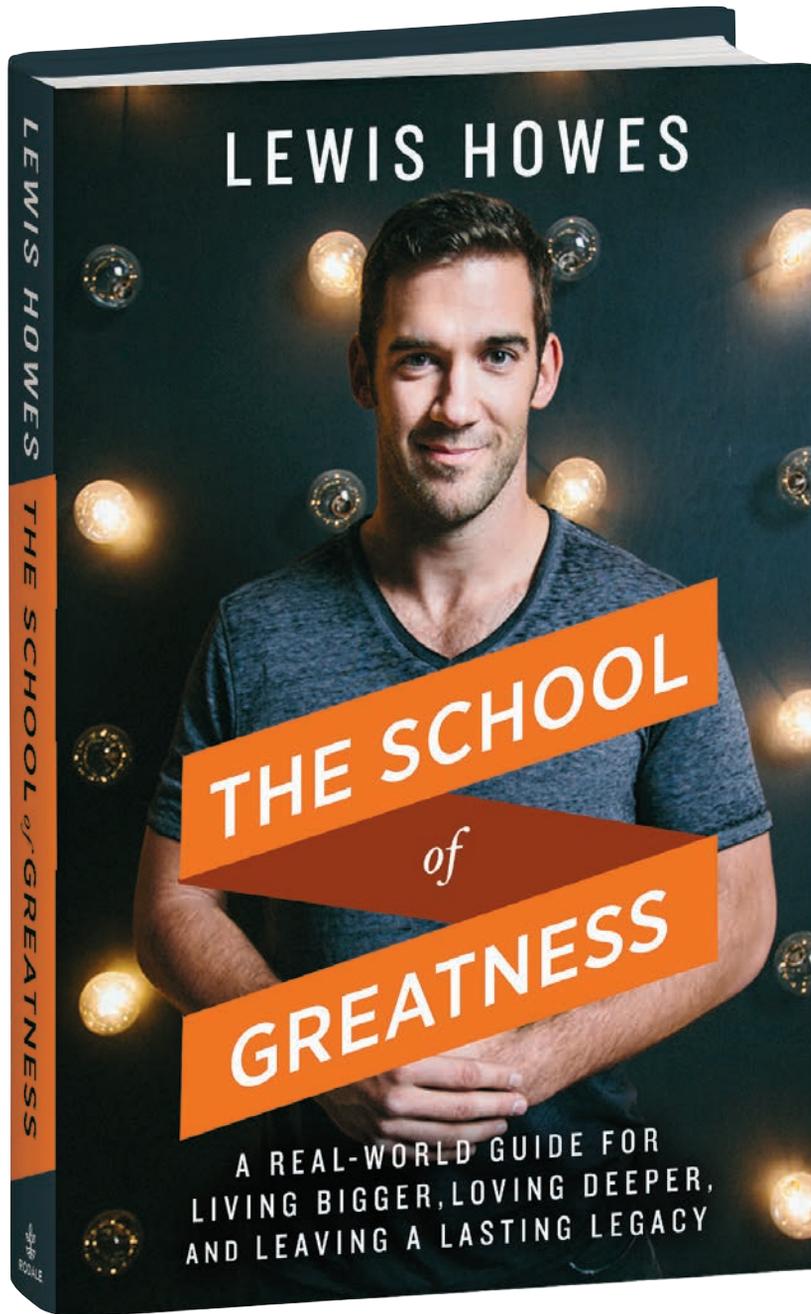
8 $\frac{3}{8}$ " × 10 $\frac{1}{2}$ " • 256 pages • 200 color photographs

E-book ISBN: 978-1-62336-508-0

Also available: *The Beekman 1802 Heirloom Dessert Cookbook*, ISBN 978-1-60961-573-4, p. 48;  
*The Beekman 1802 Heirloom Vegetable Cookbook*, ISBN 978-1-60961-575-8, p. 48

### 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



# 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.

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## OCTOBER

ISBN 978-1-62336-596-7

**HARDCOVER** \$25.99 / \$29.99 Can.

**SELF-HELP / BUSINESS**

5½" × 8⅞" • 256 pages

E-book ISBN: 978-1-62336-597-4

## 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.

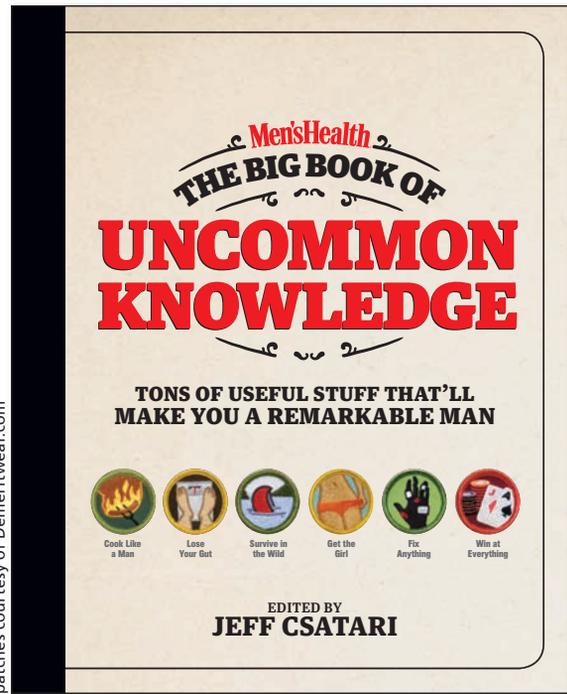
It's a treasure trove of tips, advice, secrets, and wisdom like . . . how to survive a bear attack (or a divorce), grow a salad, woo beautiful women, take a punch, build a tree house, make a signature cocktail, win at anything, whistle with your fingers, talk your way into a raise or out of a ticket, 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.

patches courtesy of Demeritwear.com



## OCTOBER

ISBN 978-1-62336-515-8

PAPER OVER BOARD \$24.99 / \$28.99 Can.

REFERENCE / SELF-HELP

7½" × 9⅞" • 304 pages

100 black-and-white photographs

75 two-color illustrations

E-book ISBN: 978-1-62336-516-5

## MARKETING

- Confirmed feature and repeat coverage in *Men's Health*
- Advertising and promotional support from *Men's Health*
- National print reviews and features
- Rodale Wellness News feature
- Online publicity and promotions
- Social media via *Men's Health*, Rodale Books, and Rodale Wellness

## *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

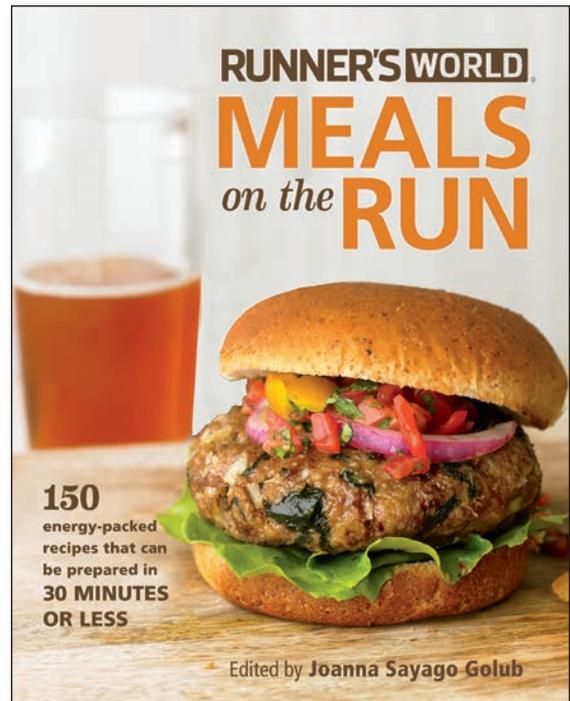
**A follow-up to the successful *Runner's World Cookbook* featuring 150 recipes for readers on the run**

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

ISBN 978-1-62336-583-7

PAPER OVER BOARD \$26.99 / \$31.50 Can.

#### COOKING

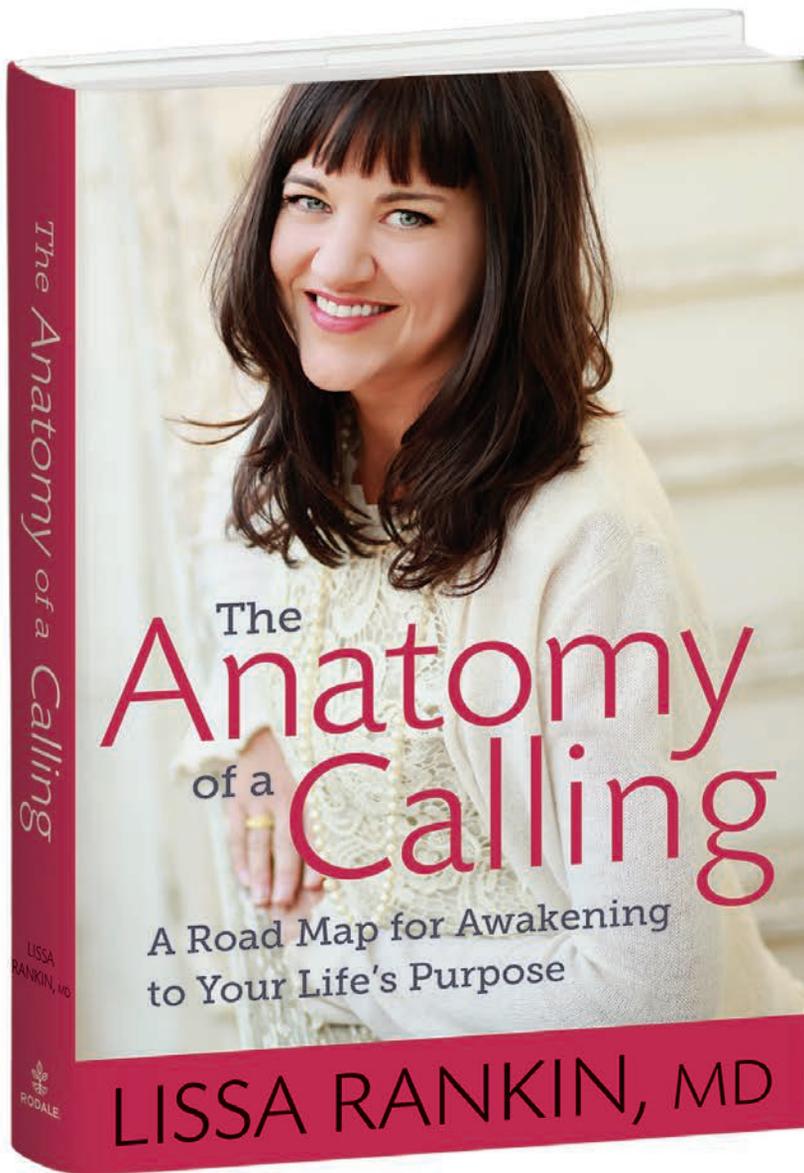
7½" × 9½" • 288 pages • 75 color photographs

E-book ISBN: 978-1-62336-584-4

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



NOW IN DECEMBER

# 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.

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## OCTOBER

ISBN 978-1-62336-574-5

**HARDCOVER** \$24.99 / \$28.99 Can.

**MEMOIR**

6" × 9" • 288 pages

E-book ISBN: 978-1-62336-575-2

## 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

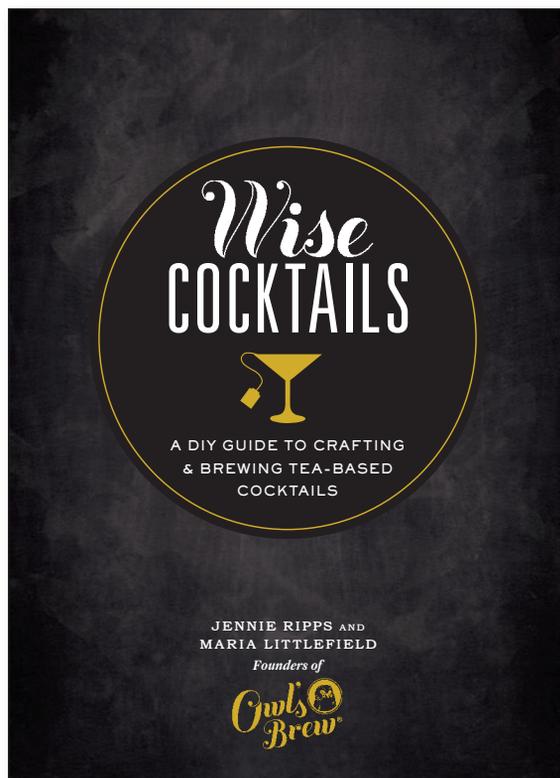
The ultimate holiday gift book for the at-home entertainer, including 100 recipes for brewing and mixing your own tea cocktails

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 Entrepreneurs" by the Speciality Food Association. They reside in New York City, where Owl's Brew is headquartered.



## OCTOBER

ISBN 978-1-62336-567-7

PAPER OVER BOARD \$19.99 / \$22.99 Can.

### COOKING

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

E-book ISBN: 978-1-62336-568-4

### 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

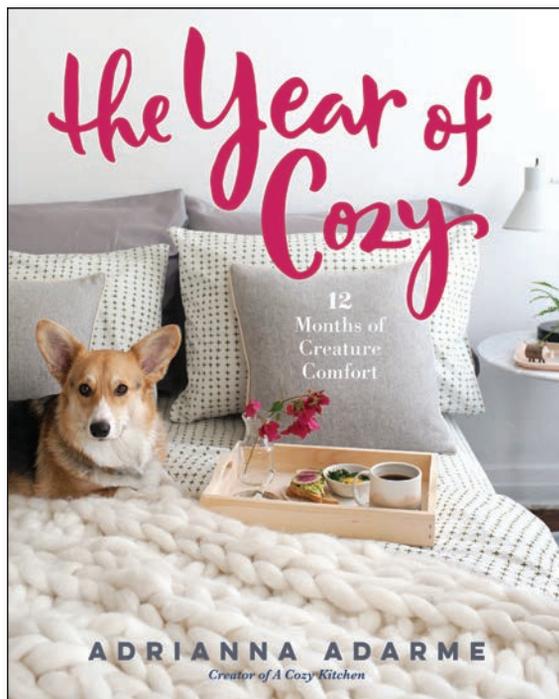
Part look book, part cookbook, wholly cozy—tips and recipes for living a more thoughtful life

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.



## OCTOBER

ISBN 978-1-62336-510-3

PAPER OVER BOARD \$24.99 / \$28.99 Can.

COOKING / CRAFTS

7½" × 9½" • 272 pages • 200 color photographs

E-book ISBN: 978-1-62336-511-0

## MARKETING

- National radio interview campaign
- National print and online reviews and features
- Rodale Wellness News feature
- Social media via author, Rodale Books, and Rodale News
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted via author’s Web site, [ACozyKitchen.com](http://ACozyKitchen.com)

# 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.

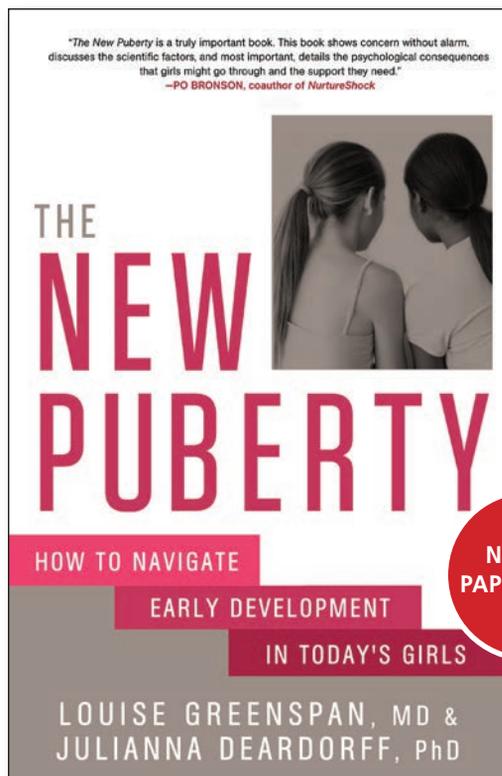
For parents, teachers, counselors, administrators, psychologists, pediatricians, and the health-conscious consumer, *The New Puberty* introduces new theories and strategies on how to handle and nurture girls who are now entering this unique stage of their lives before age 10. At once prescriptive and 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.

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OCTOBER

ISBN 978-1-62336-598-1

PAPERBACK \$14.99 / \$17.50 Can.

HEALTH

6" × 9" • 272 pages

E-book ISBN: 978-1-62336-343-7

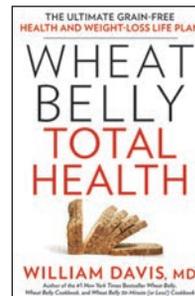
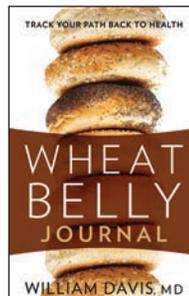
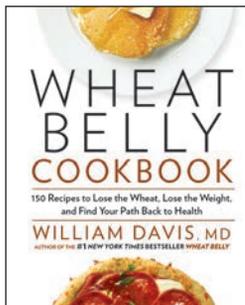
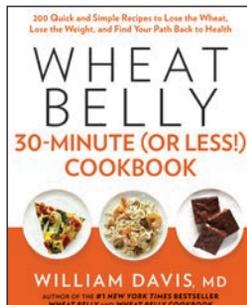
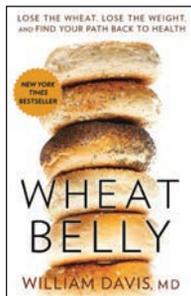
MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media via authors and Rodale Books
- Promoted via authors' Web site, [TheNewPuberty.com](http://TheNewPuberty.com)

RODALE

# 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

ISBN 978-1-60961-154-5

Hardcover \$25.99 / NCR

ISBN 978-1-60961-479-9

Paperback \$16.99 / NCR

6" × 9" • 304 pages

## 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

ISBN 978-1-62336-208-9

Hardcover \$27.99 / NCR

7½" × 9½" • 304 pages

Two-color throughout

Two 32-page color inserts

## Wheat Belly Cookbook

150 Recipes to Lose the Wheat, Lose the Weight, and Find Your Path Back to Health

ISBN 978-1-60961-936-7

Hardcover \$27.99 / NCR

7½" × 9½" • 352 pages

Two-color throughout

One 16-page color insert

## Wheat Belly Journal

Track Your Path Back to Health

ISBN 978-1-62336-070-2

Paperback \$14.99 / NCR

6¼" × 9" • 224 pages

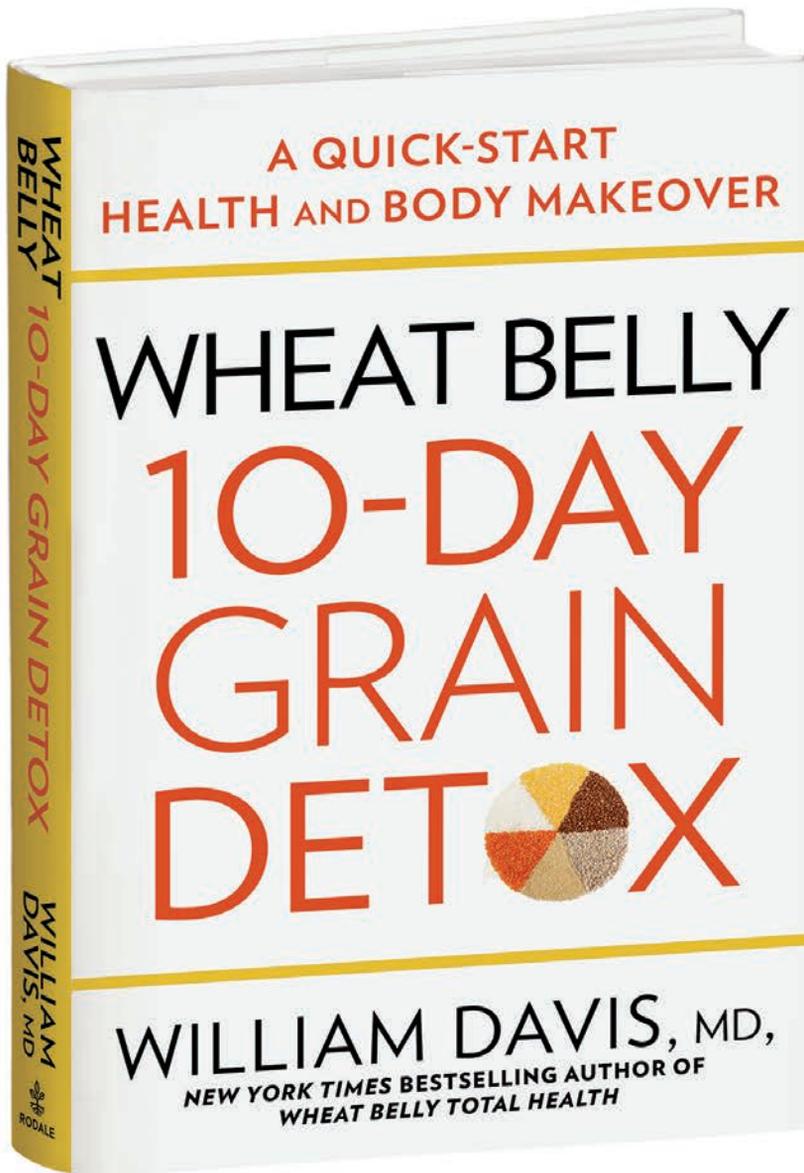
## Wheat Belly Total Health

The Ultimate Grain-Free Health and Weight-Loss Life Plan

ISBN 978-1-62336-408-3

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](http://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

ISBN 978-1-62336-636-0

**HARDCOVER** \$25.99 / NCR

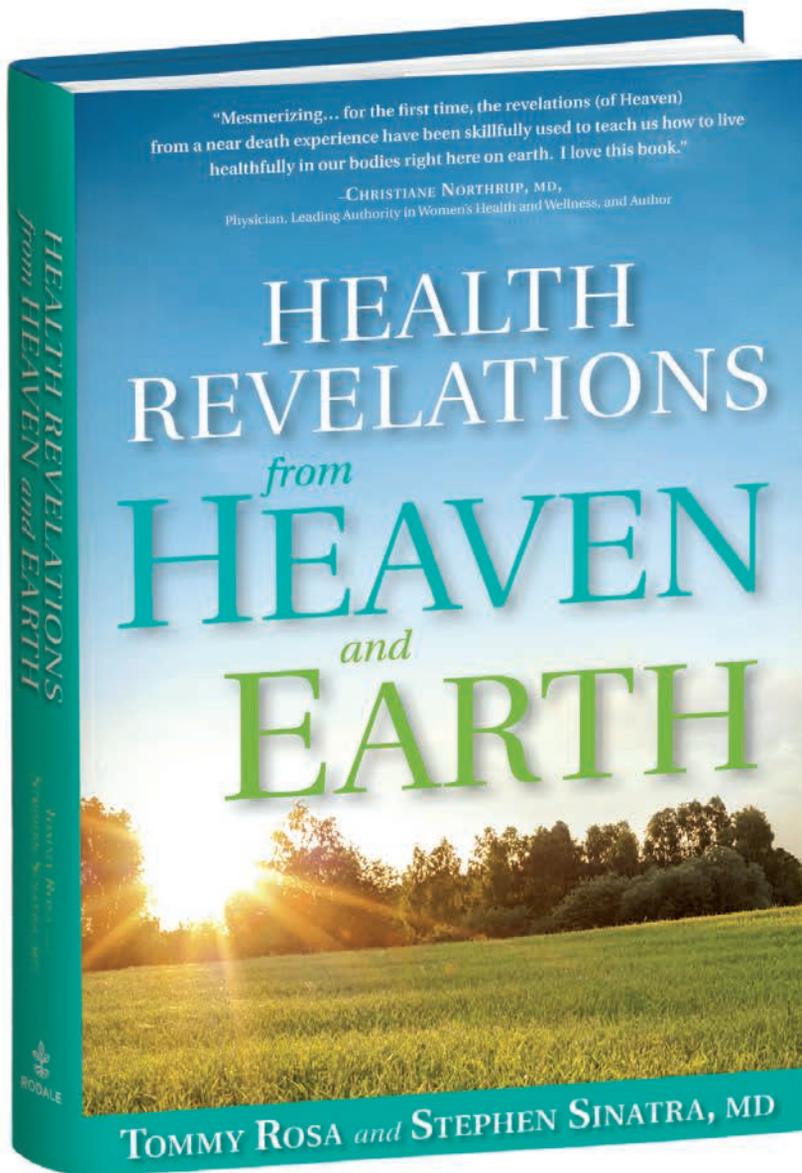
**DIET**

6" × 9" • 288 pages

E-book ISBN: 978-1-62336-637-7

## 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](http://WheatBelly.com)



# 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.

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## NOVEMBER

ISBN 978-1-62336-624-7

**HARDCOVER** \$25.99 / \$29.99 Can.

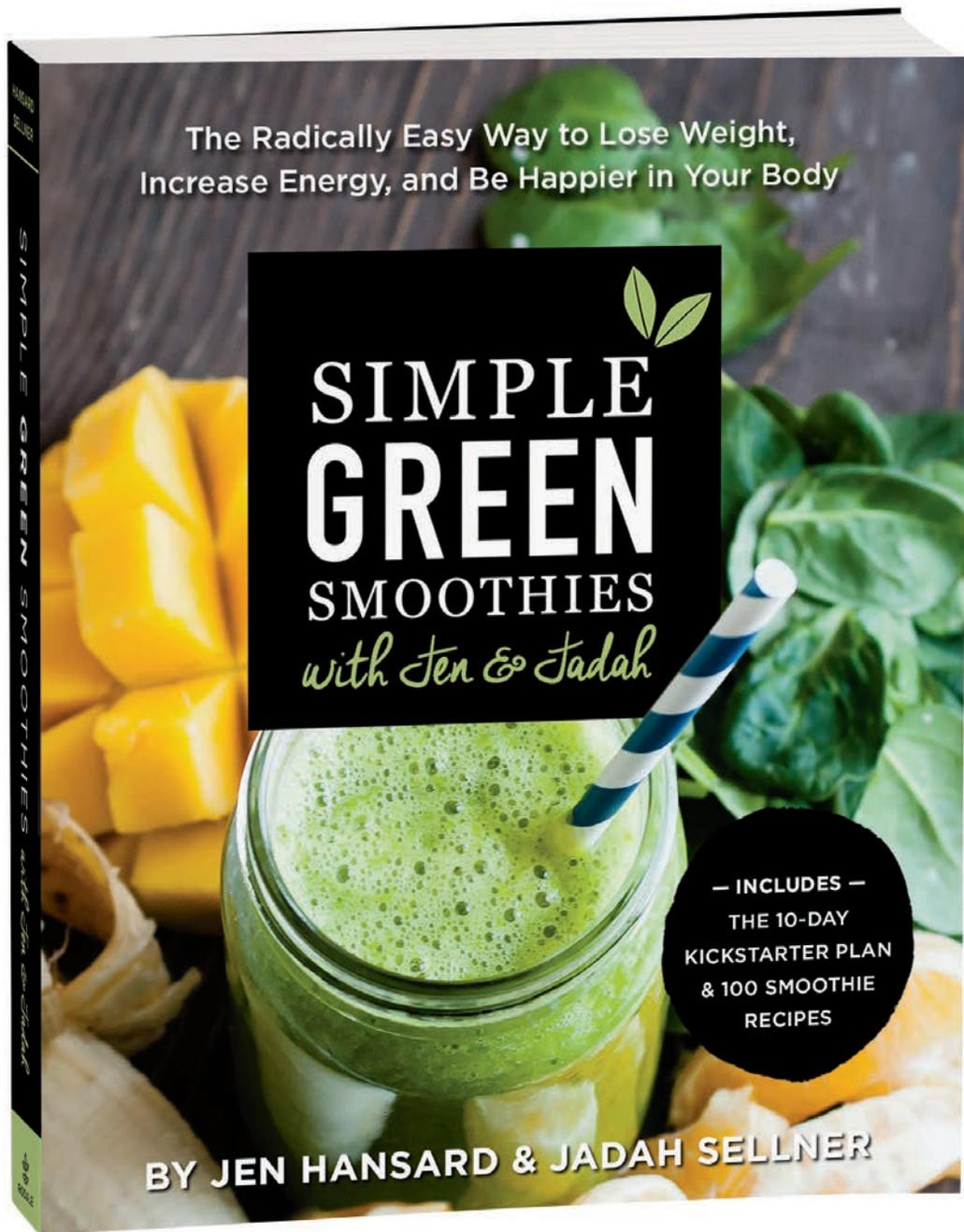
**SELF-HELP / SPIRITUALITY**

6" × 9" • 272 pages

E-book ISBN: 978-1-62336-625-4

## 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



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

**SIMPLE  
GREEN**  
SMOOTHIES  
*with Jen & Jadah*

— INCLUDES —  
THE 10-DAY  
KICKSTARTER PLAN  
& 100 SMOOTHIE  
RECIPES

BY JEN HANSARD & JADAH SELLNER

# 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 first-hand. 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.

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## NOVEMBER

ISBN 978-1-62336-641-4

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

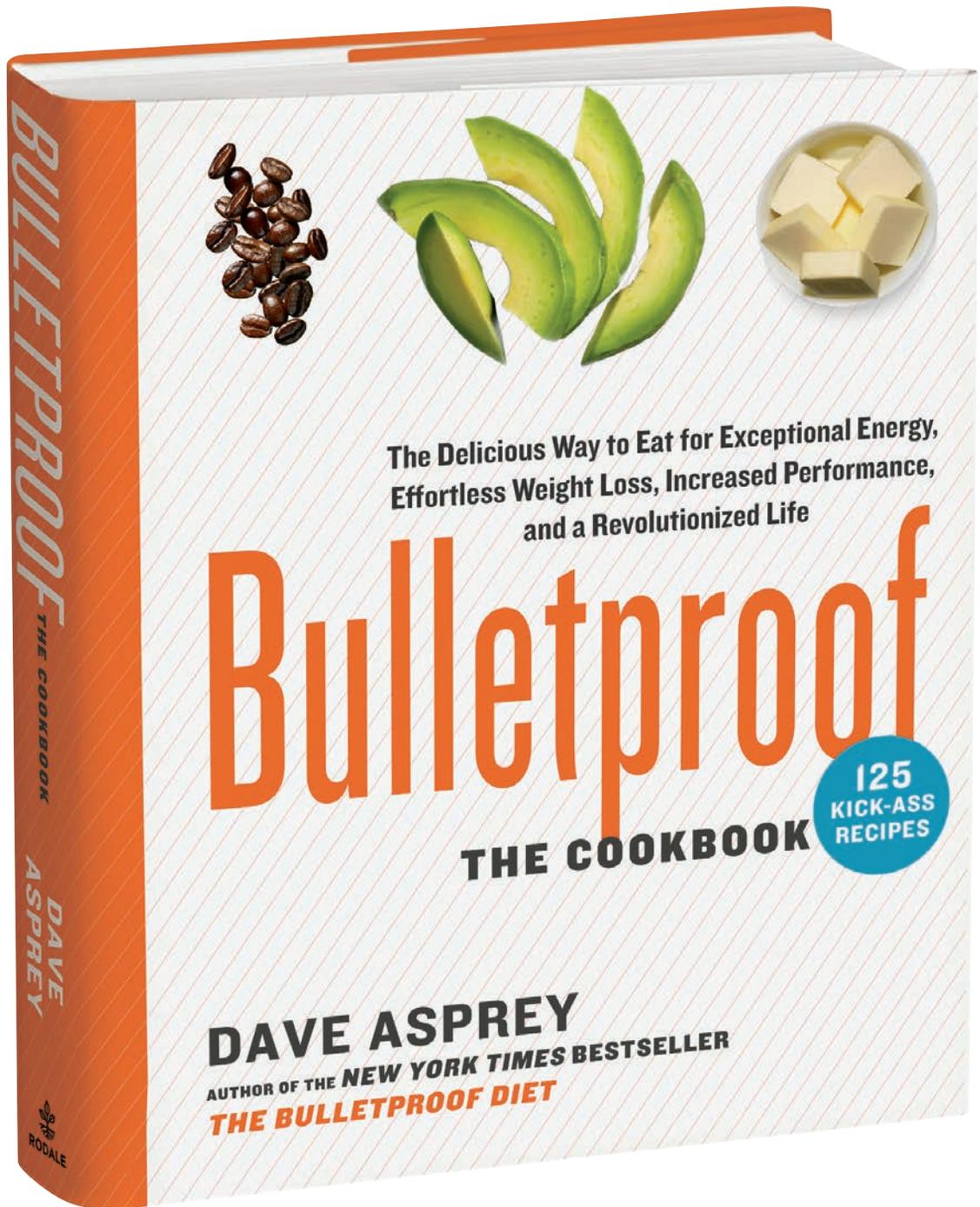
### HEALTH

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

E-book ISBN: 978-1-62336-642-1

## 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



# 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.

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## DECEMBER

ISBN 978-1-62336-603-2

**HARDCOVER** \$27.99 / NCR

### COOKING

7½" × 9½" • 304 pages • 2-color throughout

32 pages of color photographs

E-book ISBN: 978-1-62336-604-9

Also available:

*The Bulletproof Diet*, ISBN 978-1-62336-518-9, p. 53

## 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

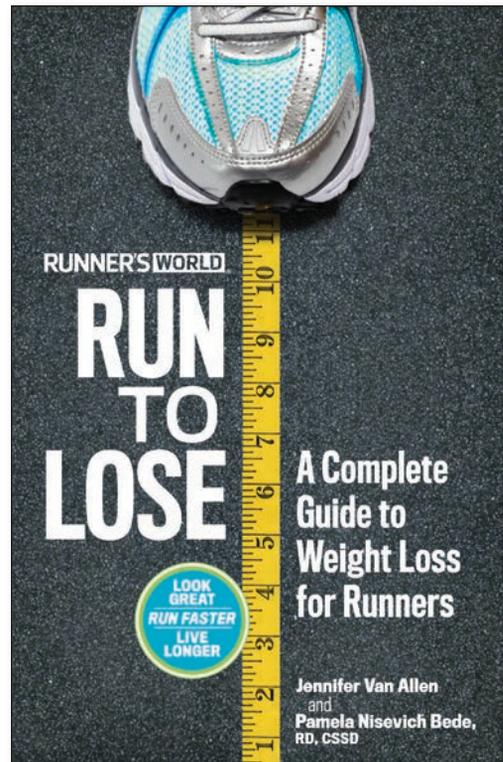
JENNIFER VAN ALLEN AND  
PAMELA NISEVICH BEDE, RD, CSSD

**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.



## DECEMBER

ISBN 978-1-62336-599-8

PAPERBACK ORIGINAL \$16.99 / \$19.50 Can.

DIET / RUNNING

6" × 9" • 272 pages • 25 black-and-white photographs  
2-color throughout

E-book ISBN: 978-1-62336-600-1

## 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*, including marathon expos
- Simultaneous direct-response online marketing campaign

## 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.

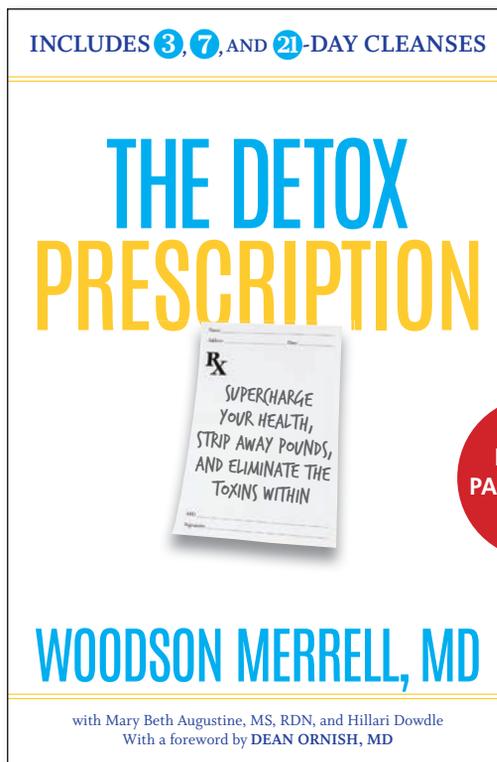
The good news: The body's natural cleansing system is the ticket to better health, greater energy, and efficient weight loss. With more than 75 delicious and nutrient-rich recipes broken into 3-, 7-, and 21-day cleanses, *The Detox Prescription* also resets body, mind, and spirit through light yoga,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



## DECEMBER

ISBN 978-1-62336-602-5

PAPERBACK \$15.99 / \$18.50 Can.

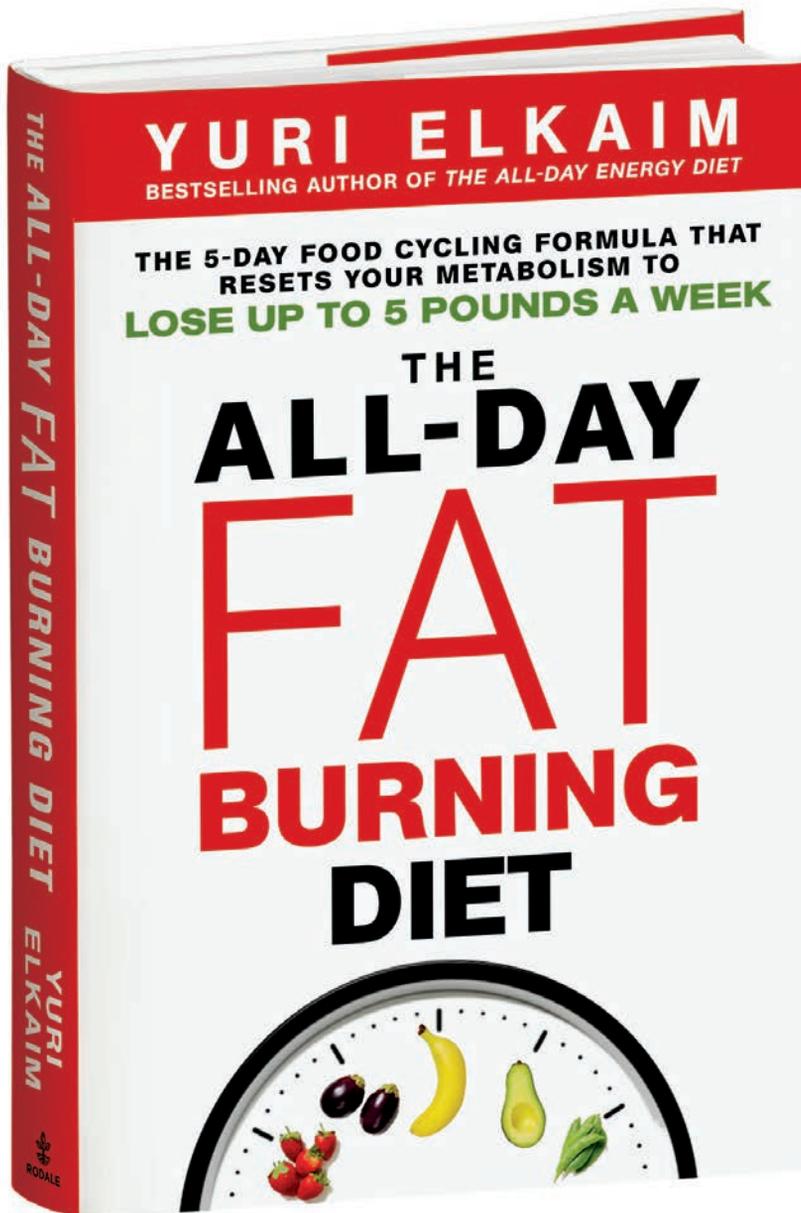
### DIET

6" × 9" • 368 pages

E-book ISBN: 978-1-60961-536-9

### MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media via authors and Rodale Books
- Promoted via author's Web site, WoodsonMerrell.com



# 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.

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## DECEMBER

ISBN 978-1-62336-605-6

**HARDCOVER** \$26.99 / \$31.50 Can.

**DIET**

6" × 9" • 288 pages

15 black-and-white photographs

E-book ISBN: 978-1-62336-606-3

## 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

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## BESTSELLING SERIES

# THE BIGGEST LOSER

Paperback 8" × 8½"



**The Biggest Loser  
Complete Calorie Counter**  
CHERYL FORBERG, RD, AND *THE  
BIGGEST LOSER EXPERTS AND CAST*

ISBN 978-1-59486-595-4

\$7.99 / \$8.99 Can.

5" × 7"

240 pages

**The Biggest Loser  
6 Weeks to a Healthier You**

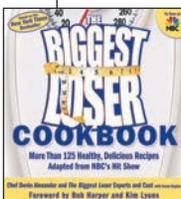
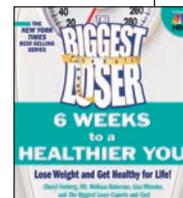
CHERYL FORBERG, RD,  
MELISSA ROBERSON, LISA WHEELER,  
AND *THE BIGGEST LOSER EXPERTS  
AND CAST*

ISBN 978-1-60529-514-5

\$21.99 / \$25.99 Can.

304 pages

150 color photographs



**The Biggest Loser Cookbook**  
CHEF DEVIN ALEXANDER AND *THE  
BIGGEST LOSER EXPERTS AND CAST*  
WITH KAREN KAPLAN

FOREWORD BY BOB HARPER  
AND KIM LYONS

ISBN 978-1-59486-575-6

\$21.95 / \$24.95 Can.

256 pages • 125 recipes

150 color photographs

**The Biggest Loser  
30-Day Jump Start**

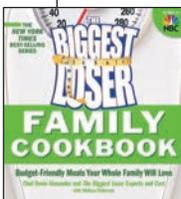
CHERYL FORBERG, RD,  
MELISSA ROBERSON, LISA WHEELER,  
AND *THE BIGGEST LOSER EXPERTS  
AND CAST*

ISBN 978-1-60529-782-8

\$21.95 / \$23.95 Can.

320 pages

150 color photographs



**The Biggest Loser  
Family Cookbook**  
CHEF DEVIN ALEXANDER AND *THE  
BIGGEST LOSER EXPERTS AND CAST*  
WITH MELISSA ROBERSON

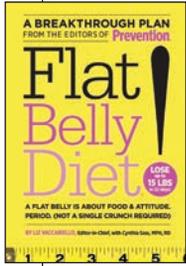
ISBN 978-1-60529-783-5

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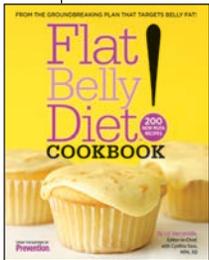
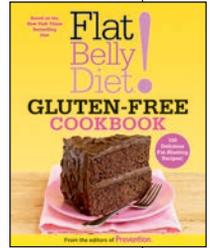
75 color photographs

FLAT BELLY DIET!



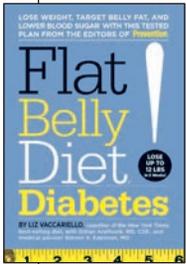
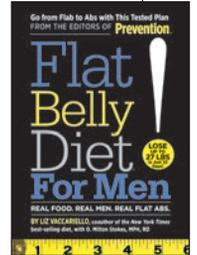
**Flat Belly Diet!**  
 LIZ VACCARIELLO WITH  
 CYNTHIA SASS, MPH, RD  
 FOREWORD BY DAVID L. KATZ, MD, MPH  
**ISBN 978-1-60529-562-6**  
**Paperback** \$15.99 / \$18.50 Can.  
 6½" × 9⅛" • 368 pages  
 66 black-and-white photographs  
 2-color throughout

**Flat Belly Diet! Gluten-Free Cookbook**  
 THE EDITORS OF PREVENTION  
**ISBN 978-1-60961-940-4**  
**Hardcover** \$24.99 / \$28.99 Can.  
 7½" × 9⅛" • 320 pages  
 40 color photographs



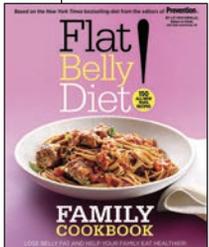
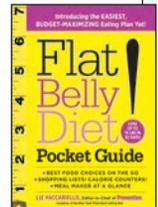
**Flat Belly Diet! Cookbook**  
 LIZ VACCARIELLO WITH  
 CYNTHIA SASS, MPH, RD  
**ISBN 978-1-60529-955-6**  
**Hardcover** \$27.99 / \$31.99 Can.  
 7½" × 9⅛" • 368 pages  
 61 color photographs

**Flat Belly Diet! for Men**  
 Real Food. Real Men. Real Flat Abs.  
 LIZ VACCARIELLO WITH D. MILTON  
 STOKES, MPH, RD  
**ISBN 978-1-60529-166-6**  
**Paperback** \$15.99 / \$18.50 Can.  
 6½" × 9⅛" • 304 pages  
 72 black-and-white photographs  
 2-color throughout



**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  
**ISBN 978-1-60961-380-8**  
**Paperback** \$16.99/\$18.99 Can.

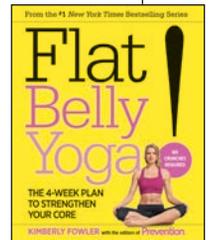
**Flat Belly Diet! Pocket Guide**  
 Introducing the Easiest, Budget-  
 Maximizing Eating Plan Yet  
 LIZ VACCARIELLO  
**ISBN 978-1-60529-650-0**  
**Paperback** \$7.99 / \$8.99 Can.  
 5" × 7" • 160 pages



6½" × 9⅛" • 408 pages  
 2-color throughout

**Flat Belly Diet! Family Cookbook**  
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 SALLY KUZEMCHAK, RD  
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**Hardcover** \$26.99 / \$31.99 Can.  
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 60 color photographs

**Flat Belly Yoga!**  
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 EDITORS OF PREVENTION  
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 7½" × 9⅛" • 288 Pages  
 100 color photographs



**MEN'S HEALTH & WOMEN'S HEALTH BIG BOOKS**

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SELENE YEAGER, EDITORS OF  
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1,250 color photographs and illustrations

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350 color photographs

**The Men's Health Little Book of Exercises**

Four Weeks to a Leaner, Stronger, More Muscular You!  
ADAM CAMPBELL

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Paperback \$17.99 / \$19.99 Can.

6½" × 7" • 240 pages

220 color photographs



**The Women's Health  
Big Book of 15-Minute Workouts**

A Leaner, Sexier, Healthier You—  
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SELENE YEAGER, EDITORS OF  
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8" × 8½" • 416 pages  
8 color illustrations  
850 color photographs

**The Women's Health  
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Four Weeks to a Leaner, Sexier, Healthier YOU!

ADAM CAMPBELL, MS, CSCS,  
WOMEN'S HEALTH FITNESS DIRECTOR

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WOMEN'S HEALTH

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1,075 color photographs

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KATHRYN BUDIG

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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

Paperback \$17.99 / \$19.99 Can.

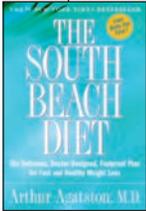
6½" × 7" • 240 pages  
220 color photographs



## BESTSELLING SERIES

# THE SOUTH BEACH DIET

ARTHUR AGATSTON, MD



### The South Beach Diet

ISBN 978-1-57954-646-5

Hardcover \$25.99 / \$29.99 Can.

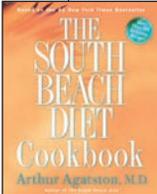
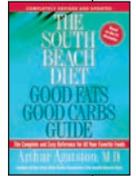
6½" × 9½" • 320 pages

### The South Beach Diet Good Fats/ Good Carbs Guide

ISBN 978-1-59486-198-7

Paperback \$8.99 / \$9.99 Can.

5" × 7" • 160 pages



### The South Beach Diet Cookbook

ISBN 978-1-57954-957-2

Hardcover \$29.99 / \$34.50 Can.

7½" × 9½" • 352 pages • 50 color photographs

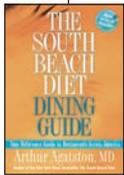
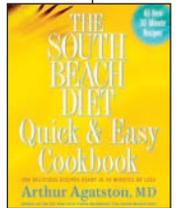
### The South Beach Diet Quick & Easy Cookbook

ISBN 978-1-59486-292-2

Hardcover \$28.99 / \$35.99 Can.

7½" × 9½" • 352 pages

50 color photographs



### The South Beach Diet Dining Guide

ISBN 978-1-59486-360-8

Paperback \$7.99 / \$10.99 Can.

5" × 7" • 224 pages

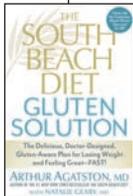
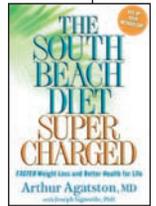
### The South Beach Diet Supercharged

ISBN 978-1-59486-457-5

Hardcover \$26.99 / \$31.00 Can.

6½" × 9½" • 368 pages

85 black-and-white photographs



### The South Beach Diet Gluten Solution

The Delicious, Doctor-Designed, Gluten-Aware  
Plan for Losing Weight and Feeling Great—FAST!

ISBN 978-1-62336-254-6

Paperback \$16.99 / \$18.99 Can.

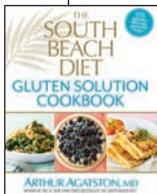
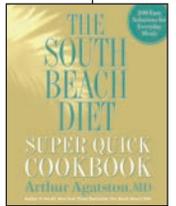
6" × 9" • 272 pages

### The South Beach Diet Super Quick Cookbook

ISBN 978-1-60529-333-2

Hardcover \$28.99 / \$34.99 Can.

7½" × 9½" • 320 pages • 60 color photographs



### The South Beach Diet Gluten Solution Cookbook

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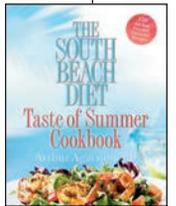
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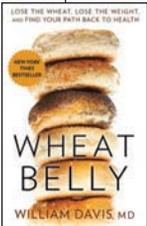
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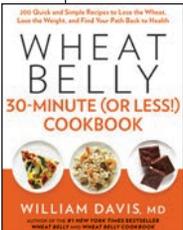
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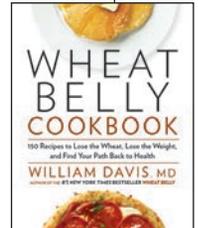
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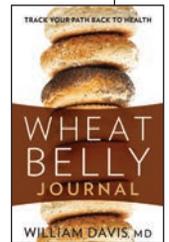
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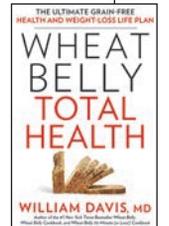
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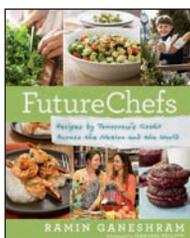
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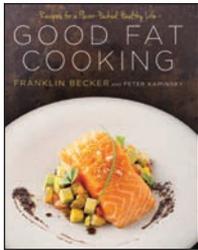
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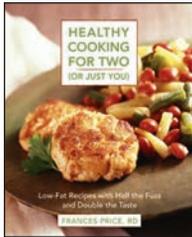


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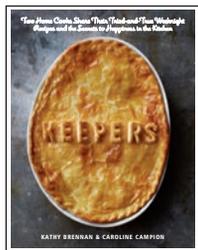
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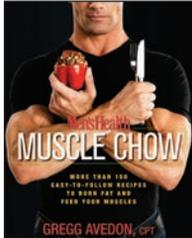
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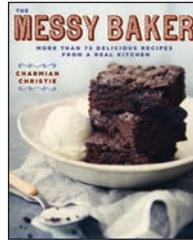
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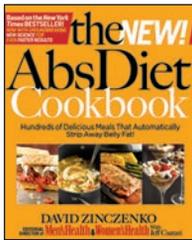
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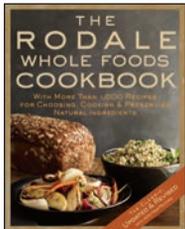
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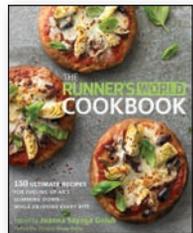
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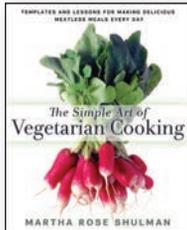
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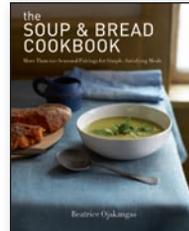


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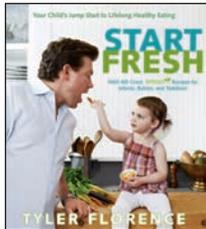


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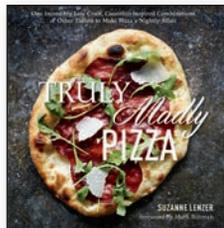


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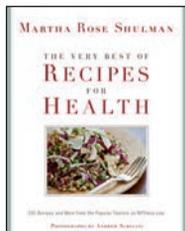
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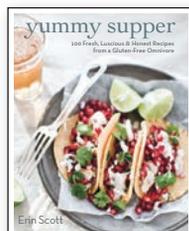
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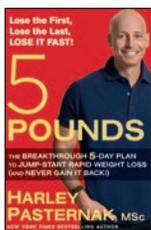
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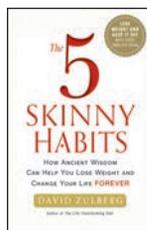
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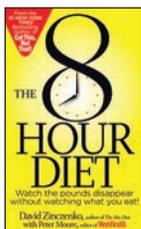
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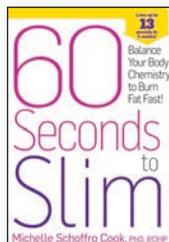
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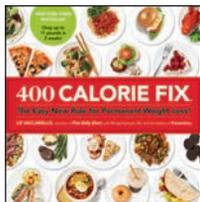
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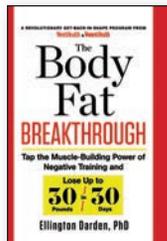
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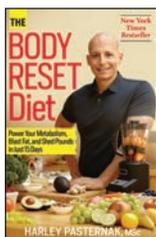
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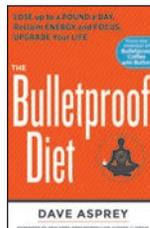
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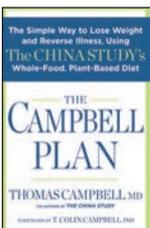
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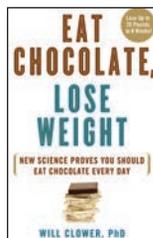
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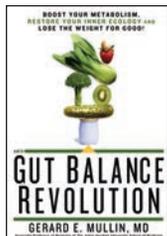
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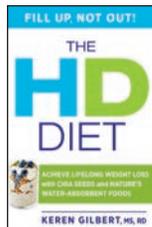
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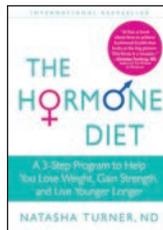
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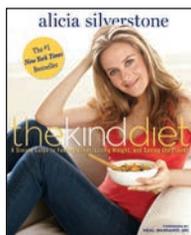
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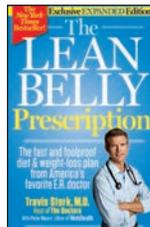
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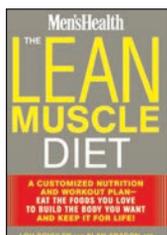
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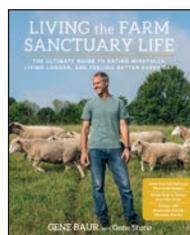
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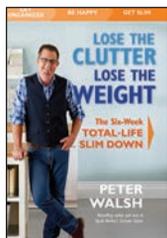
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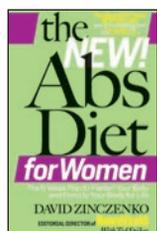
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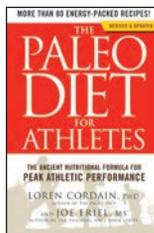
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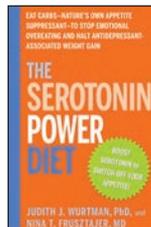
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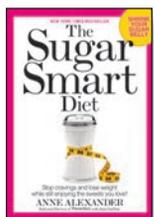
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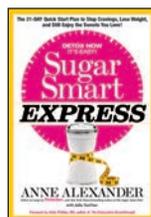
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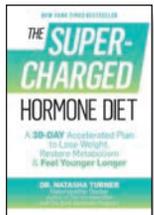
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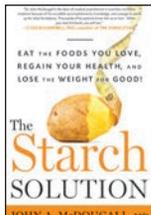
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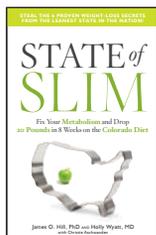
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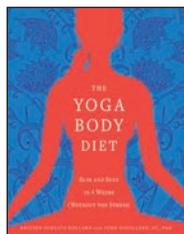
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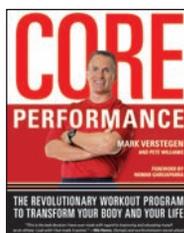
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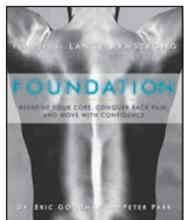
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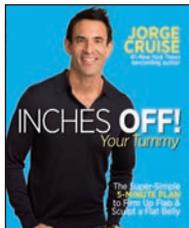
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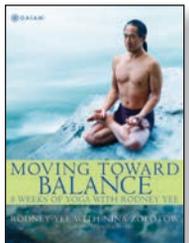
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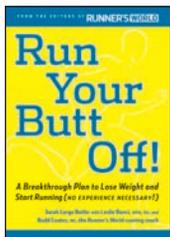
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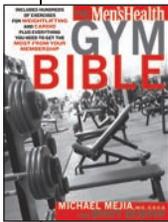
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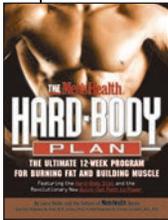
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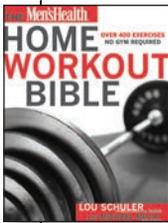
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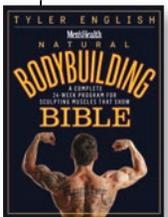
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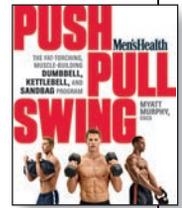


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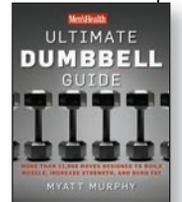


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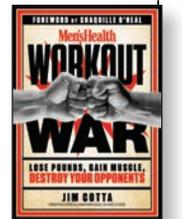
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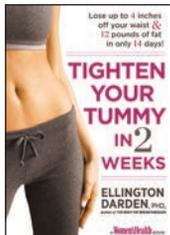
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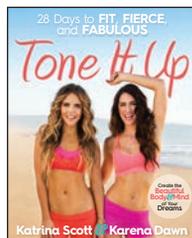
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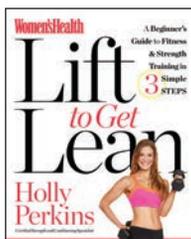
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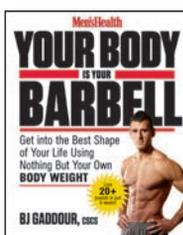
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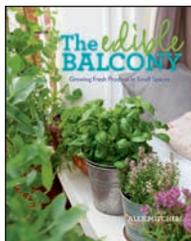
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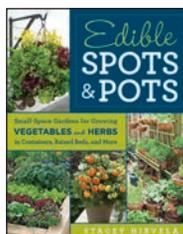
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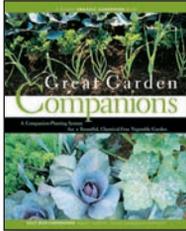
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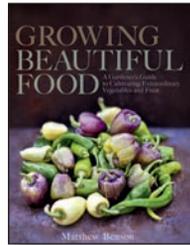


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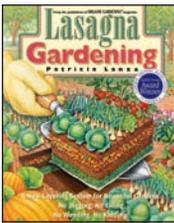


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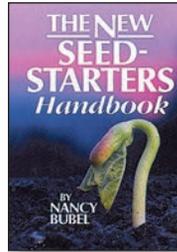
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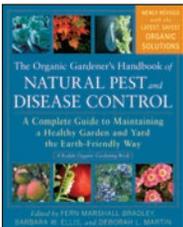


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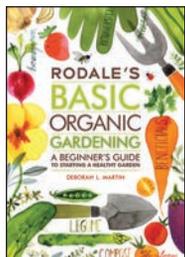
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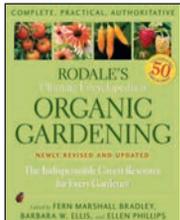
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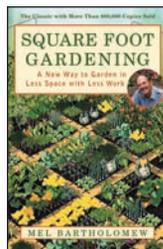
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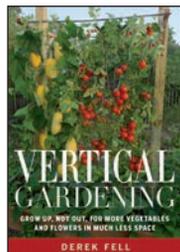
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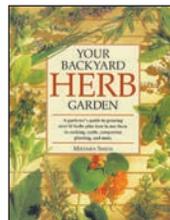
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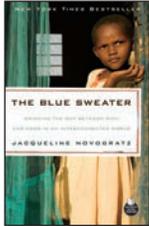
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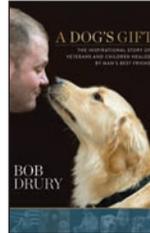


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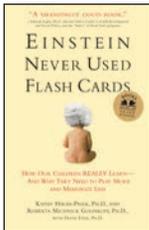


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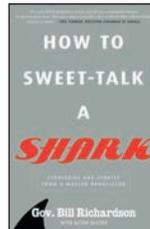


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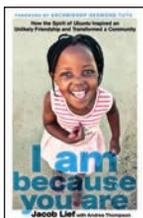


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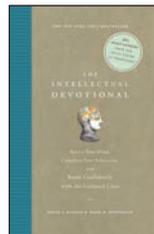


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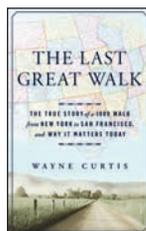
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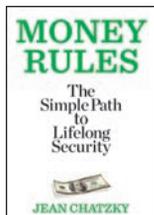
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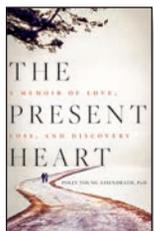
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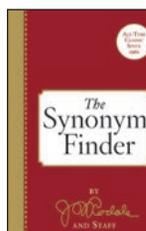
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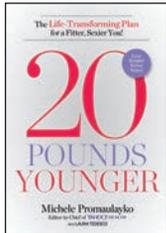
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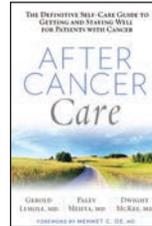
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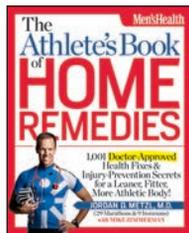
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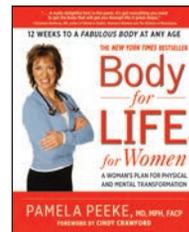
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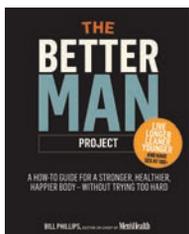
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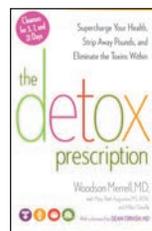
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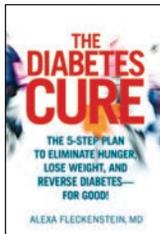
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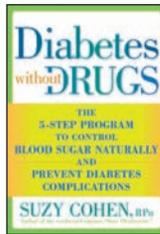


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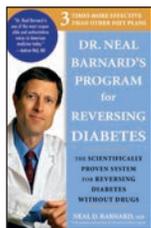
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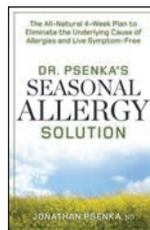


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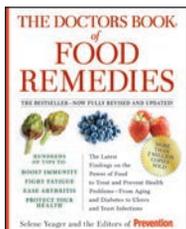


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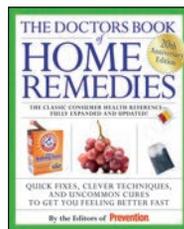
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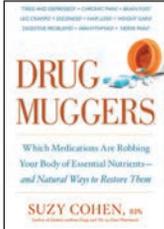


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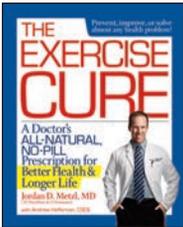
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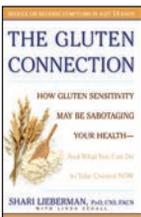
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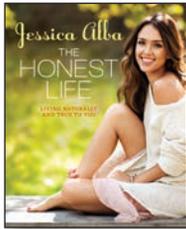
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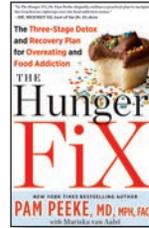
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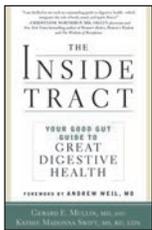
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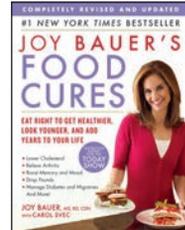
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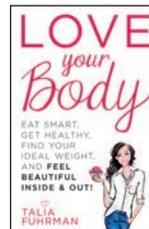
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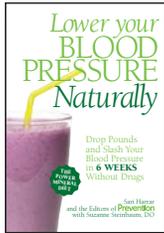
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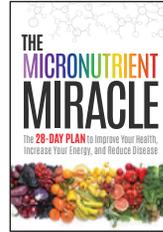
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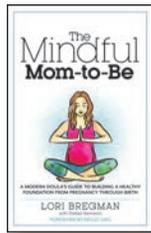
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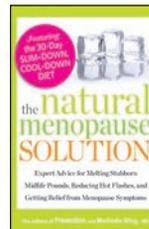
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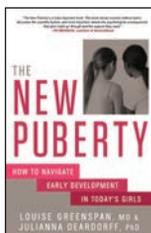
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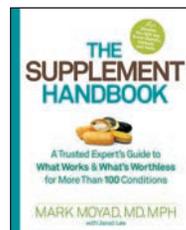
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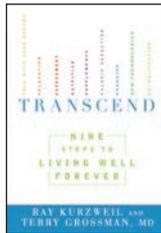
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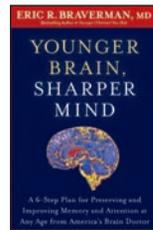
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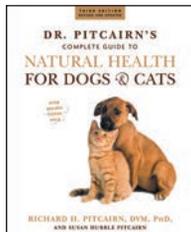
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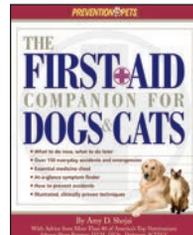
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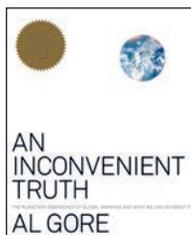
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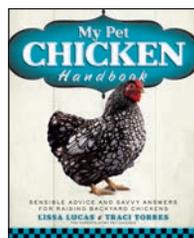


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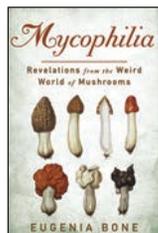


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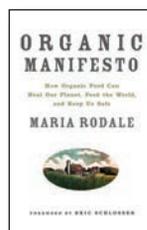


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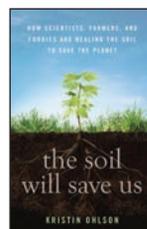


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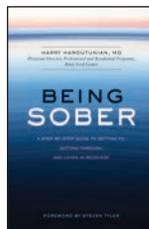
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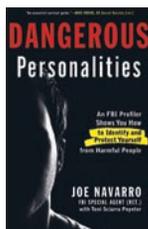
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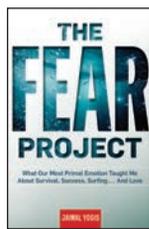
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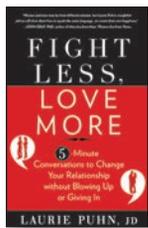
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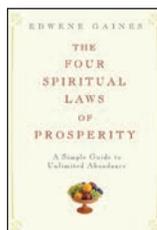
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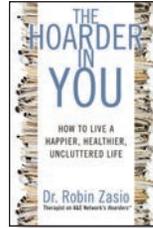


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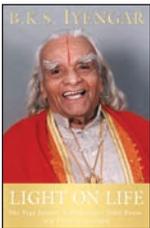


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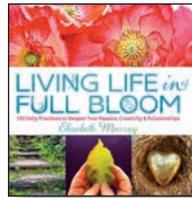


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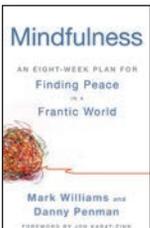


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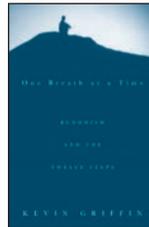


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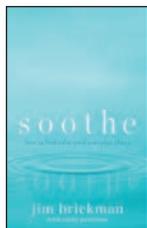
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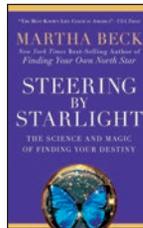
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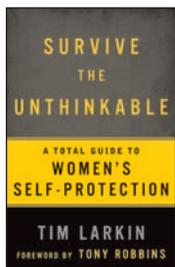
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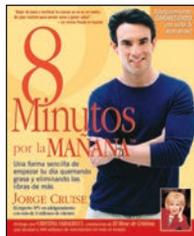
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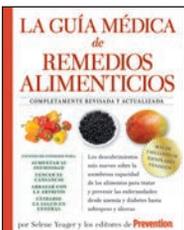
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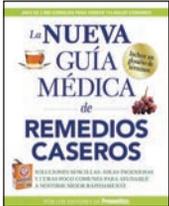


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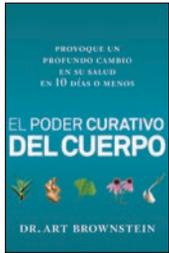


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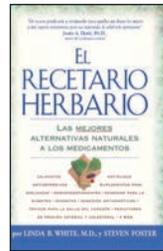
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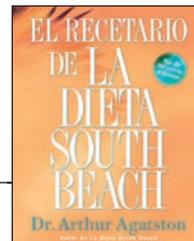
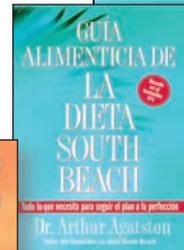
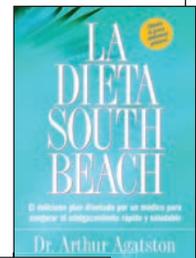
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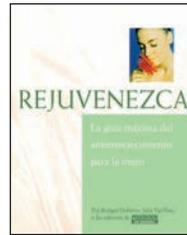
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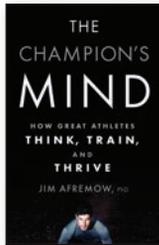
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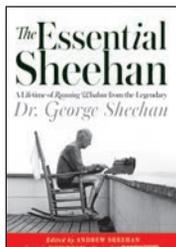
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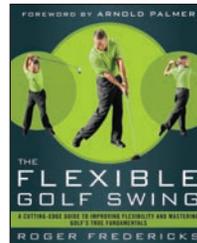
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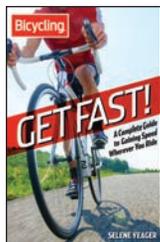
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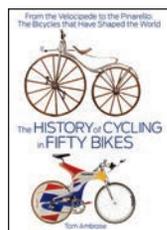
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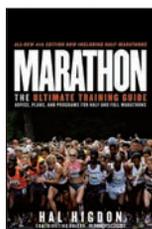
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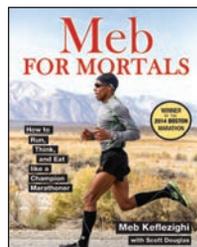
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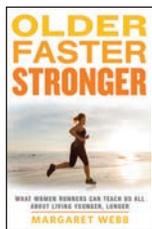
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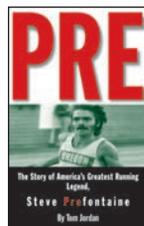
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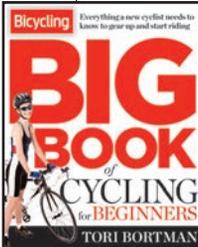
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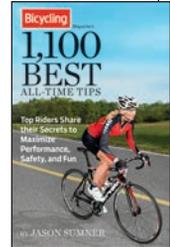
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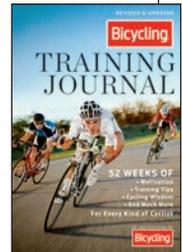
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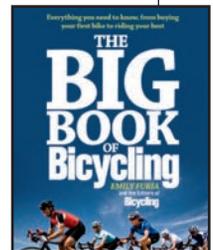
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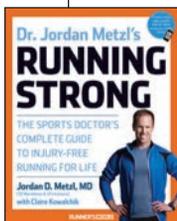
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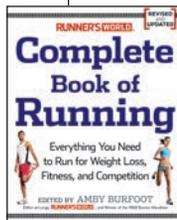
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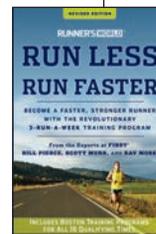
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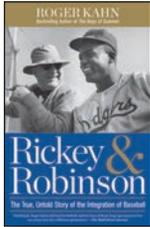
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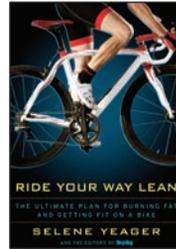
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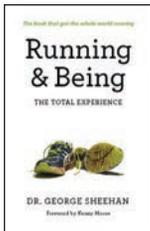
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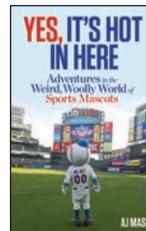
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