



*Roadside*  
*Fall 2016*

made from scratch



## FALL 2016

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**RODALE**

Dear Booksellers,

At Rodale, everything we do is informed by our mission to “inspire health, healing, happiness, and love in the world, starting with you.” This fall, we’re thrilled to be publishing a wealth of books that live up to these ideals—always my favorite thing!

Maria Rodale’s first cookbook, *Scratch*, is a testament to everything the Rodale name has always stood for: creating something honest, true, and beautiful from nature. For Maria, “real food, from scratch” is not a trend or a movement—it’s how she’s always lived: growing, cooking, reading and writing about, and eating organic, delicious food. Filled with gorgeous photos and tried-and-true recipes from America’s first organic family, *Scratch* is sure to become a go-to comfort cookbook for generations to come.

Also in the cookbook department, we’re excited to be publishing the first book by award-winning food blogger Molly Yeh, *Molly on the Range*. When this New Yorker (by way of Chicago), fell in love with a fifth generation farmer, she uprooted her life and moved with him to his family farm on the North Dakota/Minnesota border and began chronicling her adventures. Like a millennial Pioneer Woman, Molly created this highly anticipated book that will undoubtedly be one of the buzziest cookbooks of the fall. And speaking of buzzy books by beloved food bloggers, we’re really f\*cking excited for the third book from Thug Kitchen, *Thug Kitchen 101*. This new book is an easy and approachable way to jump on the vegan bandwagon—without all the bs!

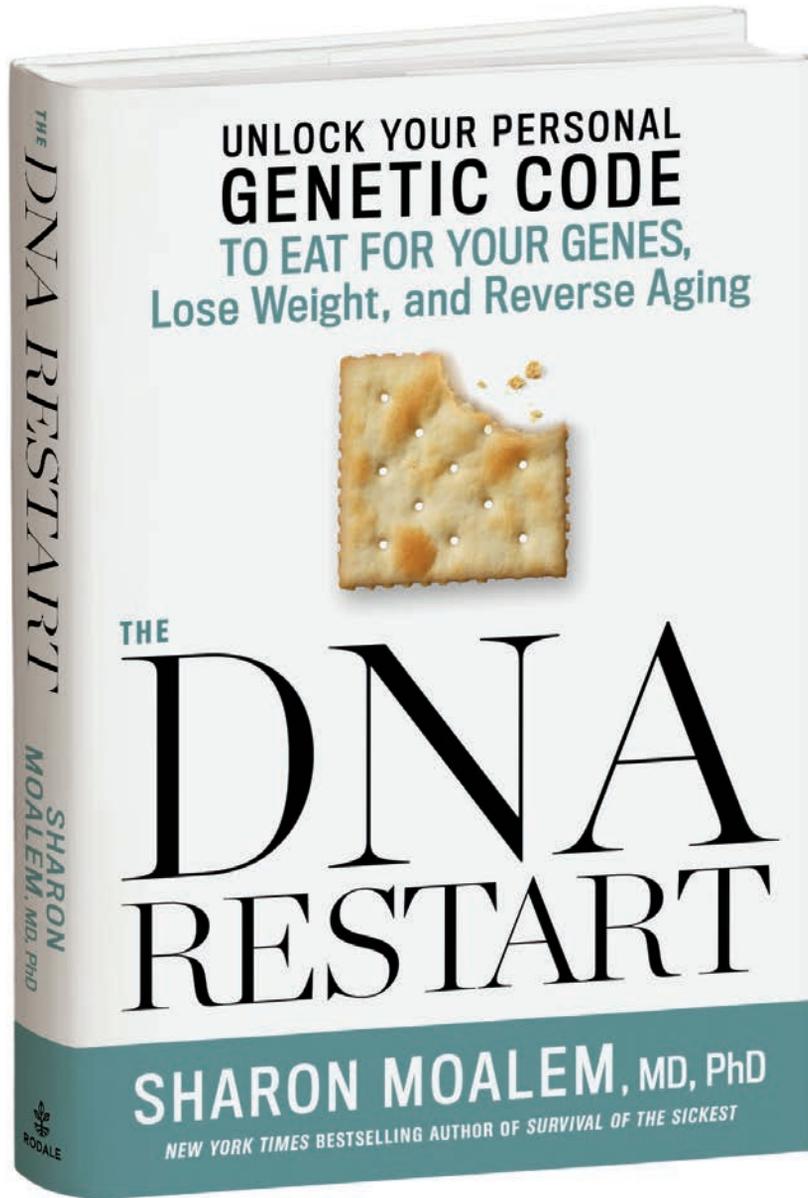
With *Hustle*, we’ve got a dream team of three of the nation’s top entrepreneurs and consultants (including Neil Patel), whose mission is to change the rules of the success game. *Hustle* will teach readers how to look at work and life through a new lens—one based on fearless doing, demanding more, and never giving up. In other words, through “hustle.”

As you know, Rodale has published some of the biggest-selling, most conversation-changing books in the health and diet space (*The South Beach Diet*, *Wheat Belly*, *The End of Overeating*)—and this fall will be no different. In *The DNA Restart*, award-winning world-renowned physician, scientist, inventor, and *New York Times* bestselling author Sharon Moalem, MD, PhD, utilizes decades of in-depth scientific research into genetics, epigenetics, nutrition, and longevity to explain the pivotal role genes play in the journey to ideal weight and health and provides a revolutionary plan to find the diet and lifestyle perfect for each genetic makeup.

Our Fall 2016 list has all the ingredients for a season filled with delicious food, good health, success, and inspiration for the year to come. What more can you ask for?

All the best,

Mary Ann Naples



# The DNA Restart

Unlock Your Personal Genetic Code to Eat for Your Genes,  
Lose Weight, and Reverse Aging

SHARON MOALEM, MD, PHD

Written by a *New York Times* bestselling neurogeneticist, a revolutionary step-by-step guide to the diet and lifestyle perfect for individual genetic makeup

*THE DNA RESTART*, BY WORLD-RENOWNED NEUROGENETICIST AND *NEW YORK TIMES* BESTSELLING author Dr. Sharon Moalem, walks you through revolutionary steps to a diet and lifestyle perfect for your individual genetic makeup. The DNA Restart plan utilizes decades of in-depth scientific research into genetics, epigenetics, nutrition, and longevity to explain the pivotal role genes play in the journey to ideal weight and health status. A physician, scientist, and geneticist, Dr. Moalem uses his unique perspective and research to show how to reset your genetic code using five essential pillars: eat for your genes; reverse aging; eat umami; drink oolong; and slow eating. His unique 28-day plan shows how to upgrade sleep, sensory awareness, and exercise; how to determine when and how much meat to eat; and how to incorporate umami-rich recipes and oolong into your diet to genetically thrive. Delicious recipes with mix-and-match meal plans, inspiring testimonials, and genetic self-tests round out this groundbreaking diet book.

**SHARON MOALEM, MD, PHD**, is an award-winning physician, scientist, inventor, and *New York Times* bestselling author whose books have been translated into more than 35 languages. He has been awarded 21 patents worldwide for his inventions in the field of biotechnology and human health. His scientific work led to the discovery of a first-in-class member of a novel class of antibiotic compounds directed against multi-resistant or "superbug" microorganisms such as Methicillin-resistant *Staphylococcus aureus* (MRSA). Dr. Moalem has also cofounded two biotechnology companies and has served as an associate editor for the *Journal of Alzheimer's Disease*. Dr. Moalem and his research have been featured on the *Daily Show with Jon Stewart*, the *Today* show, the *New York Times*, CNN, *Good Morning America*, *O: The Oprah Magazine*, and *New Scientist*. He lives in New York City.

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## SEPTEMBER

ISBN 978-1-62336-668-1

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

**HEALTH**

6" × 9" • 288 pages

E-book ISBN: 978-1-62336-669-8

## MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Advertising in Rodale magazines
- Preorder incentive campaign
- Rodale Wellness online coverage
- Social media via the author, Rodale Wellness, and Rodale Books



# Thug Kitchen 101

## THUG KITCHEN

**A vegan primer with easy recipes you can make in 30 minutes or less to kick your ass into shape**

FOR ALL THOSE PEOPLE OUT THERE WONDERING WHETHER THIS CRAZY VEGAN SHIT IS GOING TO EVER GO away, wonder no more—it's here to stay. So you might as well jump on the bandwagon. And Thug Kitchen is here to give you the humorous and gentle push you need to take the leap into healthy territory. You'll feel so good that you'll never look back.

*Thug Kitchen 101* includes more than 100 easy and approachable recipes to give you a great head start into the vegan life, plus Thug Kitchen takes you behind the scenes and explains every ingredient from tempeh to nooch so that turning vegan will feel like a breeze. *Thug Kitchen 101* also dives into the health benefits and nutrition statistics to remind everyone, from beginners to lifelong vegans, why this lifestyle is important for our bodies, minds, and the earth.

Scared about the complexity or intimidated by the time commitment of cooking vegan? Thug Kitchen's got ya covered: All recipes in *Thug Kitchen 101* are guaranteed to take only 30 minutes from start to finish and contain 8 ingredients or less! Busy weeknight dinners will feel infinitely more possible now. And more tasty, too.

"Thug Kitchen backs up its bluster with good, solid recipes." —*New York Times*

"Funny, self-aware, and full of delicious-looking recipes that I want to make right this second."  
—*Epicurious*

"F\*cking delicious." —*Popsugar*

**THUG KITCHEN** blew up the Internet back in 2012, when they first began blogging. Their previous two cookbooks were instant *New York Times* bestsellers. They are based in Los Angeles, CA.

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## OCTOBER

ISBN 978-1-62336-634-6

**HARDCOVER** \$26.99 / NCR

### COOKING

7½" × 9½" • 240 pages • 125 color photographs  
50 color illustrations

E-book ISBN: 978-1-62336-635-3

## MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Advertising in Rodale magazines
- Promotional book trailer
- Social media promotion including exclusive videos, content, and photos from the authors
- Rodale Wellness online book ad
- Promoted via the authors' Web site, ThugKitchen.com and e-newsletters

# Run Fast, Eat Slow

Nourishing Recipes for Athletes

**SHALANE FLANAGAN AND  
ELYSE KOPECKY**

**Delicious, energy-packed recipes from a world-class, Olympic marathoner and whole foods chef**

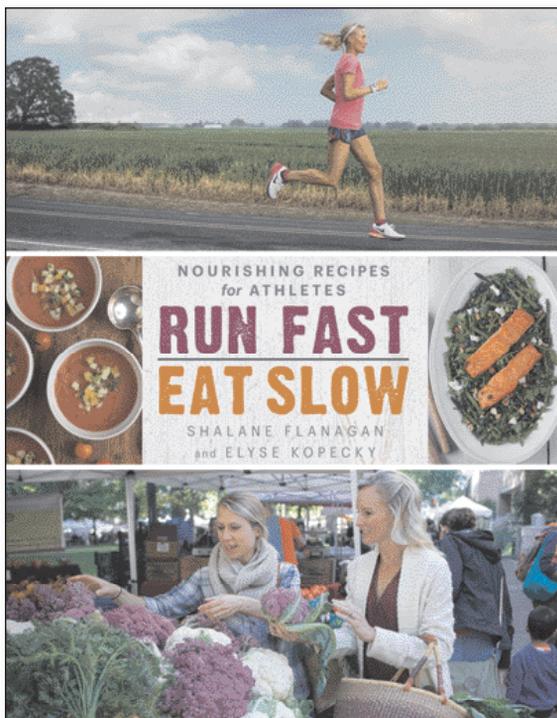
FROM WORLD-CLASS MARATHONER AND THREE-TIME Olympian Shalane Flanagan and culinary nutritionist Elyse Kopecky comes a whole foods, flavor-forward cookbook that proves food can be indulgent and nourishing at the same time. Finally here's a cookbook for runners that shows fat is essential for flavor and performance and that counting calories, obsessing over protein, and restrictive dieting does more harm than good.

Packed with more than 100 recipes for every part of your day, nutritional wisdom, and inspiring stories, *Run Fast, Eat Slow* has all the bases covered. Fitness-minded readers will find delicious meals, satisfying snacks, thirst-quenching drinks, and wholesome treats. Fan favorites include Can't Beet Me Smoothie, Arugula Cashew Pesto, High-Altitude Bison Meatballs, Superhero Muffins, and Double Chocolate Teff Cookies.

Packaged as a beautiful, full-color hardcover cookbook, *Run Fast, Eat Slow*, will please Flanagan's fervent fans as well as the 42 million runners nationwide who will discover the recipes she eats to break records and live well.

**SHALANE FLANAGAN** is an Olympic medalist, champion marathoner, and American record-holder. She is sponsored by Nike and has been featured in countless running, outdoor, and fitness magazines. She is currently training for her fourth Olympic team in Portland, OR.

**ELYSE KOPECKY** is a chef, nutritionist, runner, and most proudly a mother. Her friendship with Flanagan began 15 years ago on the cross-country team at the University of North Carolina. Kopecky is a graduate of the Natural Gourmet Institute for Health and Culinary Arts. She lives and works in Portland, OR.



## SEPTEMBER

ISBN 978-1-62336-681-0

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

### COOKING

8" × 10" • 256 pages • 100 color photographs

E-book ISBN: 978-1-62336-682-7

### MARKETING

- National author publicity and radio campaign
- National print and online features and reviews
- Online promotional support by Nike
- Promote through Nike + Run Club events
- Rodale Wellness news feature, challenge, and social media promotion
- Promoted via the authors' Web site, RunFastEatSlow.com, social media, and e-newsletters

## Whole

How I Learned to Fill the Fragments of My Life with Forgiveness, Hope, Strength, and Creativity

MELISSA MOORE

WITH MICHELE MATRISCIANI

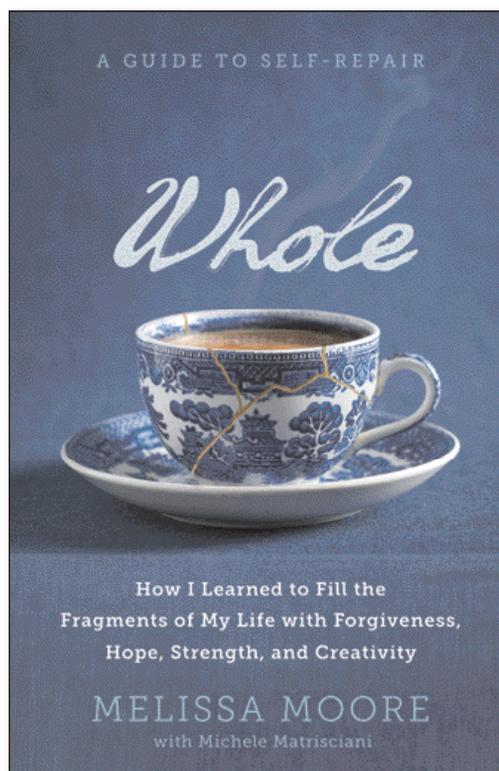
From the daughter of a serial killer who picked up the pieces of her life using five principles that anyone touched by trauma can use to heal

"I KNOW HOW TO KILL SOMEONE AND GET AWAY with it." The words spoken by her father when Moore was just a child haunt her to this day. Keith Jesperson was arrested 2 years later for the murder of eight women—after confessing that he was the serial killer known as The Happy Face Killer. The pain, guilt, and shame that followed her father's conviction stigmatized Moore for years, but also fueled her to prove that the skeletons in her family closet need not have the upper hand.

The Whole program draws from the wisdom of the ages, current scientific research, and examples from popular culture about how to overcome painful experiences, big and small. Filled with strategic steps and gripping stories, *Whole* is a powerful journey of recovery and awakening that reframes any pain experience so it can be used as power to heal and grow from trauma.

**MELISSA MOORE** is an internationally recognized expert and speaker on the topics of recovery from trauma, domestic violence, and violent serial crimes. Moore is the creator, producer, and host of A&E's *Monster in My Family* and costars in WB's *Crime Watch Daily*. She is the author of the memoir *Shattered Silence*.

**MICHELE MATRISCIANI** is a *New York Times* best-selling editor and ghostwriter with more than 15 years' experience in trade book publishing. She is the founder of Bookchic LLC, a publishing consultation firm.



## SEPTEMBER

ISBN 978-1-62336-744-2

HARDCOVER \$25.99 / \$29.99 Can.

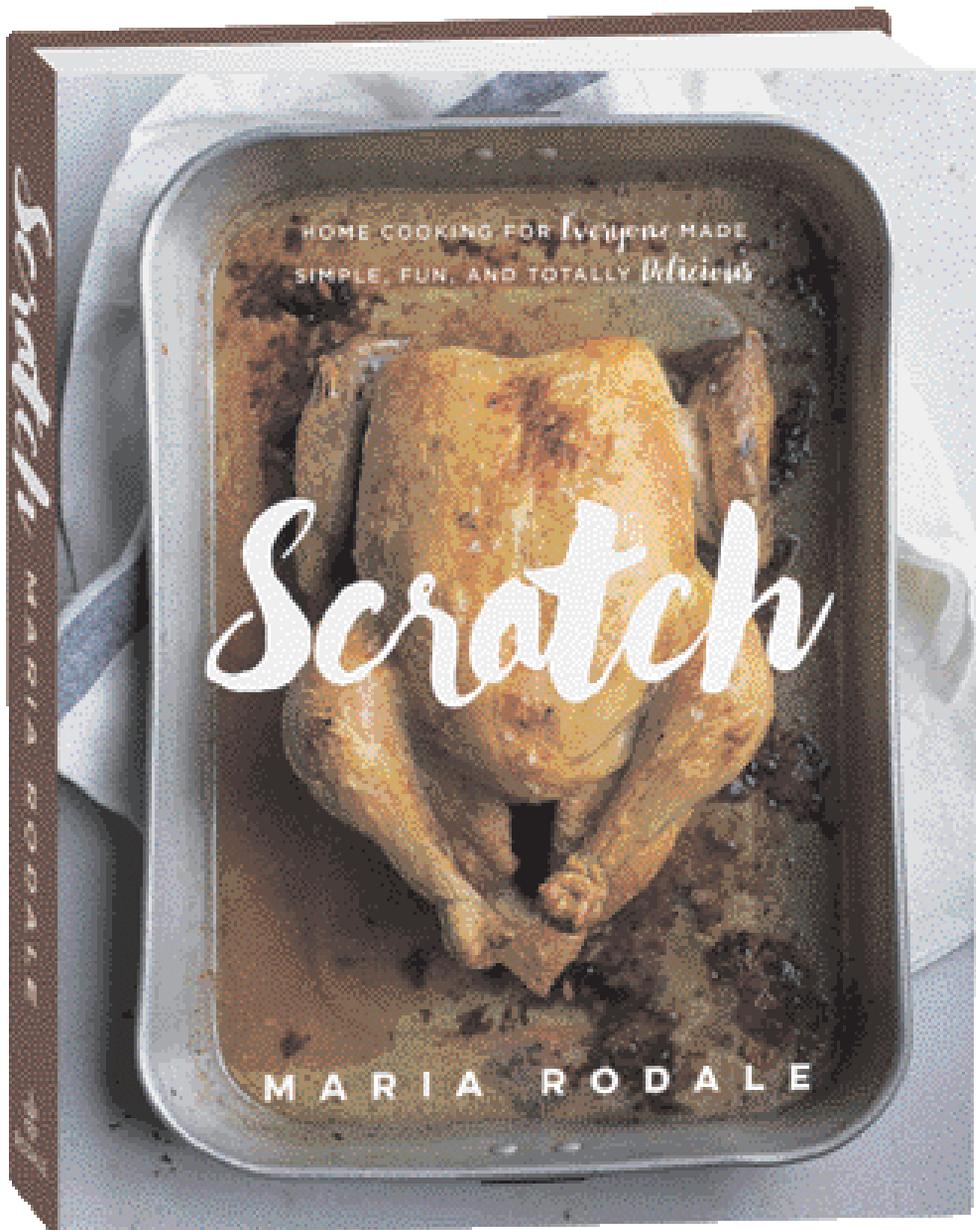
SELF-HELP

6" × 9" • 240 pages

E-book ISBN: 978-1-62336-745-9

## MARKETING

- National author publicity
- National radio campaign
- National print and online features and reviews
- Advertising in Rodale magazines
- Advanced Access and Goodreads giveaways
- Rodale Wellness online book coverage
- Social media via the author, Rodale Wellness, and Rodale Books



# Scratch

Home Cooking for Everyone Made Simple, Fun, and Totally Delicious

MARIA RODALE

Recipes, photos, and stories for living and eating, the Rodale way, from Maria Rodale, CEO of Rodale Inc.

MARIA RODALE WAS RAISED ON REAL FOOD. SHE DOESN'T THINK OF EATING HOMEMADE, FROM SCRATCH meals as part of a trend or movement; it has always been her life. Raised in a family of farmers, bakers, chefs, gardeners, and publishers, Maria is used to growing, cooking, reading and writing about, and eating organic, delicious food. And now, for the first time ever, she's sharing her tried-and-true family recipes.

*Scratch* is full of comfort food recipes that aren't focused on any one healthy trend, but are instead innately healthy, because Maria inspires you to return to your kitchen and cook with real, organic food. Recipes like Pasta Fagiole, Maria's Fried Chicken, and Lamb & Barley Soup will be crowd pleasers for sure, but Maria throws in some unique-to-the-family recipes that are going to delight as well, such as her Pennsylvania Dutch Dandelion Salad with Bacon Dressing, Ardie's Pasties, and Homemade Hoppin' John (a black-eyed pea stew made with smoked turkey or ham).

Besides sharing her family's favorite recipes, Maria's book also gives readers a peek into her life as a Rodale, with personal family portraits and stories. Readers will love having this inside access to see how America's first organic family lives. And with this cookbook, readers can eat like the Rodale family every night of the week with delicious food to make at home, from scratch. Naturally healthy, bacon included.

**MARIA RODALE** is the CEO and chairwoman of Rodale Inc., the world's largest independent publisher of health, wellness, and environmental content and the largest independent publisher in the United States. An avid gardener, home chef, and blogger, Maria divides her time between her apartment in New York City and Pennsylvania, where Rodale is headquartered.

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## OCTOBER

ISBN 978-1-62336-643-8

PAPER OVER BOARD \$35.00 / \$39.99 Can.

### COOKING

7½" × 9¼" • 400 pages • 125 color photographs

E-book ISBN: 978-1-62336-644-5

## MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Major online push
- Promotional insert in all shipments from Rodale's
- Social media via the author, Rodale Wellness, and Rodale Books
- Major preorder campaign
- Advertising in Rodale magazines
- Rodale Wellness news feature, author newsletter, and online book ad
- Promoted via the author's Web site, Maria'sFarmCountryKitchen.com, and e-newsletters

## Molly on the Range

Recipes and Stories from an Unlikely Life on a Farm

MOLLY YEH

Award-winning blogger Molly Yeh's stories, recipes, and photos from her life on a Midwestern farm

FROM HER UPBRINGING IN CHICAGO, TO ATTENDING Juilliard in New York, to her travels abroad, Molly Yeh has eaten her way through life with a diary and camera at hand. In 2013 she and her now-husband moved from New York City to his family's fifth generation farm on the North Dakota/Minnesota border. What followed were stories of learning intricate family recipes, throwing picnics in the snow, and creating countless whimsical cakes in her farm kitchen. Fans started flocking to her blog, and magazines, food Web sites, and other media outlets started taking note, too. Yeh won blog awards by the handful, and a mega-blogger was born.

In addition to more than 120 recipes, *Molly on the Range* is filled with Yeh's signature, beautiful photography and essays about her new Midwestern life written in the quirky, friend-to-friend voice that her many fans know and love.

"If food bloggers are the new celebrity chefs, then Molly Yeh could be the next Mario Batali."—**Yahoo**

"You'll be drawn into her world by the incredible photography and quirky recipes, and stay because of her warmth and wit."—**Food 52**

**MOLLY YEH** is the voice behind the wildly popular blog *My Name is Yeh*, which has been the recipient of multiple awards, including two *Saveur* 2015 blog awards—Reader's Choice in the baking and desserts category and Blog of the Year. Yeh graduated from Juilliard and plays percussion on stages around the world. She lives in northern Minnesota with her husband and their chickens.



Chantell Lauren

### OCTOBER

ISBN 978-1-62336-695-7

PAPER OVER BOARD \$29.99 / \$34.50 Can.

#### COOKING

7½" × 9½" • 272 pages • 120 color photographs

E-book ISBN: 978-1-62336-696-4

#### MARKETING

- National author publicity
- National radio campaign
- National print and online features and reviews
- Blogger/influencer mailing
- Social media via the author, Rodale Wellness, and Rodale Books
- Rodale Wellness news feature and online book ad
- Promoted via the author's Web site, MyNameIsYeh.com, and e-newsletters

## The Hormone Boost

How to Power Up Your 6 Essential Hormones for Strength, Energy, and Weight Loss

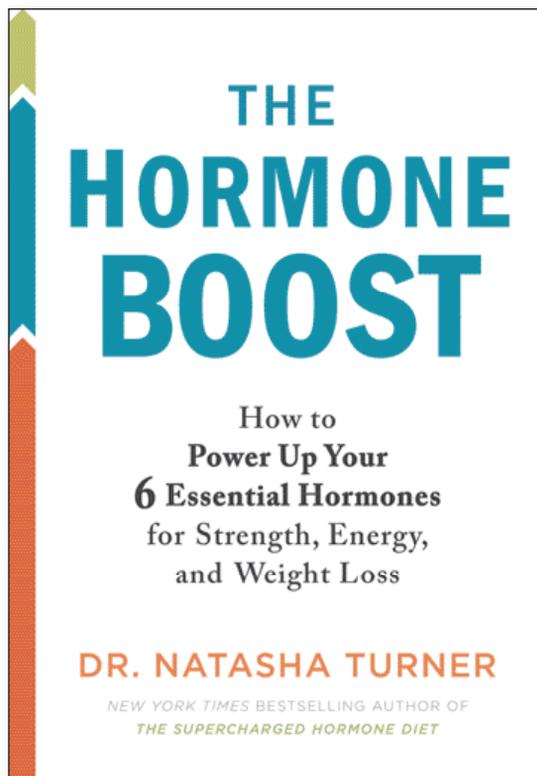
DR. NATASHA TURNER

*A New York Times bestselling author's simple, effective guide to healthy weight loss that targets six weight-busting hormones*

DR. NATASHA TURNER'S FIRST BOOK, *THE HORMONE Diet*, revealed hormonal imbalance as a revolutionary cause of weight gain and a proven barrier to fat loss. Since then, the strong reception to the sequel, the *New York Times* bestseller *The Supercharged Hormone Diet*, and frequent media appearances on *The Doctor Oz Show* as a renowned expert have established Dr. Turner as an authority in the link between weight loss and hormones.

*The Hormone Boost* is the next evolution in hormone science. There is widespread knowledge that your thyroid hormone can sabotage weight loss efforts, but this book reveals for the first time that five other hormones—testosterone, adiponectin, growth hormone, adrenalin, and glucagon—are equally critical when trying to lose weight. Within days of the initial 12-day "induction phase," readers will feel younger, lighter, and better than they have in years. Using the latest research, Dr. Turner offers a cutting-edge exercise plan, a supplement program, and weekly meal plans with corresponding recipes for each phase of the path to weight loss. *The Hormone Boost* also includes informative and inspiring case studies, making it a must-have for anybody looking to shed weight and feel revitalized.

**NATASHA TURNER, ND**, is a leading naturopathic doctor and founder of Clear Medicine, a Canadian-based wellness boutique that provides integrated health care. She is the author of *The Hormone Diet*, *The Carb Sensitivity Program*, and the *New York Times* bestseller *The Supercharged Hormone Diet*. She lives in Toronto, Canada, with her husband.



### DECEMBER

ISBN 978-1-62336-677-3

HARDCOVER \$26.99 / NCR

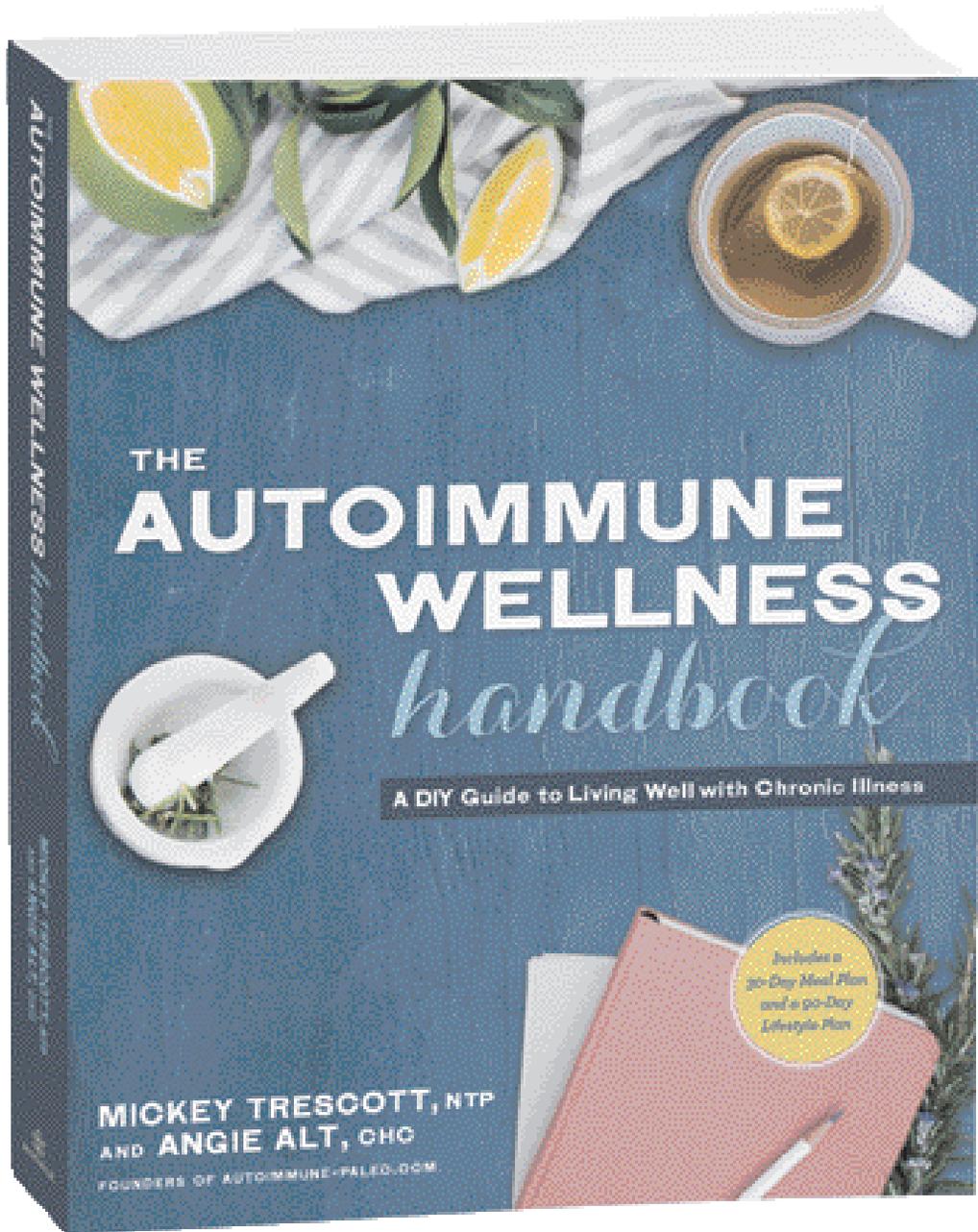
DIET

6½" × 9⅛" • 368 pages

E-book ISBN: 978-1-62336-678-0

### MARKETING

- National author publicity
- National radio campaign
- National print and online features and reviews
- Rodale Wellness news feature, author newsletter, Facebook chat with the author, and online book ad
- Social media via the author, Rodale Wellness, and Rodale Books
- Promoted via the author's Web site, Dr.NatashaTurner.com, and e-newsletters



# The Autoimmune Wellness Handbook

A DIY Guide to Living Well with Chronic Illness

MICKEY TRECSCOTT, NTP, AND ANGIE ALT, CHC

**The definitive resource for those with autoimmune disease to reclaim total health of body and mind**

THE WAY AUTOIMMUNE DISEASE IS VIEWED AND TREATED IS UNDERGOING A MAJOR CHANGE AS AN estimated 50 million Americans (and growing) suffer from these conditions. For many patients, the key to true wellness is in holistic treatment, although they might not know how to begin their journey to total recovery.

In *The Autoimmune Wellness Handbook*, authors Mickey Trescott and Angie Alt, the trusted names behind Autoimmune-Paleo.com and authors of *The Autoimmune Paleo Cookbook* and *The Alternative Autoimmune Cookbook*, respectively, provide the comprehensive guide to living healthfully with autoimmune disease. While conventional medicine is limited to medication or even surgical fixes, Trescott and Alt introduce a complementary solution that focuses on seven key steps to recovery: inform, collaborate, nourish, rest, breathe, move, and connect. The steps are divided into user-friendly chapters that demystify the process and lead readers to optimum healing.

With five autoimmune conditions between them, Trescott and Alt have achieved astounding results using the premises they've laid out in the book. *The Autoimmune Wellness Handbook* goes well beyond nutrition and provides the missing link that the chronic illness community is desperately seeking so that they can get back to living a vibrant, healthy life.

**MICKEY TRECSCOTT, NTP**, is a Nutritional Therapy Practitioner, chef, blogger, and author of *The Autoimmune Paleo Cookbook*. She is the creator of AIP Batch Cook and she teaches cooking classes online, as well as at Bastyr University. She sits on the board of directors for Hashimoto's Awareness, a support and advocacy organization for those with Hashimoto's disease. In 2012, Trescott founded Autoimmune-Paleo.com, a Web site for those with chronic illness seeking better health that receives 2 million reads per year. She lives in Newberg, OR.

**ANGIE ALT, CHC**, is a Certified Health Coach, blogger, and author of *The Alternative Autoimmune Cookbook*, a recipe and guidebook for the Autoimmune Protocol. She is the creator of SAD to AIP in SIX, a 6-week online coaching program that teaches participants how to transition their diets and lifestyle. In 2015, Alt became a blogging partner at Autoimmune-Paleo.com. She lives in Washington, DC.

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## NOVEMBER

ISBN 978-1-62336-729-9

PAPERBACK ORIGINAL \$25.99 / \$29.99 Can.

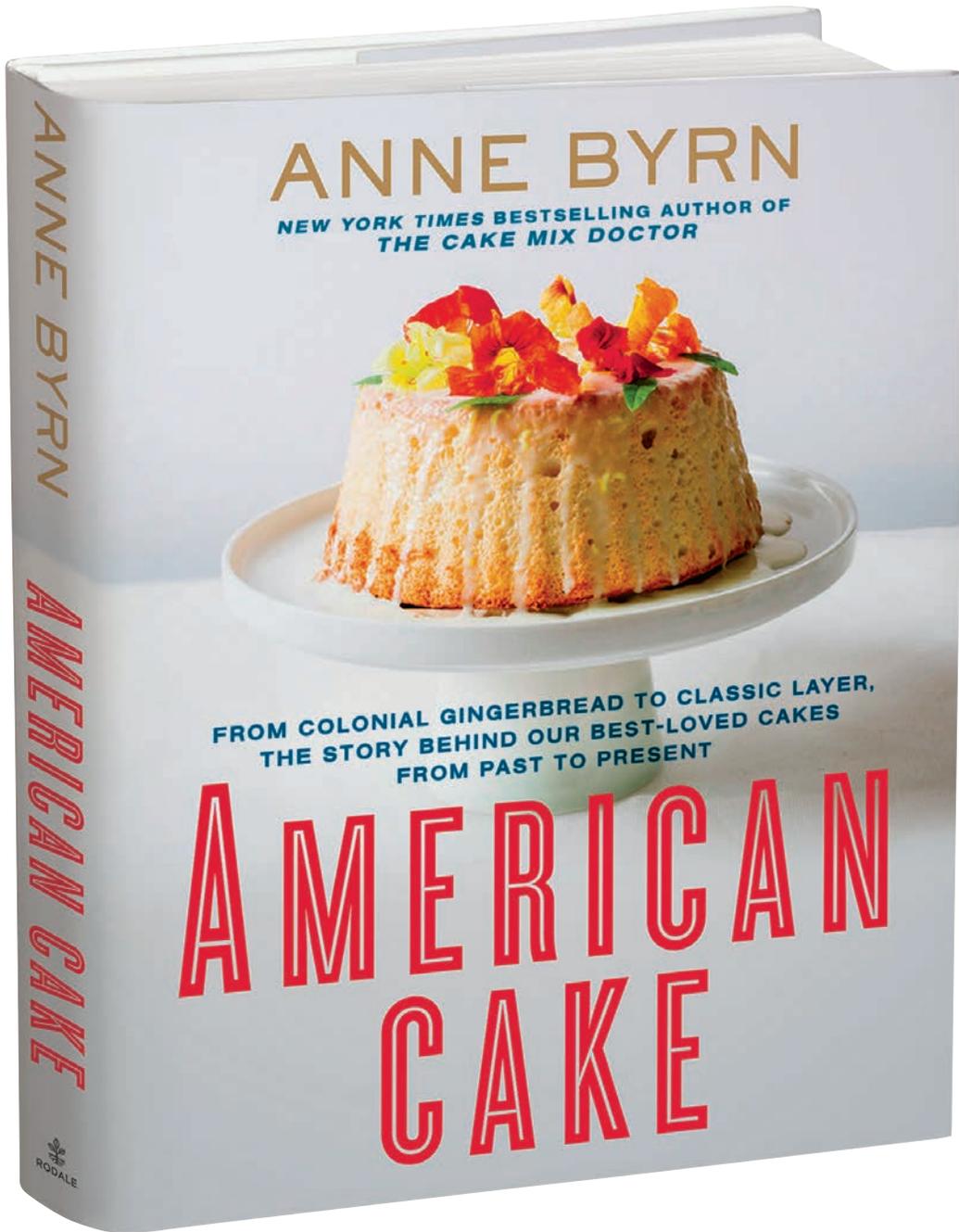
### HEALTH

7½" × 9½" • 304 pages • 80 photographs

E-book ISBN: 978-1-62336-730-5

## MARKETING

- National author publicity and radio campaign
- National print and online features and reviews
- Affiliate Marketing campaign
- Rodale Wellness news feature, challenge, Facebook chat with authors, and online book ad
- Advertising in Rodale magazines and paid social media campaign
- Social media via the author, Rodale Wellness, and Rodale Books
- Promoted via the author's Web site Autoimmune-Paleo.com



# American Cake

## From Colonial Gingerbread to Classic Layer, the Story Behind Our Best-Loved Cakes from Past to Present

ANNE BYRN

**The story of cake in America, from past to present, with more than 100 photos and recipes suitable for the modern kitchen**

CAKES IN AMERICA AREN'T JUST ABOUT SUGAR, FLOUR, AND FROSTING. THEY HAVE A DEEP, RICH HISTORY that developed as our country grew. The American people, their hometowns, good times, and hard times played a role in creating our country and its new and distinctive cakes.

In *American Cake*, author Anne Byrn takes readers on a journey through American history via cake, beginning with the early colonies and continuing to the present. It is a collection of stories behind well-known cakes such as the Angel Food, Red Velvet, Pineapple Upside-Down, and the Brownie, as well as an introduction to lesser-known cakes such as the Burnt Leather, Cold Oven Pound Cake, Tres Leches, and more. The recipes reveal what was happening in our nation's history at the time they were first baked, and have been adapted to the modern kitchen.

From the dark, moist gingerbread of New England, to the elegant pound cake of Virginia, to the hard-scrabble apple stack cake of Appalachia, to deep-south Caramel, Hawaiian Chantilly, Alaskan rhubarb, and modern California cakes of orange and olive oil, cake in America is fascinating to the cook, the traveler, the historian, and anyone who loves a good story. And in addition to the stories, *American Cake* contains more than 100 recipes, color photographs, and historical photos that help transport the reader back in time.

**ANNE BYRN** is the bestselling author of the *Cake Mix Doctor* and *Dinner Doctor* cookbook series. A newspaper journalist, she was food editor of *The Atlanta Journal-Constitution* for 15 years, and she is a graduate of Ecole de Cuisine La Varenne in Paris. Cake has been Byrn's passion, obsession, and occupation. She lives with her family in Nashville, TN.

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## SEPTEMBER

ISBN 978-1-62336-543-1

PAPER OVER BOARD \$29.99 / \$34.50 Can.

COOKING / BAKING

8" × 10" • 368 pages • 150 photographs

E-book ISBN: 978-1-62336-544-8

## MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Social media via the author, Rodale Wellness, and Rodale Books
- Cakes throughout American History; Promotion around presidential election and other holiday tie-ins
- Rodale Wellness news feature, author interview, and online book ad
- Promoted via the author's Web site, AnneByrn.com

## The Women's Health Big Book of Smoothies & Soups

100 Blended Recipes for Boosted  
Energy, Brighter Skin, and  
Better Health

THE EDITORS OF *WOMEN'S HEALTH*

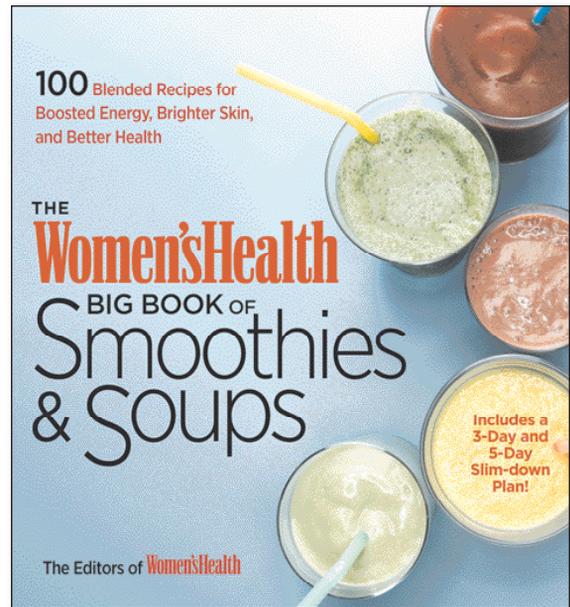
The ultimate guide for smoothies and  
soups to cure any ailment from hangovers  
to menstrual cramps

FOR MORE THAN A DECADE, *WOMEN'S HEALTH* HAS reported and shared advice on top diets, food trends, and healthy lifestyles. *The Women's Health Big Book of Smoothies & Soups* presents the best of the best recipes in this popular category in the friendly, humorous *Women's Health* voice readers love.

With beautiful, full-color pictures and recipes categorized by food group and mood, *The Women's Health Book of Smoothies & Soups* is an easy-to-follow cookbook that lends suggestions for different feelings and occasions. This A-to-Z guide is complete with meal-planning, grocery lists, and nutritional information—everything needed to slurp, sip, and spoon healthy snacks and meals all year long.

In a sea of smoothie books, *The Women's Health Big Book of Smoothies & Soups* will stand out with its authoritative *Women's Health* stamp of approval and its inclusion of the newer, but growing, trend of souping. *Women's Health* readers and health-conscious snackers everywhere will be happy to finally have the definitive book for all their smoothies and souping needs.

**WOMEN'S HEALTH** is the leading women's healthy lifestyle brand in the US with a total readership of more than 1.5 million in print and 15 million online.



### NOVEMBER

ISBN 978-1-62336-787-9

PAPERBACK ORIGINAL \$27.99 / \$32.50 Can.

DIET / COOKING

8" × 8½" • 384 pages • 100 color photographs

E-book ISBN: 978-1-62336-788-6

### MARKETING

- National print reviews and features
- Rodale Wellness features and promotions
- Online publicity and promotions
- Social media via Rodale Wellness, *Women's Health*, and Rodale Books

## The Road to Sparta

Reliving the Ancient Battle and Epic Run that Inspired the World's Greatest Foot Race

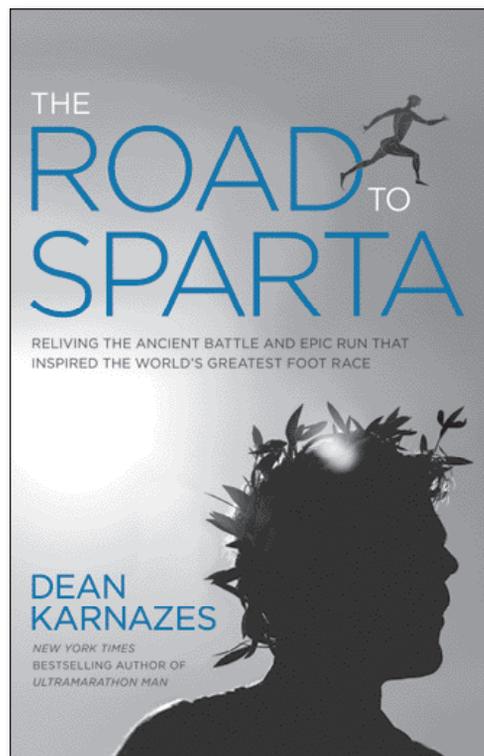
DEAN KARNAZES

The story of the 153-mile run from Athens to Sparta that inspired the marathon and saved democracy, as told—and experienced—by ultramarathoner and *New York Times* bestselling author Dean Karnazes

*THE ROAD TO SPARTA* IS A THUNDEROUS GREEK EPIC told in parallel narratives from the perspective of a modern ultramarathoner and an ancient hemerodromoi (daylong runner). Famed ultramarathoner Dean Karnazes explores his own Greek ancestry while consulting with the foremost scholars on Ancient Greece to tell the story of the world's first marathon, all while recreating the historic 153-mile run from Athens to Sparta in one of the world's most impossible feats—the Spartathlon. In 490 BCE, Pheidippides ran a similar route in 36 hours to recruit the Spartans into battle against the invading Persians. In doing so, he forever preserved Western culture. Even now, some 2,500 years later, that run stands enduringly as one of greatest physical accomplishments in the history of mankind.

In recreating the ancient journey, Karnazes consumed only foods available in 490 BCE, such as figs, olives, and cured meat. *The Road to Sparta* offers readers a rare glimpse into the mindset and motivation of an extreme athlete. It is sure to captivate and inspire readers whether they run great distances, modest distances, or not at all.

**DEAN KARNAZES** was named one of the Top 100 Most Influential People in the World by *Time* magazine and one of the 100 Fittest Men of All Time by *Men's Health*. A *New York Times* bestselling author, his first book, *Ultramarathon Man: Confessions of an All-Night Runner*, was the #7 bestselling sports book worldwide in 2005. Karnazes lives in the San Francisco Bay Area.



### OCTOBER

ISBN 978-1-60961-474-4

HARDCOVER \$25.99 / \$29.99 Can.

SPORTS / HISTORY

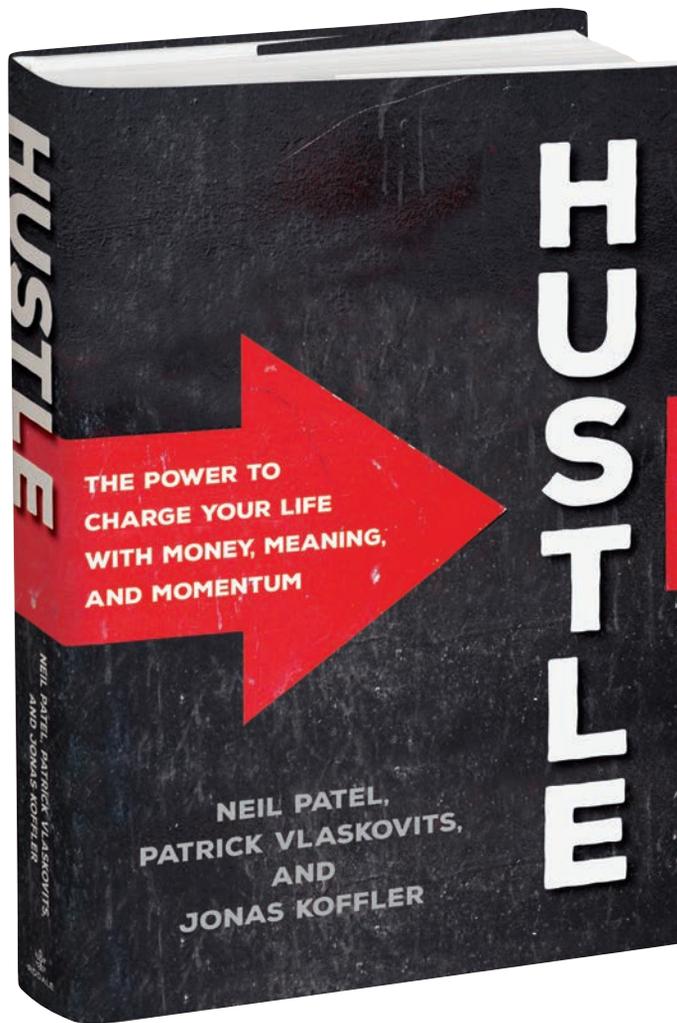
5½" × 8⅞" • 304 pages

12 black-and-white illustrations

E-book ISBN: 978-1-60961-473-7

### MARKETING

- Outside PR agency retained to focus on TV, radio, newspaper, and print media
- *Runner's World* brand support and promotion
- Promoted via the author's Web site, newsletter, blog, and social media platforms
- Additional promotional support from the author's sponsors, The North Face and Fitbit
- Appearances and book signings at major marathons and Spartan Races
- Parallel release of documentary film



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## SEPTEMBER

ISBN 978-1-62336-716-9

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

**BUSINESS**

6" × 9" • 288 pages

E-book ISBN: 978-1-62336-717-6

## MARKETING

- National author publicity
- National radio campaign
- National print and online features and reviews
- Promotional book trailer
- Content promotion at key business influencer events
- Rodale Wellness online book ad
- Rodale Wellness news feature and online book ad
- Advertising in Rodale magazines
- Social media via the authors, Rodale Wellness, and Rodale Books
- Promoted via the authors' Web sites

# Hustle

Own Your Dreams, Reap Your Riches, Beat the Odds, and Change the World  
NEIL PATEL, PATRICK VLASKOVITS, AND JONAS KOFFLER

**A dynamic, game-changing guide to finding your own fearlessness, outsmarting the system, and attracting more momentum, meaning, and money**

LET'S BE HONEST: MOST OF US AREN'T BORN IN THE 1 PERCENT—OR EVEN THE 5 PERCENT. TOO OFTEN WE feel like underdogs fighting a system that stacks the odds against us, and these days, working harder doesn't always lead to fulfillment. In fact, according to Gallup research, nearly 90 percent of people feel disconnected from their jobs! So how do we break free from the drudgery and achieve success on our own terms? We *hustle*. The secret lies in making manageable tweaks, not tectonic shifts.

In *Hustle*, Neil Patel, Patrick Vlaskovits, and Jonas Koffler, three of the nation's top entrepreneurs and consultants, have teamed up to teach readers how to look at work and life through a new lens—one based on fearless doing, demanding more, and never giving up. Drawing from the authors' own experiences as well as interviews and research in the field, including world-class success stories, the authors reveal their groundbreaking three-part framework of Head, Heart, and Habits. Along the way, readers will learn to redefine hustle as the optimal path to success using powerful, often counterintuitive, advice:

- **How to own your dreams, not rent from others**
- **How to betray yourself to stay true to yourself**
- **The four major career hustles and which one is right for you**
- **The science of luck, and how to take more swings yet never strike out**

*Hustle* offers a concrete plan to gain the confidence and motivation to choose your own adventure, gather the resources to invest in owning your dreams, and make a lasting impact. More than just an inspirational career guide, *Hustle* aims to fundamentally transform the way readers pursue their work and their lives.

**NEIL PATEL** is the cofounder of Crazy Egg, Hello Bar, and KISSmetrics. Named a top influencer by the *Wall Street Journal*, a top 10 online marketer by *Forbes*, and creator of one of the 100 most brilliant companies in the world by *Entrepreneur* magazine, he has also been recognized as a top 100 entrepreneur under the age of 30 by President Obama and one of the top 100 entrepreneurs under the age of 35 by the United Nations.

**PATRICK VLASKOVITS** is an entrepreneur and the *New York Times* bestselling author of *The Lean Entrepreneur*. His writing has been featured in the *Harvard Business Review* and the *Wall Street Journal*, and he speaks at technology conferences nationally and internationally, including SXSW, GROW Conference, The Turing Festival, and The Lean Startup Conference. The cofounder of ELC Technologies and Superpowered, he currently advises technology startups.

**JONAS KOFFLER** is a creative media consultant, producer, and writer. He advises internationally recognized thought leaders and creative artists, helps organizations innovate, develops strategy and intellectual property for startups and billion-dollar companies alike, and has contributed to multiple bestselling books.

# The All-Day Fat-Burning Cookbook

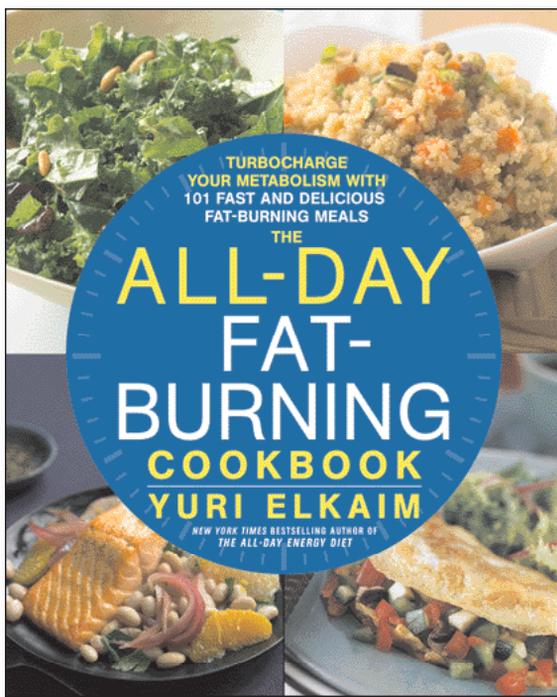
Turbocharge Your Metabolism  
with 101 Fast and Delicious  
Fat-Burning Meals

**YURI ELKAIM**

*New York Times* bestselling author Yuri Elkaim's perfect companion to *The All-Day Fat-Burning Diet*, with quick and easy recipes that follow the 5-Day Food Cycling Formula

IN *THE ALL-DAY FAT-BURNING DIET*, RENOWNED FITNESS expert and *New York Times* bestselling author Yuri Elkaim revealed the innovative way to accelerate metabolism for life: the 5-Day Food Cycling method. Readers used the food cycling formula to supercharge metabolic rate to gain ultimate health status. In this perfect companion to *The All-Day Fat-Burning Diet*, quick and easy recipes are laid out according to the revolutionary 5-Day Food Cycling plan. *The All-Day Fat-Burning Cookbook* arms the reader with more than 100 delicious gluten-, dairy-, and soy-free recipes including the 5-minute, five-ingredient Coconut Cream with Berries; the flavorful, 15-minute Beef and Rice with Spice; the vegetarian BBQ Butternut Squash Steaks; and more. These satisfying recipes will help readers stay lean and happy for life.

**YURI ELKAIM** is a registered holistic nutritionist, renowned fitness expert, and the author of the *New York Times* bestseller *The All-Day Energy Diet* and *The All-Day Fat-Burning Diet*. A former professional soccer player who was also the strength and conditioning and nutrition coach for seven seasons at the University of Toronto, Elkaim has helped hundreds of thousands of clients enjoy more energy, lose weight, get in shape, and have a greater understanding of their health. He lives in Toronto, Canada, with his wife, Amy, three young boys, and two miniature "wiener" dogs.



## DECEMBER

ISBN 978-1-62336-607-0

HARDCOVER \$27.99 / \$32.50 Can.

DIET / COOKING

7½" × 9½" • 304 pages

32 pages of color photographs

E-book ISBN: 978-1-62336-608-7

## MARKETING

- Affiliate campaign
- Online publicity and promotions
- Advertising in Rodale magazines
- Social media via the author, Rodale Wellness, and Rodale Books
- Promotion via author's YouTube channel
- Rodale Wellness online coverage
- Promoted via YuriElkaim.com and e-newsletters

## Believe, Ask, Act

Divine Steps to Raise Your Intuition,  
Create Change, and Discover  
Happiness

MARYANN DiMARCO

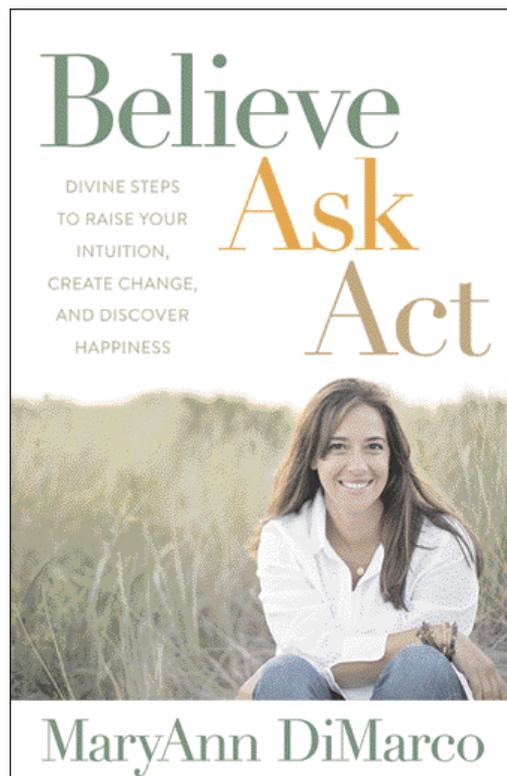
**An eye-opening guide for developing your intuition and letting your spiritual guides point you toward a better life**

PSYCHIC MEDIUM MARYANN DIMARCO HAS COMMUNICATED with the Other Side since she was 5 years old. Today, DiMarco is an in-demand spiritual teacher with a 2-year-long wait list for private readings. Her popularity is based on the extraordinary accuracy of her readings, but also on the powerful guidance that she imparts to clients looking to break free from their own spiritual, emotional, and real-world obstacles.

*Believe, Ask, Act* shares this process for the first time. *Believe* shows the importance of holding a belief in a positive higher power, whether it be God, Source, or another name. *Ask* teaches how to pose the right questions to your “Universal Team”—the angels, spirit guides, and other evolved souls tasked to help you in life—and how to hear their answers. *Act* is a powerful call to get off the meditation cushion and put one earthly foot in front of the other to create positive change and momentum.

*Believe, Ask, Act* is a guide to trusting your intuition and plugging into the universe’s modus operandi. Through stories and channeled wisdom, DiMarco shows readers how to clearly receive and execute guidance with an open mind and a courageous heart.

**MARYANN DIMARCO** is a psychic medium, intuitive counselor, and teacher. She leads workshops, events, and retreats, and speaks publicly on meditation, discovering purpose and life paths, listening to instincts, and exploring gifts. DiMarco lives on the North Fork of Long Island with her husband and two children.



### OCTOBER

ISBN 978-1-62336-664-3

HARDCOVER \$25.99 / \$29.99 Can.

SPIRITUALITY

6" × 9" • 256 pages

E-book ISBN: 978-1-62336-665-0

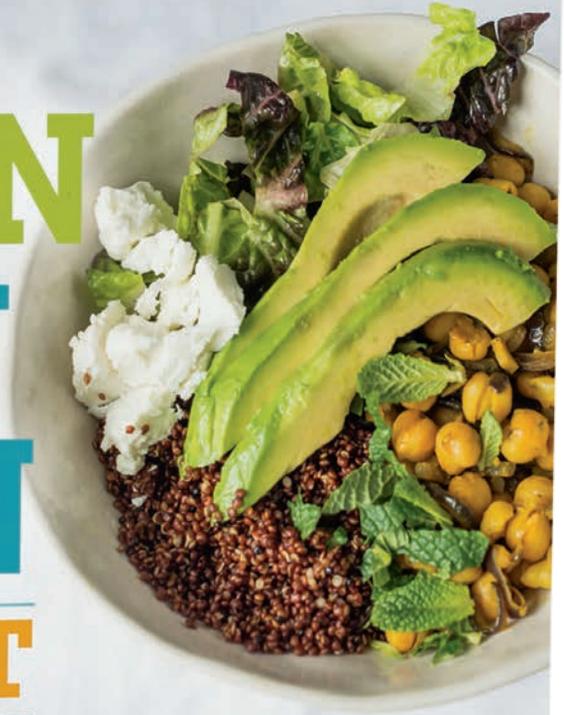
### MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Advanced Access and Goodreads giveaways
- Advertising in Rodale magazines
- Rodale Wellness news feature, author letter and online book ad
- Social media via the author, Rodale Wellness, and Rodale Books

LOSE UP TO 10 LBS IN 21 DAYS  
EATING A DELICIOUS WHOLE FOODS DIET

EAT  
CLEAN  
STAY  
LEAN  
THE DIET

Real Foods  
for  
Real Weight Loss



THE EDITORS OF **Prevention**.  
AND WENDY BAZILIAN, DRPH, RD,  
WITH MARYGRACE TAYLOR

EAT CLEAN STAY LEAN THE DIET  
THE EDITORS OF PREVENTION AND WENDY BAZILIAN, DRPH, RD, WITH MARYGRACE TAYLOR  
96 PAGES  
RODALE

# Eat Clean, Stay Lean: The Diet

Real Foods for Real Weight Loss

THE EDITORS OF *PREVENTION* AND WENDY BAZILIAN, DRPH, RD,  
WITH MARYGRACE TAYLOR

**The ultimate clean-eating diet plan for weight loss and overall better health**

HOT ON THE HEELS OF *EAT CLEAN, STAY LEAN*, THE EDITORS OF *PREVENTION* ARE BACK WITH *EAT CLEAN, Stay Lean: The Diet*, the ultimate clean-eating plan for effortless weight loss and overall better health. This book is one of the first of its kind to leverage clean eating—instead of counting calories, cutting carbs, or adopting other restrictive habits—to help readers lose the weight they want while still enjoying life and learning more sustainable and nourishing ways to eat better for life. Whether readers choose an easy-to-follow 3-week or more intensive 6-week diet, the book allows them to customize clean eating to their needs and lifestyle, featuring both an organic-only, nonprocessed plan and a more convenient approach that allows for some good-for-you packaged foods and money-saving ingredients. Both plans also include certain “unlimited” super foods of which readers can eat as much as they want, helping to make this “diet” a more fun, sustainable, and effective way of eating compared to restrictive, traditional weight-loss plans.

The book includes 35 to 50 clean and delicious recipes developed by the experts at *Prevention* to keep readers satisfied and on track. Eating clean and losing weight will be easier than ever before with the fun and colorful packaging, including info-graphics, quick tips, and sidebars, such as how to make a quick and clean sandwich. Advice from expert nutritionist Dr. Wendy Bazilian, who has already helped thousands of clients and readers lose weight without counting calories or cutting carbs in her own private practice and media pursuits, will help readers feel less intimidated as they progress on their clean journey.

Not just a diet book, *Eat Clean, Stay Lean: The Diet* also teaches readers how to live a cleaner lifestyle, with healthy exercise tips and advice on removing everyday, metabolism-messing toxins from their homes and personal-care products. By the time readers finish *Eat Clean, Stay Lean: The Diet*, they will never go back to conventional ways of eating or living again.

**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.

**WENDY BAZILIAN, DRPH, RD**, is a writer, researcher, educator, and award-winning journalist. She is the author of *The SuperFoodsRx Diet* and a contributor to *Eat Clean, Stay Lean*. She received her doctorate in Public Health from Loma Linda University, where she developed her approach rooted in eating nutritious, healthy, delicious foods. She lives in San Diego.

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## DECEMBER

ISBN 978-1-62336-789-3

**PAPERBACK ORIGINAL** \$21.99 / \$24.99 Can.

### DIET

8" × 8" • 304 pages • 75 color photographs

E-book ISBN: 978-1-62336-790-9

## MARKETING

- National print reviews and features
- Rodale Wellness News feature
- Online publicity and promotions
- Social media via *Prevention*, Rodale Books, and Rodale Wellness

## Dog Obsessed

The Honest Kitchen's Complete Guide to a Happier, Healthier Life for the Pup You Love

LUCY POSTINS

WITH SARAH DURAND

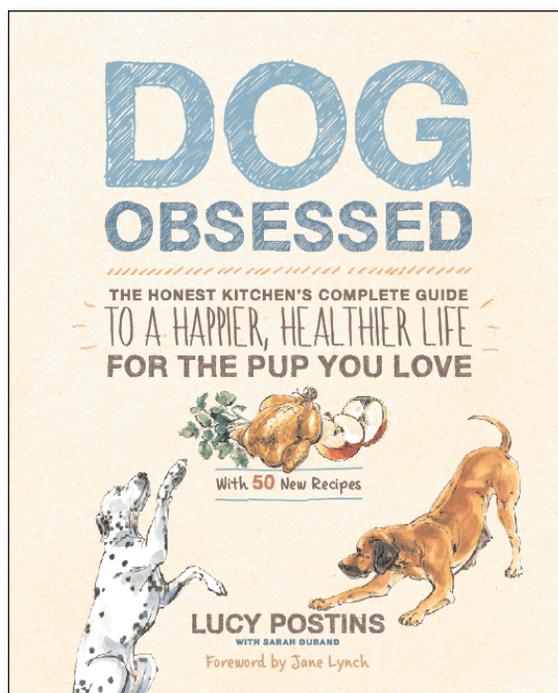
FOREWORD BY JANE LYNCH

The definitive guide for the dog-obsessed members of the whole living tribe

WHEN HER BELOVED RHODESIAN RIDGEBACK, MOSI, began suffering with chronic health problems and was seemingly incurable by conventional medicine, Lucy Postins took to the kitchen. She prepared natural dog food made from real ingredients, and soon enough, Mosi was well. Inspired by her own experience, Postins cofounded The Honest Kitchen, the first holistic and human-grade pet food company, with a mission to help put pets on the road to good health through good food.

In *Dog Obsessed*, Postins shares her healthy lifestyle secrets to help readers care for their dogs like family. Featuring 50 easy-to-prepare recipes for treats, snacks, celebratory party fare, and meals that people can actually share with their dogs, the book also offers 2-week diet and health programs designed to troubleshoot common issues like weight management and food sensitivities. Packed with helpful advice that goes beyond the average dog-care books, including do's and don'ts in the dog park and how to make sure your dog's holidays are safe and truly special, and perfectly packaged with feel-good photos and illustrations, this book speaks directly to the dog obsessed. *Dog Obsessed* is the go-to resource for modern, passionate dog parents everywhere.

**LUCY POSTINS** is the founder and CEO of The Honest Kitchen, the first company to produce holistic, human-grade pet food. She shares her life with Willow and Taro, two Rhodesian Ridgebacks, and Johnson, a rescued senior pug, as well as two daughters, a former racehorse, three slightly naughty ponies, six chickens, and a husband. She lives in San Diego, CA.



## OCTOBER

ISBN 978-1-62336-748-0

PAPERBACK \$22.99 / \$26.99 Can.

### PETS

7½" × 9½" • 256 pages • 50 color photographs  
25 color illustrations

E-book ISBN: 978-1-62336-749-7

### MARKETING

- National author publicity, print features, and reviews
- Rodale Wellness news feature and online book ad
- Social media via the author, Rodale Wellness, and Rodale Books
- Promoted via the author's Web site, TheHonestKitchen.com

## The Final 15

Eat 15 Servings a Day, Lose 15 Pounds at a Time

ROVENIA M. BROCK, PhD

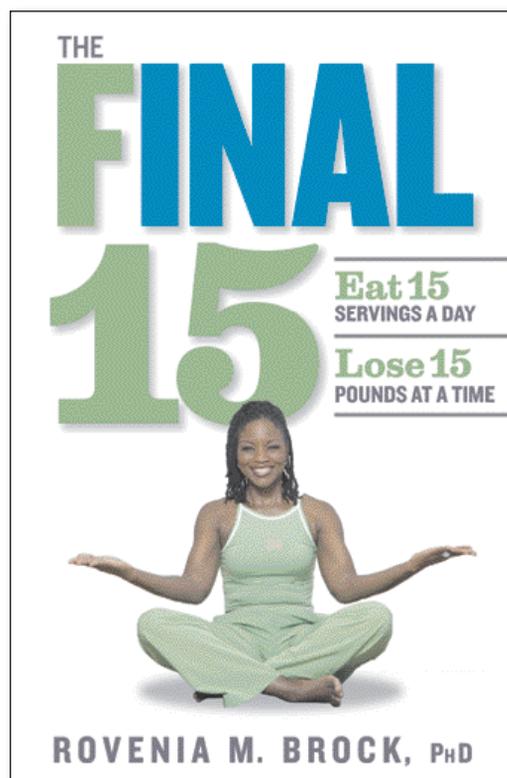
**How to lose 15 pounds in 15 days by eating 15 servings of food per day, from trusted TV nutritionist Dr. Ro**

POPULAR MEDIA DOCTOR ROVENIA M. BROCK IS best known for her regular appearances on *The Dr. Oz Show* and *The Meredith Vieira Show*, as well as the host of the first health show on BET, *Heart & Soul*. She's helped stars like Sherri Shepherd of *The View* and everyday people alike drop millions of pounds, and now she's sharing her best-ever diet plan in *The Final 15*.

*The Final 15* is all about 15 days, 15 pounds, and 15 servings. The plan is broken down into three, 15-day phases. In each phase, readers will enjoy 15 servings of food per day. Dr. Ro teaches readers to identify foods by their real serving size with easy at-a-glance charts and tables. Readers can then choose their 15 servings per day from the 45 delicious recipes developed by Dr. Ro to keep them satisfied and on track.

Beyond just diet, *The Final 15* includes 15-minute meditation guides and exercise plans that fit into any schedule. With Dr. Ro as their guide, readers will experience newfound vibrancy, health, and happiness.

**ROVENIA M. BROCK, PhD**, is an award-winning health journalist and television personality known for her easy-to-apply diet, fitness, and health tips for people of all ages. A leading nutrition coach for more than two decades, she was recently named one of *More* magazine's top five nutritionists. Dr. Ro holds a PhD in Nutritional Sciences from Howard University and is the author of *Dr. Ro's Ten Secrets to Livin' Healthy*. She lives in Gadsden, AL.



## NOVEMBER

ISBN 978-1-62336-801-2

HARDCOVER \$26.99 / \$31.00 Can.

DIET

6" x 9" • 304 pages • 20 black-and-white photographs

E-book ISBN: 978-1-62336-802-9

## MARKETING

- Advertising in Rodale magazines
- Rodale Wellness features, promotion, and online book ad
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Social media campaign via author and Rodale Wellness platforms based around plan and success stories

## Boost Your Brain Power in 60 Seconds

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

**MICHELLE SCHOFFRO COOK, PhD,  
ROHP, DNM**

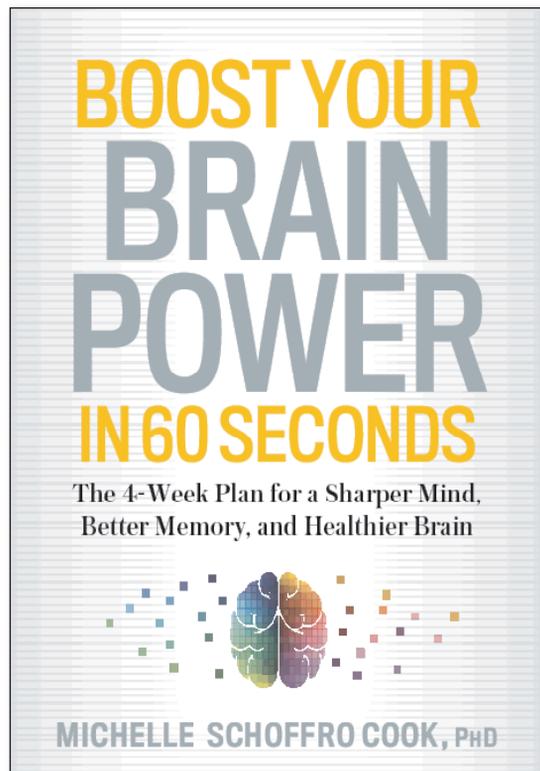
**A prescriptive guide to improving memory  
and warding off degenerative brain  
diseases in 60-seconds or less each day**

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.

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 plan in this easy, customizable 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, ROHP, DNM**, 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.



### NOVEMBER

ISBN 978-1-62336-481-6

PAPERBACK ORIGINAL \$15.99 / \$18.50 Can.

#### HEALTH

6½" × 9⅞" • 304 pages

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

#### MARKETING

- Online publicity and promotions
- Rodale Wellness news feature, challenge, and online book ad
- Promoted via the author's Web site [DrMichelleCook.com](http://DrMichelleCook.com)
- Direct Marketing mail and online promotion

# Dr. Jordan Metzl's 30-Minute Workout Prescription

A Sports Doctor's Guide to  
Home-Based, Customizable,  
Fitness-Building Workouts for  
People on the Go

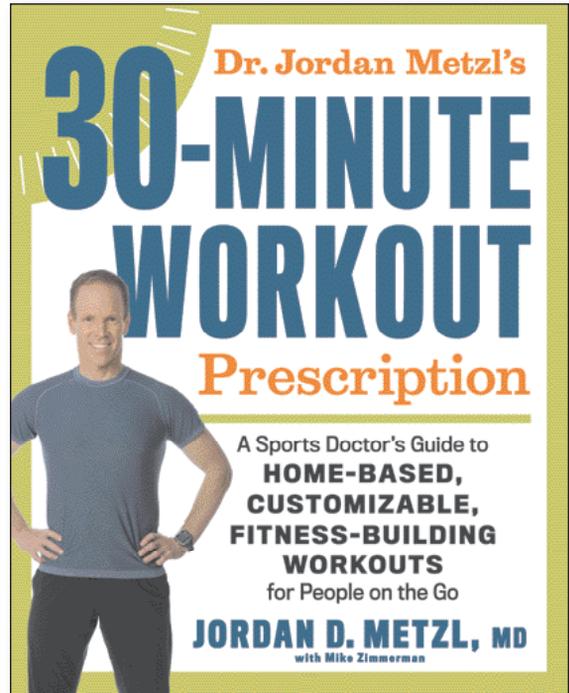
**JORDAN D. METZL, MD**  
**WITH MIKE ZIMMERMAN**

**30-minute workouts for busy professionals  
who are short on time but want to  
maximize their performance results**

PEOPLE ARE ALWAYS ASKING DR. JORDAN METZL: "I have 30 minutes per day. Is that enough time to make a difference?" His answer? "30 minutes is enough time if you know how to use it." This book explains the science of the compressed, high-intensity workout and provides a series of progressive workouts ranging from 10 to 30 minutes for every level of athlete.

This book also guides readers through relevant topics like motivation, goals, and the importance of proper recovery. With the right high-intensity workout, combined with a scientifically designed and periodized training schedule, Dr. Metzl delivers maximum results in minimum time in a unique and compelling way that is equally effective for men and women, children and adults.

**JORDAN METZL, MD**, is the author of *The Exercise Cure*, *The Athlete's Book of Home Remedies*, and *Dr. Jordan Metzl's Running Strong*. He is a nationally known sports medicine physician at New York City's Hospital for Special Surgery and appears regularly on the esteemed *New York Magazine's* Top Doctors list. Prior to joining Hospital for Special Surgery, Dr. Metzl completed his fellowship in sports medicine and dance medicine at Harvard Medical School and Boston Children's Hospital. He lives in New York City.



## DECEMBER

ISBN 978-1-62336-586-8

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

FITNESS

7½" × 9⅞" • 256 pages • 200 photographs

E-book ISBN: 978-1-62336-587-5

## MARKETING

- National radio interview campaign
- National print features and reviews
- National publicity
- Rodale Wellness features and promotion
- Online publicity and promotions
- Social media via author and Rodale Wellness platforms
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted via author's Web site, DrJordanMetzl.com, and e-newsletters

## Run Fast, 3rd Edition

How to Beat Your Best Time  
Every Time

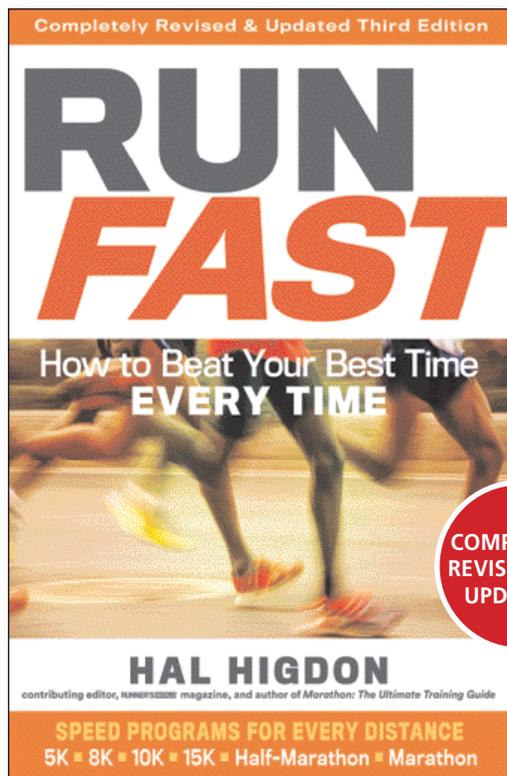
HAL HIGDON

**A comprehensive guide for runners of all abilities to improve speed and achieve a personal best at any distance**

BUILDING OFF OF THE SUCCESS OF THE TWO previous editions of *Run Fast*, this revised third edition features new information and expertise from one of the most well-known authorities in running. Hal Higdon teaches runners how to improve their speed, regardless of their age or ability or the distance. *Run Fast* is the ultimate guide for runners to maximize their potential without merely running faster.

Training programs and tables are expanded and revised to include up-to-date information with emphasis on motivational and practical support for novice runners. New material includes developments on running form, strategies for running longer distances faster, a new chapter on the importance of rest, how-to knowledge for beginners entering their first race, and advice from the leading scientists and experts in the field. The book also includes Higdon's new 30/30 plan for beginners, which involves walking and/or running for 30 minutes for 30 days. Higdon believes that once the 30/30 plan is completed, readers are ready to tackle a 5K. The book also includes a modified and easier version called the 30/60 plan.

**HAL HIGDON** has contributed to *Runner's World* for longer than any other writer and is the author of 36 books. He has run 111 marathons and holds a personal best of 2:21:55. He ran in the Olympic Trials eight times and won four World Masters Championships. Higdon has served as training consultant for the Chicago Marathon and Chicago Area Runners Association and also offers interactive training programs through TrainingPeaks. He lives in Long Beach, IN.



### OCTOBER

ISBN 978-1-62336-688-9

PAPERBACK ORIGINAL \$17.99 / \$20.50 Can.

SPORTS / RUNNING

6" × 9" • 304 pages

E-book ISBN: 978-1-62336-689-6

### MARKETING

- *Runner's World* brand support
- Tie-in to the New York Marathon Expo
- Social media via the author, Rodale Wellness, and Rodale Books
- Advertising in Rodale magazines
- Promoted via the author's Web site

## Optimum Healing

How to Stop the Hidden Autoimmune Damage That Keeps You Sick, Tired, and Fat Before It Turns into Disease

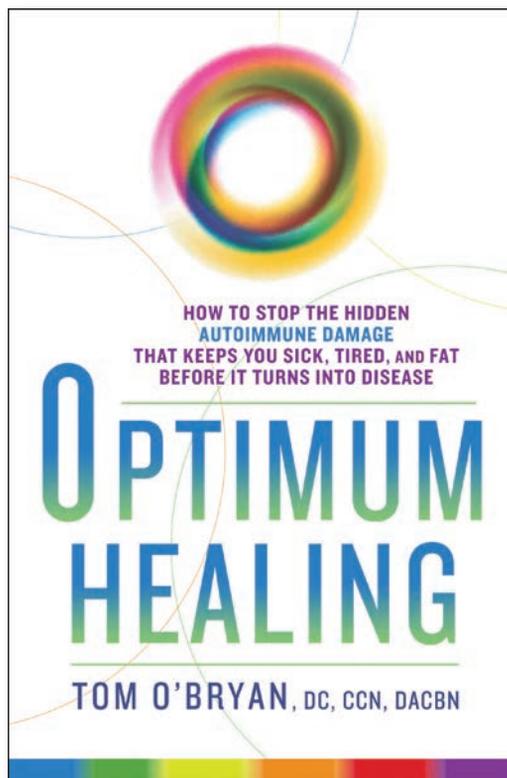
TOM O'BRYAN, DC, CCN, DACBN

Six weeks to a more vibrant you

MILLIONS OF PEOPLE SUFFER FROM AUTOIMMUNITY whether they know it or not. The root cause of most weight gain, brain and mood problems, and fatigue, autoimmunity can take years for symptoms and a clear diagnosis to arise. Through years of research, Dr. Tom O'Bryan has discovered that autoimmunity is actually a spectrum, and many people experiencing general malaise are already on it. And while autoimmune diseases like Alzheimer's, multiple sclerosis, osteoporosis, diabetes, and lupus have become the third leading cause of death behind heart disease and cancer, many people affected are left in the dark. The good news is that many autoimmune conditions can be reversed.

*Optimum Healing* includes two comprehensive 3-week plans: In the first 3 weeks, readers will follow a Paleo-inspired diet during which they cut out gluten, sweets, and dairy—the three primary culprits behind autoimmunity. Once the dietary changes have been addressed, *Optimum Healing* focuses on the other causes of autoimmunity, such as genetics, other dietary issues, and microbiome. *Optimum Healing* provides a practical guide to navigating these increasingly common conditions to help readers feel better and develop a plan that will work for them.

**TOM O'BRYAN, DC, CCN, DACBN**, is an internationally recognized speaker and writer on chronic disease and metabolic disorders. He organized the popular Gluten Summit in November 2013 and will lead a second one in May 2016. Dr. O'Bryan has more than 30 years of experience as a functional medicine practitioner. He lives in San Diego.



### SEPTEMBER

ISBN 978-1-62336-700-8

HARDCOVER \$26.99 / \$31.50 Can.

HEALTH

6" × 9" • 304 pages

E-book ISBN: 978-1-62336-701-5

### MARKETING

- National author publicity
- National radio interview campaign
- Advertising in Rodale magazines
- National print and online features and reviews
- Rodale Wellness features and promotion
- Social media via author and Rodale Wellness platforms
- Tie into author's speaking engagements
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Timed to release for Gluten Summit 2016

## Wheat Belly Total Health

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

WILLIAM DAVIS, MD

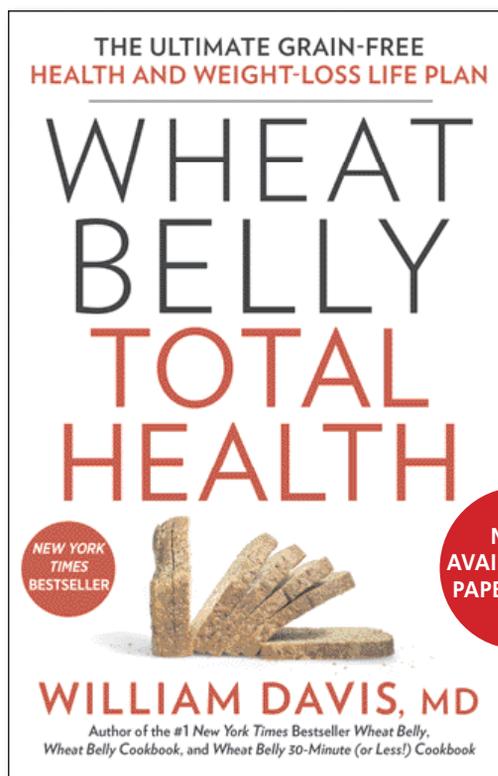
The paperback edition of the groundbreaking plan that has helped so many take command over life and health

AFTER REMOVING GRAINS FROM THE DIET, MANY people are plagued by disrupted bowel flora and digestive function that can lead to common nutritional deficiencies and chronic conditions like osteoporosis and carotid atherosclerosis.

In *Wheat Belly Total Health*, Dr. William Davis examines endocrine disruption caused by wheat and grains that can impair even the most meticulous grain-free effort. Total health is about regaining full metabolic well-being, which may require additional steps beyond grain elimination. This plan includes comprehensive information on nutritional supplements and how they need to be managed differently in a grain-free lifestyle.

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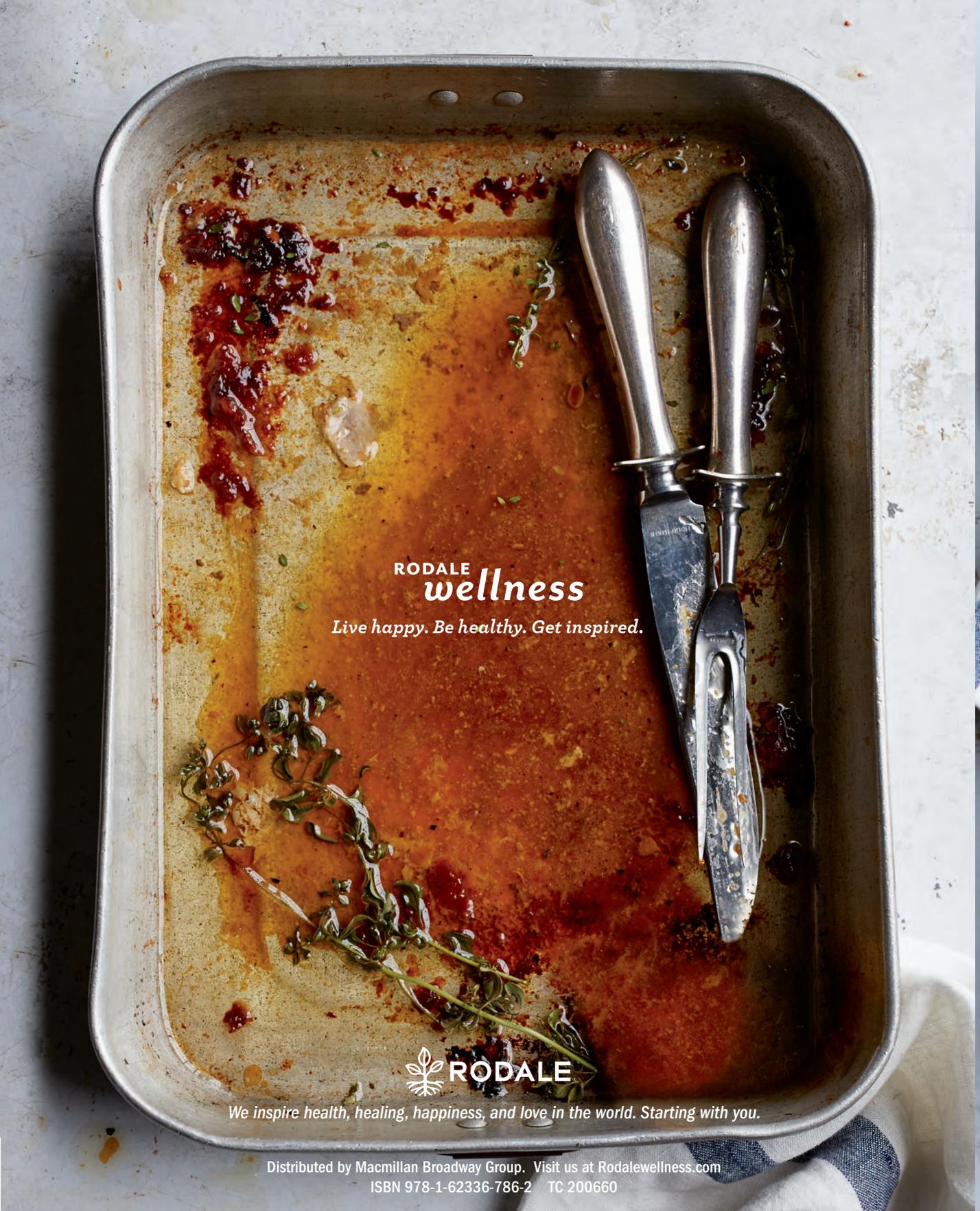
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