



# RODALE

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FALL•2017



RODALE

Dear Friends,

As fitness superstar Shaun T says in his upcoming book, ***T is for Transformation***: "Passion is your personal mojo. If you're truly feeling it, nothing seems impossible." There are no truer words to describe our upcoming fall 2017 list, in which many of our authors are writing about the transformative nature of finding (and chasing) your true passion.

Believe it or not, cooking is one of fashion designer and *Project Runway* star Zac Posen's biggest passions! As a child, Zac would always cook meals with his mom, often picking vegetables right from their garden and adding them to the day's recipe. He eventually cultivated a repertoire of fresh, easy, and inventive meals that he started showcasing on Instagram, using the hashtag #cookingwithzac. Now we're thrilled to partner with Zac on his first cookbook, ***Cooking with Zac***, helping him to bring his healthy and delicious recipes to a wider audience.

We're also extremely excited about a new book by the mega-bestselling author of *Proof of Heaven*, Eben Alexander, MD. Since his near death experience in 2008, Dr. Alexander has searched for ways to reconnect with the Divine powers of the universe that he experienced while in a coma. In ***Impossible Truth***, he shows readers how to successfully go within, using practices to enhance mindfulness and experience the profound peace and love of spiritual connection.

"Fiercely passionate" is definitely a phrase you can use to describe TLC star Tionne "T-Boz" Watkins. In ***The Sick Life***, she talks about her passion for music, her fast rise to fame, and the hidden health issue that threatened to hold her back. And, of course, we are beyond excited to publish the above-mentioned ***T is for Transformation*** by Shaun T. This is the story of how Shaun became the man and motivator that he is today and a guidebook for how others can similarly transform their lives.

I hope you enjoy this amazing list of upcoming books. But be careful—this list contains titles that may ignite transformative passion! Don't say we didn't warn you!

Best,

Jennifer Levesque  
VP, Editorial Director  
Rodale Books

## Erin Bakes Cake

*Make + Bake + Decorate = Your Own Cake Adventure!*

Erin Gardner

From award-winning pastry chef Erin Gardner comes *Erin Bakes Cake*, the ultimate cake baking and decorating cookbook that finally breaks down and demystifies the complex science of baking.

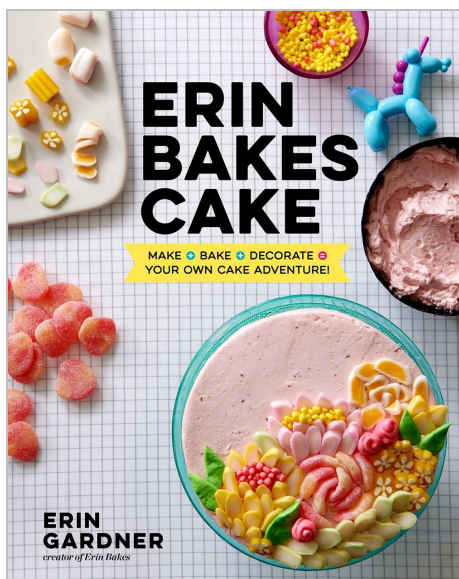
Erin Gardner has a secret about the most successful cake recipes: they're all the same. They all share similar ratios of ingredients that add tenderness, strength, or flavor. Otherwise, they wouldn't work. Add too much or not enough of something and the recipe will fail in any number of ways. Creating a foolproof cake recipe isn't sorcery, it's science. You don't have to be an expert—everyone can learn to make a great cake. And you can learn to write your own cake recipe, too.

With *Erin Bakes Cake*, Gardner has written the first cake book of its kind: Its unique design lays the foundation for a great cake, the building blocks, and then offers endless ways that those blocks can be reassembled. She shows how to make gorgeous and intricately decorated cakes—*without* the use of hard-to-deal-with fondant.

Every cake can be personalized: A classic pound cake can be transformed into a wild flower honey pound cake, a creamy ganache topping into a chai ganache or a toasted peanut version. A veggie cake can incorporate sweet potatoes, and a crunchy topping can be created from honeycomb, candied amaranth seeds, or even Rice Krispies®!

To develop her signature style of creating cakes from the plate up, Gardner has drawn on her love of science, experience in business, and work as a professional pastry chef and cake designer. And with tools like a chart illustrating a cake's anatomy, she'll teach readers to do it all, too!

**Erin Gardner** is a self-taught pastry chef, cake design instructor, creator of ErinBakes.com, and author of *Great Cake Decorating*. She worked as a pastry chef in numerous New England kitchens before opening Wild Orchid Baking Co. in 2009. She quickly became the go-to cake baker, designer, and decorator for premiere events, competing on and winning Food Network's *Sweet Genius*. She lives with her husband and children on the New Hampshire seacoast.



### COOKING / COURSES & DISHES / CAKES

Rodale Books | 9/5/2017

9781623368364 | \$27.50 / \$31.99 Can.

Hardcover | 256 pages | Carton Qty: 14

10 in H | 8 in W

75 color photos

Subrights: World exclusive

### MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Exploring partnerships with baking brands
- Blogger outreach and influencer mailing
- Paid advertising targeting baking, cake decorating, and desserts
- Rodale brand support and Rodale Wellness content plan
- Pre-order promotion via author site, [www.erinbakes.com](http://www.erinbakes.com)



## We Rise

*The Earth Guardians Guide to Building a Movement that Restores the Planet*

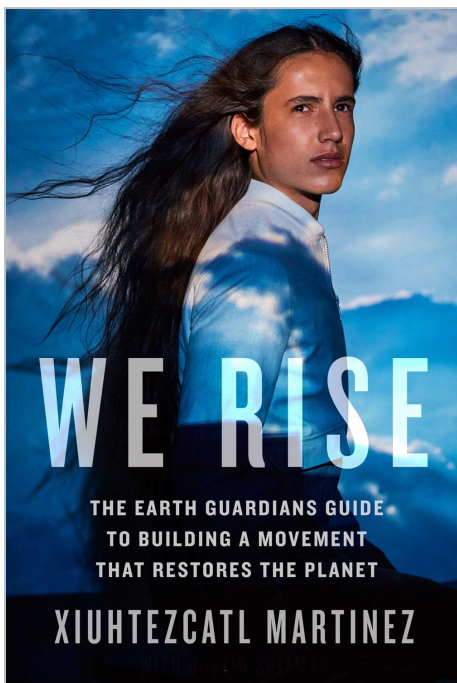
Xiuhtezcatl Martinez

**Written by a dynamic new voice in the fight against climate change, *We Rise* will share the revolutionary truth that youth have the power to change the world. This book—a comprehensive guide on ho...**

We live in a time of crucial decision-making. The choices made right now will make a lasting impact on the world of tomorrow, and now more than ever people are asking themselves what they can do to ensure a positive, humanitarian, and sustainable future. *We Rise* is the ultimate guide to taking action: a groundbreaking blueprint on how to create great and lasting change. Written by Xiuhtezcatl Martinez, a dynamic new force in the world of activism, this book provides in-depth information on everything from the theory of change to methods on how to build a strong community.

It begins with the remarkable story of the Earth Guardians, an activist hip-hop group that empowers young people to engage in activism and political action across a variety of societal issues. With 822.3K Facebook followers and 24.4K Instagram followers, Earth Guardians' passionate audience is growing steadily. In Xiuhtezcatl's powerful voice, the book explores all the aspects of effective activism. It offers instruction on forming communities for a solution-oriented movement. It also presents sidebars featuring conversations between Xiuhtezcatl and well-known activists, including Bill McKibben, Shailene Woodley, Jeff Orlowsky, Suzy Cameron, Paul Watson, Winona LaDuke, Van Jones, Mark Ruffalo, Dallas Goldtooth, and Arvol Looking Horse. Truly unique, *We Rise* will interest anyone interested in creating real and radical change.

Xiuhtezcatl Martinez is a 16-year-old indigenous climate activist, hip-hop artist, and a powerful voice on the front lines of a global youth-led environmental movement. At the early age six, Xiuhtezcatl began speaking around the world from the Rio+20 United Nations Summit in Rio de Janeiro, to addressing the General Assembly at the United Nations in New York. He is the youth director of Earth Guardians, an organization of young activists, artists, and musicians from across the globe s...



**POLITICAL SCIENCE /  
POLITICAL PROCESS /  
POLITICAL ADVOCACY**

Rodale Books | 9/5/2017

9781635650679 | \$22.99 / \$26.99 Can.

Hardcover | 240 pages | Carton Qty: 22

9 in H | 6 in W

Subrights: World

### MARKETING

National author publicity

National radio campaign

National print features and reviews

Online publicity and promotions

Tie-in to author's speaking schedule

Support from author connections and influencers

Major social media promotion

re-order promotion via author website

[www.earthguardians.org](http://www.earthguardians.org)

## From Freezer to Table

*75+ Simple, Whole Foods Recipes for Gathering, Cooking, and Sharing*

Polly Conner and Rachel Tiemeyer

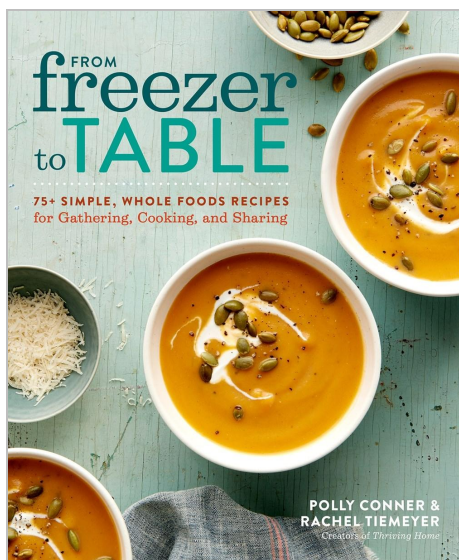
***From Freezer to Table* shares foolproof, healthy, and affordable recipes as well as step-by-step instructions on how to freeze meals correctly and begin your own freezer club.**

In *From Freezer to Table*, Rachel Tiemeyer and Polly Conner of the Thriving Home blog provide freezer-cooking basics, guidance on organizing your freezer, and options for different ways to cook with friends. The book has more than 75 simple, family-friendly, and healthy recipes—and some can even be cooked in less than 30 minutes! From flourless banana blender muffins to all-natural chicken tenders and slow-cooker entrees, Tiemeyer and Conner’s recipes are easy, inspiring, and time-saving for the home cook.

In this book, Tiemeyer and Conner share how to use freezers to their fullest potential. They each discovered freezer cooking as moms with three kids, immersed in the balancing act of parenting, managing a home, and work. Most nights, they’d throw their hands up, open the freezer, and pull out a boxed pizza. The change came when they both joined freezer clubs; as they learned how to shop in bulk, cook larger quantities, and stock their freezers with nutritious food, they grew to love cooking from scratch.

It’s whole foods meets reality—freezer cooking has the power to change your diet and improve your family’s lifestyle.

**Rachel Tiemeyer and Polly Conner** are the creators of Thriving Home, a lifestyle and food blog sharing the freezer cooking lifestyle. With three kids each and constantly strapped for time, Rachel and Polly are self-proclaimed “freezer cooking evangelists,” whose passion is to feed everyone healthy, homemade meals. Receiving 6 million page views annually, Thriving Home is one of the top three most popular sources for freezer cooking information online. They live in Columbia, Missouri.



### COOKING / METHODS / QUANTITY

Rodale Books | 9/12/2017

9781623368944 | \$21.99 / \$24.99 Can.

Trade Paperback | 256 pages | Carton Qty: 30

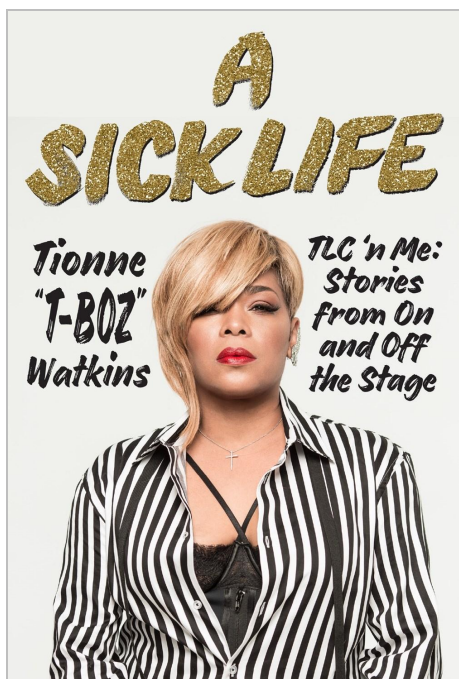
9.1 in H | 7.5 in W

75 color photos

Subrights: World exclusive

### MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotion
- Exploring major partnerships with affiliated brands
- Blogger outreach and influencer mailing
- Paid advertising targeting cooking, meal-prep, and busy families
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Pre-order promotion via author site, [www.thrivinghomeblog.com](http://www.thrivinghomeblog.com)



## A Sick Life

*TLC 'n Me: Stories from On and Off the Stage*

Tionne "T-Boz" Watkins

**A memoir from Tionne “T-Boz” Watkins, five-time Grammy Award winner, about her rise to fame, lifelong battle with sickle-cell disease, and her strength through success and tragedy.**

*Rolling Stone* declared TLC “the most effervescent and soulful girl group anyone has seen since the Supremes.” They have sold more than 85 million albums worldwide and won five Grammys, and their seminal album *CrazySexyCool* became the only diamond-certified album ever recorded by a girl group. But throughout the fame, success, and tumult, Tionne has lived a dual life. While juggling her all-consuming music career with her family life, Tionne struggles with sickle-cell anemia—a debilitating and incurable disease that she’s suffered from her entire life and that can render her unable to perform, walk, or even breathe.

*A Sick Life* chronicles Tionne’s journey from a sickly young girl from Des Moines who was told she wouldn’t live to see 30 to the superstar musician and sickle cell disease spokesperson she is today. Through Tionne’s tough, funny, tell-it-like-it-is voice, readers will see how the extraordinary singer and advocate found the inner strength, grit, and determination to live her dream, despite her often unpredictable and debilitating health issues. She dives deep into never-before-told TLC stories, including accounts of her friendship with Lisa “Left-Eye” Lopes and her tragic death. Tionne’s unvarnished discussion of her disease, unending strength, and ability to power through the odds offers readers a story like no other.

**Tionne “T-Boz” Watkins** is the lead singer of the best-selling female group TLC, known for their singles, “Waterfalls,” “No Scrubs,” “Creep,” and “Unpretty,” which all charted #1 on *Billboard*. Tionne is a national spokesperson for sickle-cell disease. She lives in Los Angeles with her daughter, Chase, and son, Chance.

Tionne's social media:

- 900K Facebook fans
- 574K Instagram followers
- 421K Twitter followers

TLC's social media:

- 1.9M Facebook fans
- 50K Instagram followers
- 84K Twitter followers

### BIOGRAPHY & AUTOBIOGRAPHY / COMPOSERS & MUSICIANS

Rodale Books | 9/12/2017

9781623368609 | \$26.99 / \$31.50 Can.

Hardcover | 256 pages | Carton Qty: 22

9 in H | 6 in W

20 photos

Subrights: World

### MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Events in NYC & Los Angeles, tie-in with lecture schedule
- Outreach to celebrity influencer network and high-profile organizations
- Paid advertising targeting entertainment and health audiences
- Rodale brand support and Rodale Wellness content plan
- Major social media promotion
- Special 3+/3% retail offer

## Superwoman Rx

*Unlock the Secrets to Lasting Health, Your Perfect Weight, Energy, and Passion with Dr. Taz's Power Type Plans*

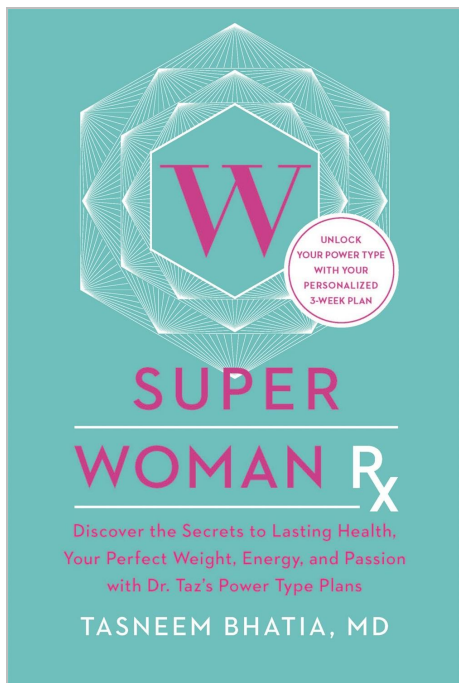
Dr. Tasneem Bhatia MD

**From the author of *The 21-Day Belly Fix* comes a groundbreaking guide to help women lose weight, prevent disease, and boost energy in 5 weeks with custom plans based on their personality type.**

Modern womanhood often means juggling multiple roles—businesswoman, mother, spouse, homemaker, and more—all while being expected to look beautiful and serene: in other words, superwoman. The truth is, it can seem impossible to maintain physical health while navigating our busy lives. We're overwhelmed and exhausted, which can often translate into unhealthy eating habits. But diet and fitness plans are usually one-size-fits-all, and those universal programs just *don't work* for everybody and every personality. To help women lose weight and achieve optimum health based on their individual personality types, wellness expert Dr. Taz has a plan that is anything but cookie-cutter.

In *The Superwoman Rx*, Dr. Taz sets out to treat “superwoman syndrome” by offering five prescriptive plans based on a woman’s unique personality blueprint, or Power Type, whether it be a Boss Lady, a Biz Chic, an Earth Mama, a Gypsy Girl, or a Nurse Betty. Drawing inspiration from Ayurveda, a traditional Indian system of medicine focused on balance, each nutrition and exercise plan helps shed pounds, decrease anxiety and depression, get more youthful looking skin, reduce PMS symptoms, and much more in just 5 weeks. Then, long-term strategies with specialized spiritual plans follow those 5 weeks. Dr. Taz’s philosophy goes beyond a diet plan—with her guidance, women will radiate from the inside out.

**TASNEEM BHATIA, MD**, is a board-certified physician specializing in integrative and emergency medicine, pediatrics, and prevention, with expertise in women’s health, weight loss, and nutrition. She is the author of *What Doctors Eat* and *The 21-Day Belly Fix* and has served as the medical expert for CNN Headline News and as a Dr. Oz Sharecare expert. A contributing editor at *Prevention* magazine, she lives in Atlanta, GA.



### HEALTH & FITNESS / DIET & NUTRITION / WEIGHT LOSS

Rodale Books | 9/12/2017

9781623368586 | \$25.99 / \$29.99 Can.

Hardcover | 256 pages | Carton Qty: 22

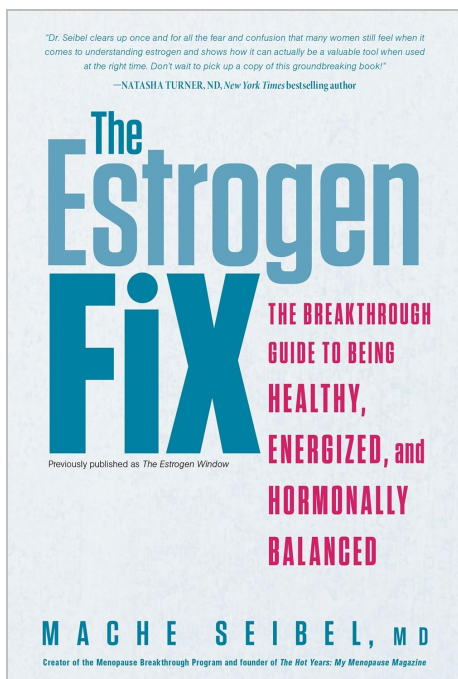
9 in H | 6 in W

Subrights: World

### MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in with author events/lecture schedule
- Paid advertising targeting health and wellness audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Pre-order promotion via author site, [www.doctortaz.com](http://www.doctortaz.com)





## HEALTH & FITNESS / WOMEN'S HEALTH

Rodale Books | 9/19/2017

9781635650129 | \$15.99 / \$18.50 Can.

Trade Paperback | 256 pages | Carton Qty: 30  
9 in H | 6 in W

Subrights: World Exclusive  
World

## MARKETING

- Paid advertising targeting women and health audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Goodreads Giveaways & Promotion
- Promotion via author site, [www.dr mache.com](http://www.dr mache.com)

# The Estrogen Fix

*The Breakthrough Guide to Being Healthy, Energized, and Hormonally Balanced*

Mache Seibel, MD

**The paperback edition puts forth an exciting new theory that will change the way women look at hormone replacement therapy for a life of health and happiness.**

In *The Estrogen Fix*, Dr. Mache Seibel, one of the leading doctors in women's wellness and menopause, presents groundbreaking research that proves estrogen, if taken at the right time, is safe and beneficial for most women. He explains how previous studies on estrogen were inaccurately analyzed, leading many doctors to abstain from prescribing estrogen and many women to suffer unnecessarily.

Every woman has an ideal time to begin estrogen replacement. When administered at the right time, estrogen therapy can substantially improve quality of life by minimizing menopausal symptoms like hot flashes, night sweats, mood swings, fractured sleep, brain fog, irritability, and weight gain. It can also lower the risk of breast cancer, heart disease, and Alzheimer's disease. However, beginning estrogen replacement at the wrong time after the estrogen window closes can actually increase a woman's risk for heart disease and does not reduce her risk for osteoporosis and Alzheimer's disease.

Dr. Seibel details which estrogens and progestogens are safest, how long to take them, and what alternatives exist for those who don't take estrogen. He also gives women guidance on discussing options with their doctors. *The Estrogen Fix* is a must-have book for every woman over 40!

Dr. Mache Seibel is one of America's foremost leading experts on women's health and menopause. A graduate of the University of Texas Medical School, he served on the Harvard Medical School faculty for 20 years and is a pioneer in many areas of women's health. Dr. Seibel is the founder and editor of *My Menopause* magazine. Seibel resides in Boston, MA.



# Health Revelations from Heaven

*8 Divine Teachings from a Near Death Experience*

Tommy Rosa and Stephen Sinatra, MD

**Tommy Rosa's near-death experience left him with extraordinary healing abilities. In this book, he and Dr. Stephen Sinatra show how we can use what Rosa learned in heaven to achieve total health.**

Fifteen years ago, 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, Rosa returned to earth with an extraordinary understanding of the healing gifts of God that are all around us. Around the same time, Dr. Stephen Sinatra, an integrative cardiologist, was dismantling the prevailing ideas of preventive pharmacology with his holistic approach to treatment. When Rosa 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 Rosa was relating.

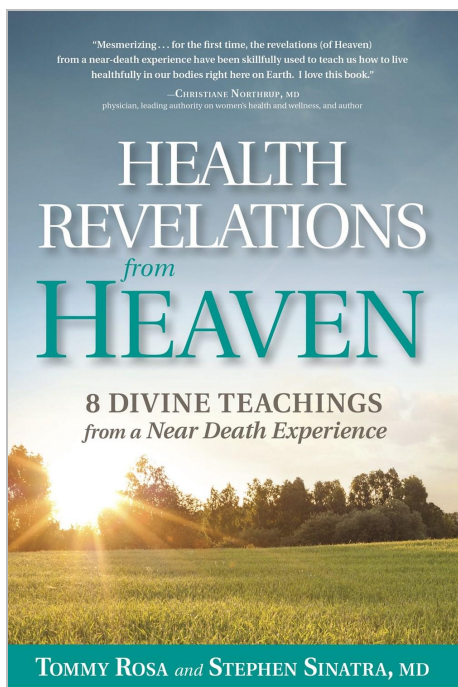
From this intersection of the divine and the scientific comes *Health Revelations from Heaven and Earth*, a prescriptive guide for healthy living based on the eight revelations Rosa learned in heaven. This is a guide for revitalized health, a newfound sense of purpose, and spiritual balance fully corroborated by Dr. Sinatra's four decades of medical expertise, bringing heaven and earth a little bit closer.

## PRAISE

**"Dr. Sinatra wonderfully explains how to apply the invaluable health lessons Tommy Rosa learned on his journey to heaven . . . the authors make this rare and special experience accessible, bringing heaven and earth just a little bit closer."**  
—Mark Hyman, MD, author of the #1 *New York Times* bestseller *The Blood Sugar Solution*

**Tommy Rosa** is a spiritual counselor and 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.



**BODY, MIND & SPIRIT /  
PARAPSYCHOLOGY /  
NEAR-DEATH EXPERIENCE**

Rodale Books | 9/19/2017

9781635650662 | \$14.99 / \$17.50 Can.

Trade Paperback | 272 pages | Carton Qty: 28

9 in H | 6 in W

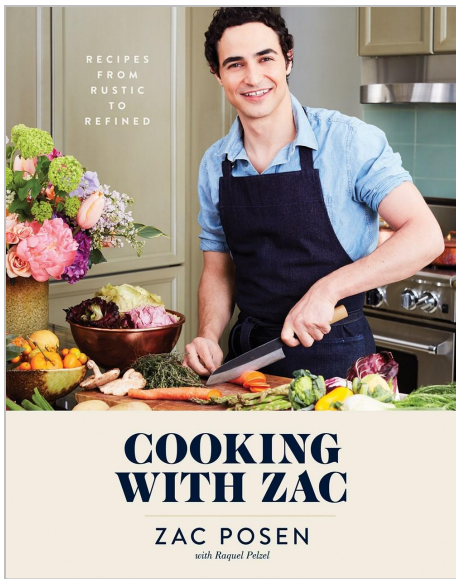
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**Other Available Formats:**

Hardcover ISBN: 9781623366247

## MARKETING

- Paid advertising targeting health and spirituality audiences
  - Rodale brand support and Rodale Wellness content plan
  - Social media promotion
  - Goodreads Giveaways & Promotion
  - Promotion via author site
- www.healthrevelationsbook.com



## Cooking with Zac

*Recipes From Rustic to Refined*

Zac Posen with Raquel Pelzel

**Fashion designer Zac Posen gives fans a peek into his kitchen and the recipes for the garden-fresh and internationally influenced dishes he features on his Instagram account. #cookingwithzac**

Most people know Zac Posen as the world-renowned fashion designer and judge on the Emmy Award-winning show *Project Runway*. But recently, his mouth-watering, beautifully plated dishes on Instagram introduced his fans to another one of his passions: food. For Zac, food and fashion are both sensory experiences, and the process is the same whether you're planning a meal or a fashion collection. *Cooking with Zac* brings together these passions: Its design is based on the five fashion collection seasons and each chapter opens with a custom pattern created by Zac.

When it comes to creating his meals, Zac believes in a balance between healthy, fresh, local ingredients and decadently sweet desserts. Think chic daywear followed by a striking evening gown. In *Cooking With Zac*, readers will be taken on that journey of exquisite taste with recipes ranging from delicate corn summer salads and a classic blueberry tart to cozy culurgiones topped with a zesty tomato sauce. Throughout the book, Zac shares stories of his incredible rise and journey within the worlds of fashion and food.

ZAC POSEN is an internationally known fashion designer, a judge on the Emmy-nominated *Project Runway* and an Instagram sensation. His hashtag #cookingwithzac enjoys over 1.3 million followers. Zac is a lover of food and an inventive cook. He designs for the Zac Posen, ZACzaposen and Truly Zac Posen brands. He also serves as the Creative Director of Womenswear at Brooks Brothers. In 2009 Zac was invited to cook at the James Beard House with Marcus Samuelson and Giada deLaurentis. Zac's recipes...

### COOKING / ENTERTAINING

Rodale Books | 10/10/2017  
 9781623367763 | \$35.00 / \$39.99 Can.  
 Hardcover | 288 pages | Carton Qty: 12  
 10 in H | 8 in W  
 75-100 color photos

Subrights: World

### MARKETING

- National author publicity
- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Events in NYC & LA
- Outreach to celebrity influencer network and brand partners
- Paid advertising targeting cooking, fashion, and entertainment audiences
- Rodale brand support and Rodale Wellness content plan
- Major social media promotion
- Pre-order promotion via author site, [www.zacposen.com](http://www.zacposen.com)

## Deep Listening

*A Healing Practice to Calm Your Body, Clear Your Mind, and Open Your Heart*

Jillian Pransky with Jessica Wolf

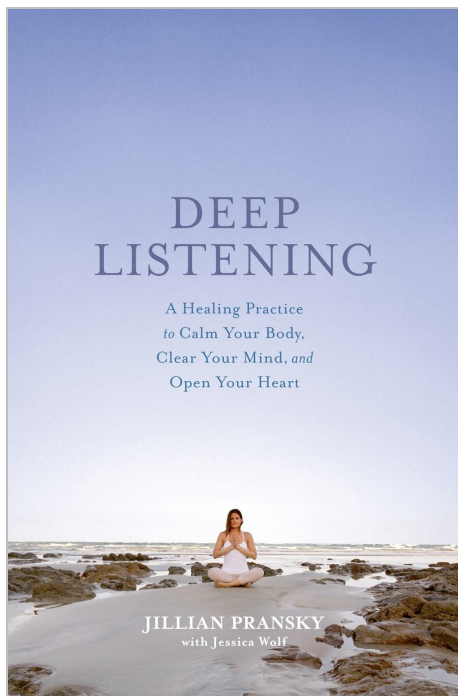
**World-renowned yoga teacher Jillian Pransky introduces her Calm Body, Clear Mind, Open Heart Program, which activates the relaxation response to heal the body and bring peace to the mind.**

Before coming to yoga, Jillian Pransky was a typical “work hard, play hard” Type A personality whose approach to coping was to push through the pain. But after a devastating personal loss, she took a step back and considered the long-term negative impact that her lifestyle was having on her mental and physical health. Since then, Pransky has been devoted to mindfulness, deep relaxation, and compassionate listening practices that promote healing.

In *Deep Listening*, Pransky presents her signature Calm Body, Clear Mind, Open Heart program, a 10-step technique she’s taught at wellness centers and retreats around the world. She combines yogic and meditation practices with breakthroughs in the field of Narrative Medicine, which examines how the stories we tell ourselves affect us and in some cases hold us back. *Deep Listening* teaches us to pause and truly hear—often for the first time—what our bodies and our minds are telling us. Her technique, which integrates tools like breath work, guided relaxation, movement, and journaling, in addition to specialized yoga sequences, kickstart the relaxation response, calming muscular tension and setting up the whole body for deep healing, growth, and repair.

Pransky asks readers to be “be here and do less.” She will help readers see themselves as they really are. It’s a new frontier in integrative wellness—the new mindfulness.

**Jillian Pransky** has taught mindfulness, yoga, and meditation for more than 20 years. She serves as the Director of the Restorative Therapeutic Yoga Teacher Training for YogaWorks and is a guest teacher at many renowned holistic learning centers including Kripalu Center for Yoga and Health and the Omega Institute, Mohonk Mountain House, and Blue Spirit Retreat Center. Pransky lives in Montclair, NJ, with her husband, son, and their beloved Muppet-like dog, Sunday.



### **BODY, MIND & SPIRIT / MINDFULNESS & MEDITATION**

Rodale Books | 10/10/2017

9781623368562 | \$24.99 / \$28.99 Can.

Hardcover | 256 pages | Carton Qty: 22

8.4 in H | 5.5 in W

20 photos

Subrights: World exclusive

### **MARKETING**

- National radio campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in to author's teaching events
- Exploring major partnerships with affiliated organizations such as Kripalu and YogaWorks
- Paid advertising targeting health, wellness, yoga, and mindfulness audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Pre-order promotion via author site, [www.jillianpransky.com](http://www.jillianpransky.com)



## Living in a Mindful Universe

*A Neurosurgeon's Journey into the Heart of Consciousness*

Eben Alexander, MD, and Karen Newell

**Author of bestseller Proof of Heaven Dr. Eben Alexander shows that the brain is not responsible for consciousness, and uses this to explore profound love and connection.**

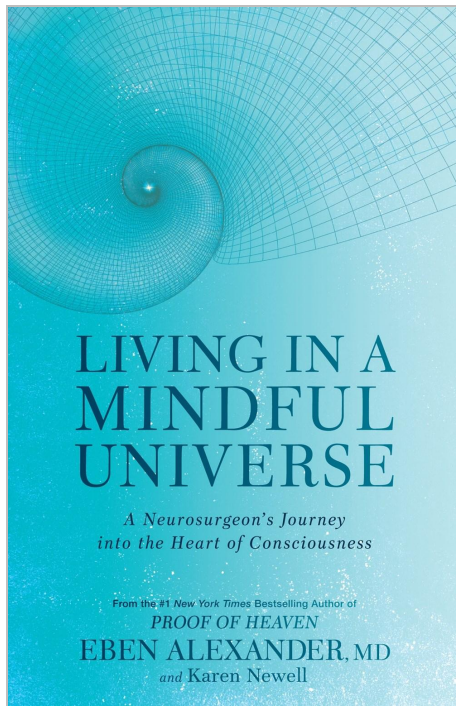
In 2008, Dr. Eben Alexander's brain was attacked by a devastating illness, and he lapsed into a weeklong coma. While appearing to be at death's door, he was plunged into the deepest realms of consciousness, encountering profound truths about God and the soul. For the past eight years, Dr. Alexander has been trying to reconnect with the state of oneness that he felt during his near-death experience (NDE). And finally, he has discovered a path.

*Living in a Mindful Universe* presents a groundbreaking new view of consciousness, based on years of study, cutting-edge research, and Dr. Alexander's extraordinary experiences since his NDE. He has found that it is possible to access higher realms of consciousness and the Divine Love of the universe—without suffering medical trauma. Through meditation and other stimuli, we can discover an inner stillness deep enough to connect with the Divine. It is this connection that Dr. Alexander experienced, and with *Living in a Mindful Universe* he teaches others to get there.

Great thinkers have admitted that creative insights come from outside of themselves. Thomas Edison, Salvador Dali, Nicola Tesla—revelations came in a flash when they opened their minds. Dr. Alexander is a surgeon, a skeptic, and a rationalist. He's the last person to tell you to reject science, and alongside spiritual techniques, he offers research that supports the existence of a collective consciousness and the benefits of me...

**Eben Alexander, MD**, has been an academic neurosurgeon for the last 25 years, including 15 at the Brigham & Women's Hospital, Children's Hospital, and Harvard Medical School in Boston. The author of the *New York Times* bestsellers *Proof of Heaven* and *The Map of Heaven*, he lives in Charlottesville, VA.

**Karen Newell** is a cofounder of Sacred Acoustics, an innovator in the emerging field of brainwave entrainment audio recordings used to help listeners reach expanded states of awareness.



### BODY, MIND & SPIRIT / MINDFULNESS & MEDITATION

Rodale Books | 10/17/2017  
9781635650327 | \$21.99 / \$24.99 Can.  
Hardcover | 208 pages  
8.4 in H | 5.5 in W

Subrights: USCOM

**Other Available Formats:**  
Trade Paperback ISBN: 9781635650655

### MARKETING

- National author publicity
- National radio & podcast campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in to author's speaking events
- Paid advertising targeting previous readers, science, and spirituality audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Goodreads Giveaways & Promotion
- Pre-order promotion via author site, [www.ebenalexander.com](http://www.ebenalexander.com)

## Living in a Mindful Universe

*A Neurosurgeon's Journey into the Heart of Consciousness*

Eben Alexander, MD, and Karen Newell

**Author of bestseller Proof of Heaven Dr. Eben Alexander shows that the brain is not responsible for consciousness, and uses this to explore profound love and connection.**

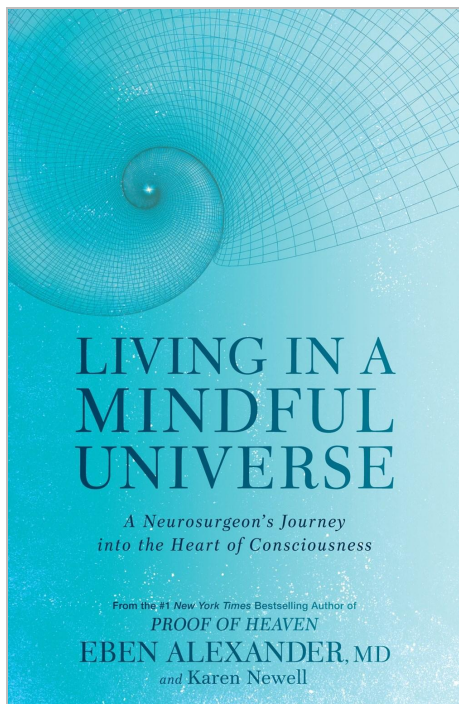
In 2008, Dr. Eben Alexander's brain was attacked by a devastating illness, and he lapsed into a weeklong coma. While appearing to be at death's door, he was plunged into the deepest realms of consciousness, encountering profound truths about God and the soul. For the past eight years, Dr. Alexander has been trying to reconnect with the state of oneness that he felt during his near-death experience. And finally, he has discovered a path.

*Living in a Mindful Universe* presents a groundbreaking new view of consciousness, based on years of study, cutting-edge research, and Dr. Alexander's extraordinary experiences since his NDE. He has found that it is possible to access higher realms of consciousness and the Divine Love of the universe—without suffering medical trauma. Through meditation and other stimuli, we can discover an inner stillness deep enough to connect with the Divine. It is this connection that Dr. Alexander experienced, and with *Living in a Mindful Universe* he teaches others to get there.

Great thinkers have admitted that creative insights come from outside of themselves. Thomas Edison, Salvador Dali, Nicola Tesla—revelations came in a flash when they opened their minds. Dr. Alexander is a surgeon, a skeptic, and a rationalist. He's the last person to tell you to reject science, and alongside spiritual techniques, he offers research that supports the existence of a collective consciousness and the benefits of meditat...

**Eben Alexander, MD**, has been an academic neurosurgeon for the last 25 years, including 15 at the Brigham & Women's Hospital, Children's Hospital, and Harvard Medical School in Boston. The author of the *New York Times* bestsellers *Proof of Heaven* and *The Map of Heaven*, he lives in Charlottesville, VA.

**Karen Newell** is a cofounder of Sacred Acoustics, an innovator in the emerging field of brainwave entrainment audio recordings used to help listeners reach expanded states of awareness.



### **BODY, MIND & SPIRIT / MINDFULNESS & MEDITATION**

Rodale Books | 10/17/2017  
9781635650655 | \$17.99 / \$20.50 Can.  
Trade Paperback | 208 pages  
8.4 in H | 5.5 in W

**Other Available Formats:**  
Hardcover ISBN: 9781635650327

### **MARKETING**

- National author publicity
- National radio & podcast campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in to author's speaking events
- Paid advertising targeting previous readers, science, and spirituality audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Goodreads Giveaways & Promotion
- Pre-order promotion via author site [www.ebenalexander.com](http://www.ebenalexander.com)

## Runner's World Race Everything

*How to Conquer Any Race at Any Distance in Any Environment and Have Fun Doing It*

Bart Yasso with Erin Strout

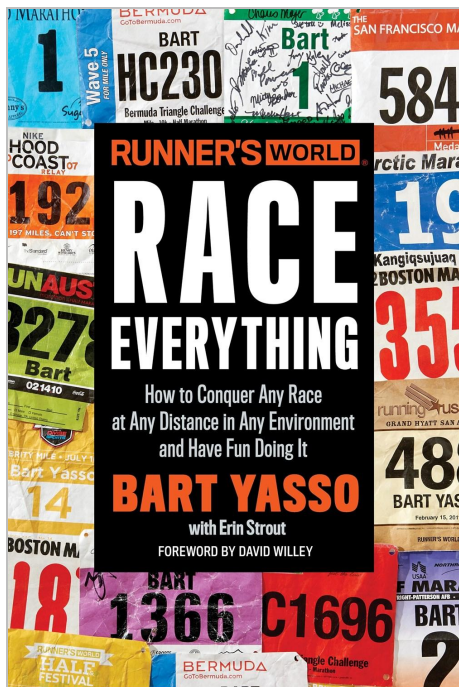
**From one of the world's most experienced runners comes a comprehensive guide for success at the most popular race distances and destinations**

Millions of runners around the country want special experiences at their races, whether that means running a bucket-list event like the world's largest marathon, or in beautiful and challenging locales, like Rome and Death Valley. There is no one better to guide these runners than Bart Yasso, Chief Running Officer at *Runner's World*—he's run more than 7,000 races, over all seven continents, at every conceivable distance. He's done it all, and now he shares how he trained, the particularities of each course, and what specific lessons he learned and insights he gleaned about how to run one's best in each race.

This book advises runners on how to train and what to do on race day to make the best use of their training. It gives readers everything they need to know to succeed at the most popular race distances, including general training principles, targeted training schedules for beginning, intermediate, and advanced runners, and insider tips based on Yasso's own experiences and his strong ties to top runners over the years. Each chapter also highlights Yasso's one-of-a-kind advice on his experiences at popular destination races, with the goal of inspiring and informing readers eager to tackle the world's signature races. Readers will also learn Yasso's methods for winning the greatest race of all, longevity, so that they can remain healthy, fit, and able to race for decades to come.

**Bart Yasso** is Chief Running Officer for *Runner's World* and one of the most beloved figures in running. Unofficially called the Mayor of Running, he has been with *Runner's World* since 1987 and is their public face at races in the US and abroad. He resides in Emmaus, PA.

**Erin Strout** is a freelance writer and contributing editor at *Runner's World*, where she covered track and field at the Rio Olympics for RW Newswire. A former senior editor at *Running Times*, she lives in Flagstaff, AZ.



### SPORTS & RECREATION / RUNNING & JOGGING

Rodale Books | 10/24/2017  
9781623369828 | \$16.99 / \$19.50 Can.  
Trade Paperback | 256 pages | Carton Qty: 30  
9 in H | 6 in W

Subrights: World

### MARKETING

- Major support from *Runner's World* magazine
- Paid advertising targeting running and travel audiences
- Rodale Wellness content plan
- Social media promotion
- Goodreads Giveaways & Promotion





## The Art of Stopping Time

*Practical Mindfulness for Busy People*

Pedram Shojai, OMD

**From the *New York Times* bestselling author of *The Urban Monk* comes *The Art of Stopping Time*, a guide for innovative mindful time management built around ancient Chinese spiritual practices.**

The biggest complaint *New York Times* bestselling author Pedram Shojai hears from his students is that they are too stressed and don't have enough time to get everything done. We build our schedules in ways that don't make any sense, leaving us with leisure confetti sprinkled throughout the day but no meaningful time to focus on any one task. In his new book, Shojai teaches how to become time- and energy-rich. He walks readers through a 100-day Gong, which is based on the Chinese practice of designating an amount of time each day to perform a specific task. The ritual helps to train the mind, instill new habits, and fundamentally transform one's relationship with time. Readers will find moments of mental awareness while in the shower, eating a snack, listening to podcasts, and even while binge-watching favorite Netflix shows.

Shojai shares how to use Gongs to reprogram habits, reduce stress, increase energy, exercise the ancient practice of mindfulness, and become a master of time. Whether you do one per day or a bunch at a time, or read the whole book in one sitting, practicing the Gongs is a dedicated act of self-love that will snap you out of your daily trance and bring the light of awareness to your consciousness. The more you practice, the more you will wake up, and the better off you will be.

**Pedram Shojai, OMD**, is the *New York Times* bestselling author of *The Urban Monk*, the founder of Well.org, producer of the movies *Vitality* and *Origins*, and the host of *The Urban Monk* podcast. An ordained priest of the Yellow Dragon Monastery in China, he is an acclaimed Qigong master, master herbalist, and Doctor of Oriental Medicine. Shojai conducts seminars and retreats around the world and is the founder of the Taoist Path School of Alchemy. He lives with his family in Irvine, CA.

### SELF-HELP / SELF-MANAGEMENT / TIME MANAGEMENT

Rodale Books | 10/24/2017  
9781623369095 | \$21.99 / \$24.99 Can.  
Hardcover | 224 pages  
7 in H | 5 in W

Subrights: United States, Canada, Open market

### MARKETING

- National author publicity
- National radio & podcast campaign
- National print features and reviews
- Online publicity and promotions
- Select events in Los Angeles
- Tie-in to author's podcast and speaking events
- Paid advertising targeting health, wellness, and mindfulness audiences
- Rodale brand support and Rodale Wellness content plan
- Major social media promotion
- Pre-order promotion via author site, [www.theurbanmonk.com](http://www.theurbanmonk.com)
- Special 3+/3% ...



### COOKING / METHODS / QUICK & EASY

Rodale Books | 10/24/2017

9781635650044 | \$15.99 / \$18.50 Can.

Trade Paperback | 160 pages

6.5 in H | 6.5 in W

100 color photos

Subrights: World

### MARKETING

- Online publicity and promotions
- Major partnership with *Men's Health* brand
- Rodale brand support including advertising and articles in print and online
- Rodale Wellness content plan including features, author letter, and social media support
- Social media promotion via author, Rodale Wellness, and Rodale Books

## A Man, A Pan, A Plan

*100 Delicious and Nutritious One-Pan Recipes You Can Make in a Snap!*

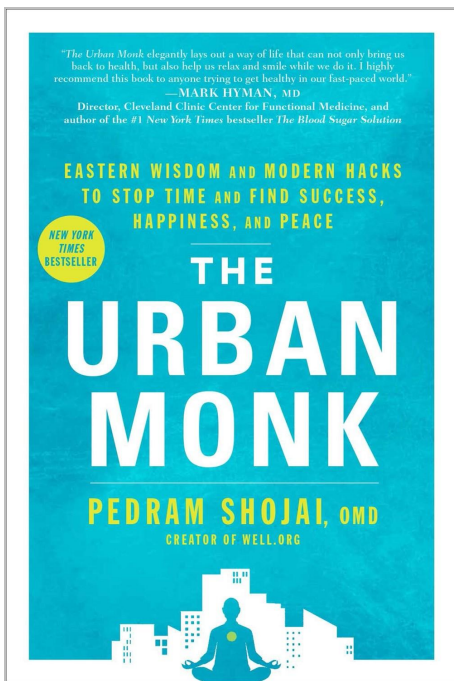
Paul Kita

***Men's Health* is back with its latest food franchise, *A Man, A Pan, A Plan*, to serve the growing tribe of hungry men with 100 simple and easy one-pan recipes as healthy as they are delicious.**

Originally published in 2002, *A Man, A Pan, A Plan* became the bestselling *Men's Health* cookbook of all time. But men's attitudes toward cooking have since evolved. Their vocabulary now includes words like "chef's knife," "cutting board," and "cast-iron skillet." *A Man, A Pan, A Plan* directly serves this growing tribe of hungry men the delicious, nutritious food they crave in the simple, no-bull delivery they know and love from the *Men's Health* brand.

Every one of the 100 recipes will satisfy readers with their easy cooking instructions and fast cleanup. All meals are made using one pan, easy-to-source ingredients and basic cooking tools. They each require minimal prep, cook, and clean time and include 15-minute-or-less breakfasts, lunches, snacks, and desserts. Best of all, the meals meet *Men's Health's* strict nutrition standards in terms of calories, protein, and fiber.

**Paul Kita** is the food and nutrition editor for *Men's Health* magazine, the coauthor of *Guy Gourmet*, and the editor of the *Guy Gourmet* blog on *MensHealth.com*. He lives in Allentown, PA.



### SELF-HELP / PERSONAL GROWTH

Rodale Books | 10/24/2017  
 9781623369019 | \$15.99 / \$18.50 Can.  
 Trade Paperback | 288 pages  
 9 in H | 6 in W  
 6 illustrations

Subrights: World English

### MARKETING

- Online publicity and promotions
- Tie-in to author's upcoming title, *The Art of Stopping Time*
- Extensive support from author connections and influencers
- Paid advertising targeting health and wellness and self-help audiences
- Social media promotion via author, Rodale Wellness, and Rodale Books
- Goodreads Giveaway and Promotion
- Promotion via author site, [www.theurbanmonk.com](http://www.theurbanmonk.com)

## The Urban Monk

*Eastern Wisdom and Modern Hacks to Stop Time and Find Success, Happiness, and Peace*

Pedram Shojai, OMD

**In this paperback edition of the *New York Times* bestseller, Pedram Shojai presents a practical approach to using Zen-like life hacks to get past real world pressures and live a better life.**

We all struggle to find the energy and time to discover satisfaction and contentment in the modern world. Technology offers the promise of a better life, and yet the more gadgets we buy and the more time we spend in front of a screen, things only seem to get worse. What are we all missing? What will it take for us to find our centers? Is the only solution to pack it all up, head for the hills, and join a remote abbey of sequestered monks?

Happily, Pedram Shojai shows us that running away for a life of religious contemplation is not the only answer. While we often think that the kind of centeredness and calm we associate with Zen masters is unattainable in our fast-paced contemporary lives, Shojai has discovered a way for us to become “urban monks” who interact with our highly stimulating and demanding careers, families, and environments in a grounded way, leading to greater satisfaction and better well-being.

Based on a lifetime of study, *The Urban Monk* offers Shojai’s no-nonsense approach, bringing together foundational techniques of Eastern medicine and techniques grounded in the modern age to help readers overcome universal pain points like lack of energy, a stagnant lifestyle, and general lack of purpose. For anyone struggling to find balance, reduce stress, and generally cope with the rigors and demands of modern life, becoming an Urban Monk can provide a fresh path to inner peace and happiness.

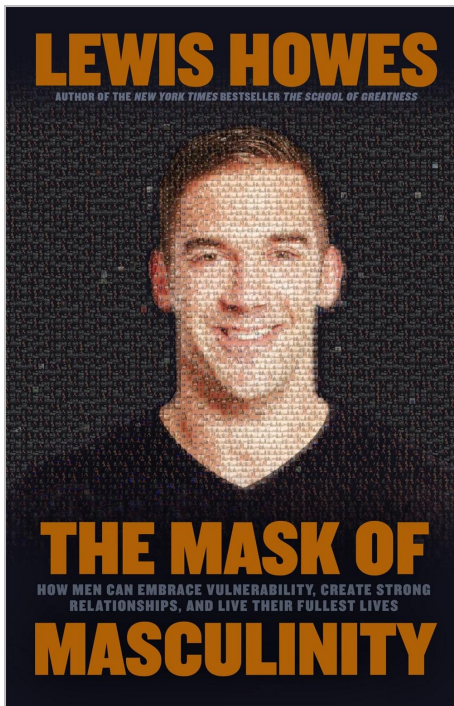
### PRAISE

**“Pedram offers a fresh and unique perspective on life in the modern world. He truly is an Urban Monk and his friendly style takes us all along for the ride. If you deal with stress, time constraints, and the challenges of a busy life, this book is a must-read.”**

—Sara Gottfried, MD, author of *New York Times* bestsellers *The Hormone Cure* and *The Hormone Reset Diet*

**Pedram Shojai, OMD**, is the *New York Times* bestselling author of *The Urban Monk*, founder of Well.org, producer of the movies *Vitality* and *Origins*, host of The Urban Monk podcast, and author of the forthcoming *The Art of Stopping Time*. An ordained priest of the Yellow Dragon Monastery in China, he is an acclaimed Qigong master and a Doctor of Oriental Medicine. He lives in Irvine, CA, with his family.





## The Mask of Masculinity

*How Men Can Embrace Vulnerability, Create Strong Relationships, and Live Their Fullest Lives*

Lewis Howes

**A guide to breaking down the negative aspects of masculinity that damage relationships and learning how to achieve real intimacy from *New York Times* bestselling author Lewis Howes.**

Lewis Howes inspired thousands of readers to achieve their best lives by distilling advice from the world's most motivational people in *The School of Greatness*, his *New York Times* bestselling book. Now, Howes is back to explore a topic that's extremely important to him and growing in our cultural zeitgeist: masculinity. In *The Mask of Masculinity*, he provides a step-by-step guide featuring the "nine masks of masculinity" to remove harmful gender stereotypes, speak to those who may feel pressured to hide their emotions, and cultivate stronger relationships. Howes helps readers remove the masks that are holding them back from true intimacy through his personal narrative, in-depth research, and advice from the experts he interviews on his podcast, like Marianne Williamson, Taye Diggs, Elizabeth Gilbert, Amy Purdy, Glennon Doyle Melton, and more.

*The Mask of Masculinity* provides exercises, tools, and resources for men--and the women in their lives--to help a man evolve into a new modern-day archetypal man who can lead powerfully in business, express courageously in relationships, and find inner peace and confidence along the way. It's time for men to discover the paths to embrace vulnerability and make deeper connections, while casting off an outdated ideal that holds them back from being truly known, understood, and happy.

**Lewis Howes** is the *New York Times* bestselling author of *The School of Greatness*. A former professional football player, collegiate football record holder, and two-sport All-American, he was recognized in a 2013 White House ceremony by President Obama as one of the top 100 entrepreneurs in the US under 30. He is an online marketing expert, business coach, webinar and podcast host, and an angel investor and advisor to startups. He lives in Hollywood, CA.

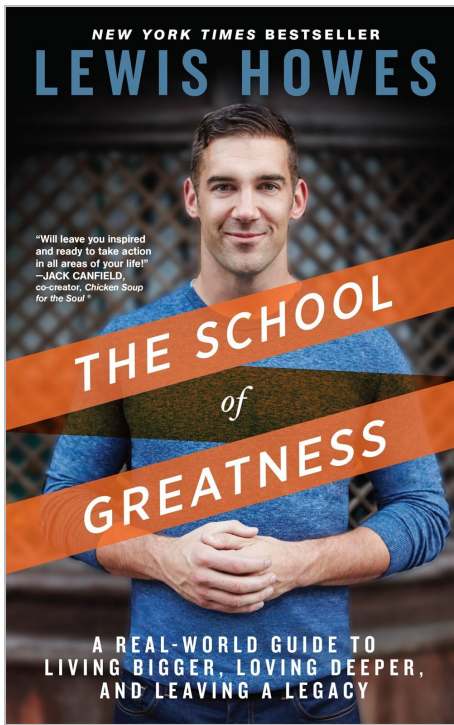
### SELF-HELP / PERSONAL GROWTH

Rodale Books | 10/31/2017  
9781623368623 | \$25.99 / \$29.99 Can.  
Hardcover | 256 pages  
8.4 in H | 5.5 in W

Subrights: USOM

### MARKETING

- National author publicity
- National radio & podcast campaign
- National print features and reviews
- Online publicity and promotions
- Author tour
- Tie-in to author's podcast and speaking events
- Support from author connections and influencers
- Paid advertising targeting self-help and inspirational audiences
- Rodale brand support and Rodale Wellness content plan
- Pre-order promotion via author site, [www.lewishowes.com](http://www.lewishowes.com)



## The School of Greatness

*A Real-World Guide to Living Bigger, Loving Deeper, and Leaving a Legacy*

Lewis Howes

**Greatness is a code to crack, and Lewis Howes is here to school readers on the formula in the paperback edition of his *New York Times* bestselling book**

When a career-ending injury left Lewis Howes, then a professional arena football player, out of work and living 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 a sought-after 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, business coach, podcast and webinar host, and *New York Times* bestselling author. A former professional football player, collegiate football record holder, and two-sport All-American, he is the host of ‘The School of Greatness’ podcast. He was recognized in a 2013 White House ceremony by President Obama as one of the top 100 entrepreneurs in the US under 30. He is an angel investor and advisor to startups. He lives in Hollywood, CA.

### SELF-HELP / PERSONAL GROWTH / SUCCESS

Rodale Books | 10/31/2017  
9781623369026 | \$15.99 / \$18.50 Can.  
Trade Paperback | 272 pages  
8.4 in H | 5.5 in W

### MARKETING

- Online publicity and promotions
- Tie-in to author's upcoming title, *The Mask of Masculinity*
- Extensive support from author connections and influencers
- Paid advertising targeting health and wellness and self-help audiences
- Social media promotions via author, Rodale Wellness, and Rodale Books
- Goodreads Giveaway and promotions
- Promotion via author site, [www.lewishowes.com](http://www.lewishowes.com)

NEWLY REVISED AND UPDATED

The Breakthrough Menu Plan  
to Slash Cholesterol

# Cholesterol Cures

DROP  
30 POINTS  
IN  
30 DAYS

THE EDITORS OF  
RODALE HEALTH BOOKS  
MEDICAL ADVISOR  
WILLIAM P. CASTELLI, MD

## HEALTH & FITNESS / DISEASES / HEART

Rodale Books | 11/7/2017  
9781635650075 | \$18.99 / \$21.99 Can.  
Trade Paperback | 352 pages  
9.1 in H | 6.5 in W

Subrights: TK

### Other Available Formats:

Trade Paperback ISBN: 9781594867354

## MARKETING

- Paid advertising targeting health audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Goodreads Giveaways & Promotion

RODALE BOOKS

NOVEMBER 2017

## Cholesterol Cures

*Featuring the Breakthrough Menu Plan to Slash Cholesterol by  
30 Points in 30 Days*

The Editors of Rodale Health Books, Medical Advisor William  
P. Castelli, MD

**This newly revised and updated edition of *Cholesterol Cures* examines in-depth research on improving overall cholesterol profile.**

This newly revised and updated edition of *Cholesterol Cures* goes beyond traditional advice and explains how specific foods and nutritional supplements, along with physical activity and lifestyle changes, are directly related to healthy cholesterol levels. With information that spans familiar remedies, such as garlic, oats, and fish oil supplements, to unique finds, such as grape seed extract and coenzyme Q10, this book offers a definitive guide to improving health. It also debunks the myth of “forbidden foods” like red meats and dairy and provides a guide on how to integrate high-cholesterol foods as part of a healthy, cholesterol-friendly diet.

**Wyatt Myers** is a magazine editor and freelance writer based in Des Moines, Iowa, who focuses on health, hobbies, and home improvement. Myers has contributed content to more than a dozen Rodale Health books, including *The Doctor's Book of Home Remedies*, *Healing with Vitamins*, and *Cholesterol Cures*. He's also written for *Prevention*, *Men's Health*, and *Muscle & Fitness*, among many other consumer magazines.

## T Is for Transformation

*A 7-Step Program for Digging Deeper, Feeling Stronger, and Living Smarter*

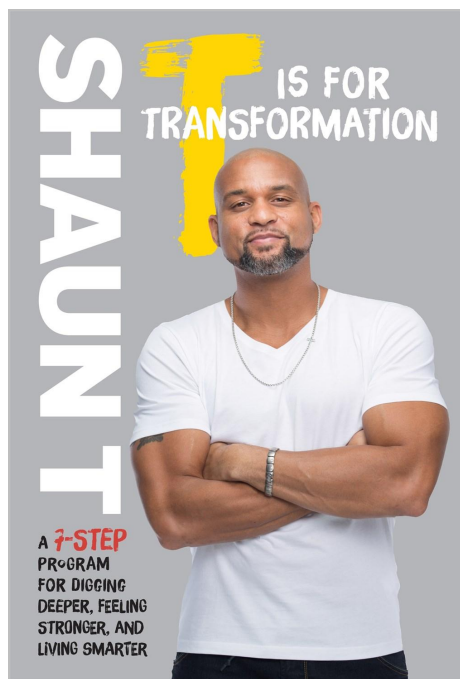
Shaun T.

**Beloved fitness icon Shaun T, with more than 10 million DVDs sold, reveals his life-changing motivational program for a fit body and strong mind.**

In his long-anticipated first book, creator of Beachbody's INSANITY and world-renowned fitness guru Shaun T teaches the motivational method behind his wildly successful instructional style. He believes that nothing looks as good as happy feels, and that happiness comes when you are living in a healthy, engaged, passionate way. This book is an in-depth action plan and motivator for readers looking to improve their lives the Shaun T way—with positive energy, determination, and a never-say-die pursuit of your goals. Key chapters in Shaun's life are followed by exercises and quizzes to help readers nurture their readiness toward change and guide them to success. Shaun believes that the only real obstacles in life are mental ones, and here he shows how to come out on top with astonishing results.

For Shaun, fitness was an escape—from the sexual abuse he suffered as a child, from a 50-pound weight gain in his 20s, from his struggles to come to terms with his sexual identity. He knows that it's impossible to reach a goal weight or enjoy better health until mental obstacles are overcome. In *T is for Transformation*, Shaun uses the same nonstop motivation that inspires people to fight through their workouts with a plan that guarantees success before they even do a single burpee. His plan shows readers how to identify pain points, become more flexible and resourceful, give everything they've got, and develop a belief in their own success.

**Shaun T** is the creator of Beachbody's *Hip Hop Abs*, *Rockin' Body*, and INSANITY workouts. Through infomercials, workouts, personal appearances, and *Trust and Believe with Shaun T* podcast, he helps people attain their goals through ever-challenging physical and mental workouts. He lives in Phoenix, AZ.



### SELF-HELP / MOTIVATIONAL & INSPIRATIONAL

Rodale Books | 11/7/2017

9781635650136 | \$25.99 / \$29.99 Can.

Hardcover | 272 pages

9 in H | 6 in W

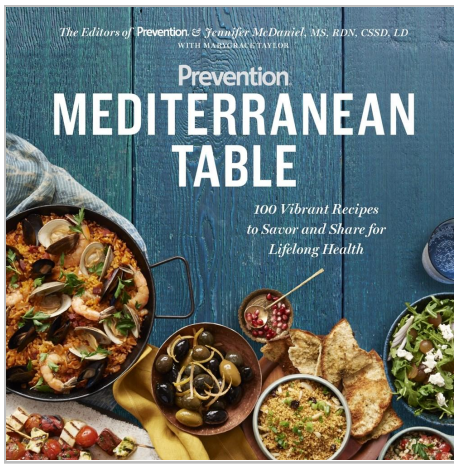
25 photos

Subrights: USCOM

### MARKETING

- National author publicity
- National print features and review
- Online publicity and promotions
- Outreach to celebrity contacts and fitness influencer network
- Tie-in to author's multi-platform fitness and self-help presence
- Select author events and tie-in with author's event schedule
- Paid advertising targeting health and wellness audiences
- Rodale brand support and Rodale Wellness content plan
- Promotion at BEA 2017
- Pre-order promotion via author site, [www.shaunfitness.com](http://www.shaunfitness.com)





**COOKING / REGIONAL & ETHNIC / MEDITERRANEAN**

Rodale Books | 11/21/2017  
 9781635650228 | \$21.99 / \$22.99 Can.  
 Trade Paperback | 304 pages  
 8 in H | 8 in W  
 75 photos

Subrights: World exclusive

**MARKETING**

- Online publicity and promotions
- Major partnership with Prevention brand
- Rodale brand support including advertising and articles in print and online
- Rodale Wellness content plan including features, author letter, and social media support
- Social media promotion via author, Rodale Wellness, and Rodale Books

## Prevention Mediterranean Table

*100 Vibrant Recipes to Savor and Share for Lifelong Health*

The Editors of Prevention & Jennifer McDaniel, MS, RDN, CSSD, LD with Marygrace Taylor

**More than 100 fresh, nutritious Mediterranean-style recipes and tips on how to set aside time to mindfully savor each meal, combining healthy food and a healthy lifestyle.**

The Mediterranean diet is the rare healthy eating plan that satisfies both chefs and nutritionists alike. From seasonal vegetables, fruits, nuts, and grains to garlic, herbs, and olive oil, these foundational ingredients inspire simple fresh dishes with endless combinations of flavors and textures—and don't forget the wine. Your doctor will be pleased to know that following a Mediterranean diet is proven to lower bad cholesterol, dramatically reduce the risk of heart disease, and may even protect brain function as we age.

Beyond just the diet, however, the Mediterranean lifestyle encourages mindfulness with every meal. Permitting yourself to slow down, enjoy food with friends and family, and relish each bite not only improves digestion, but allows you to gain the perspective to better understand your own eating habits and avoid overeating.

**Prevention Facebook: 2.2M followers**

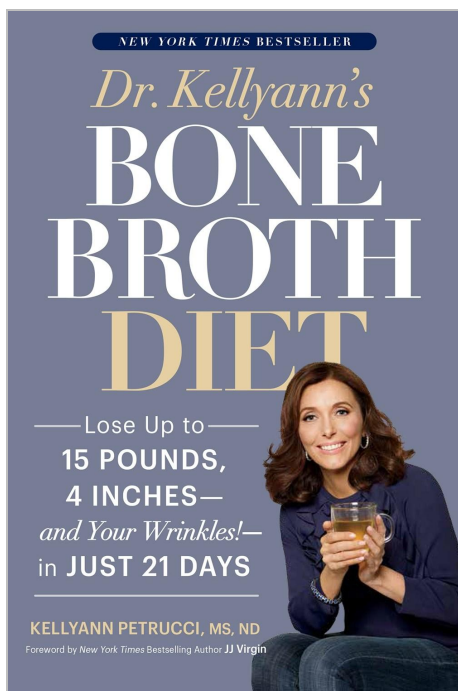
**Prevention Twitter: 312K followers**

**Prevention Instagram: 40.8K followers**

**Prevention** delivers trusted, authoritative information, breaking news, and authentic lifestyle advice in an advertising free environment that inspires, challenges, and leads readers to love their whole life.

**Jennifer McDaniel MS, RDN, CSSD, LD** is the owner of McDaniel Nutrition Therapy and a current national media spokesperson for The Academy of Nutrition and Dietetics. She writes frequently for *Prevention* and *St. Louis* magazine, and is a regular on-air contributor for KTVI Fox 2 News.

Prevention ...



## Dr. Kellyann's Bone Broth Diet

*Lose Up to 15 Pounds, 4 Inches--and Your Wrinkles!--in Just 21 Days*

Kellyann Petrucci, MS, ND

**A 21-day plan to lose up to 20 pounds and see fewer wrinkles centered on the newest health craze: bone broth**

With the hardcover edition hitting the *New York Times* bestseller list, *Dr. Kellyann's Bone Broth Diet* has seen phenomenal sales—due in large part to Dr. Petrucci's marketing prowess and devoted fan base. Bone broth—the kind your grandma made—has long been known to have incredible health and healing properties. It's also been the cornerstone of naturopathic and weight loss specialist Dr. Kellyann Petrucci's booming practice. Now, it's been rediscovered by everyone from Good Morning America and *New York Times* to Gwyneth Paltrow to Kobe Bryant.

In *Dr. Kellyann's Bone Broth Diet*, Dr. Petrucci combines delicious bone broth recipes with a groundbreaking intermittent fasting plan, helping readers achieve spectacular weight loss and more youthful looking skin in just 21 days. The book explains the science behind bone broth, then arms readers with a plan to lose weight safely and easily—with no cravings, weakness, or hunger pains. By including gourmet recipes, easy resistance training routines, and mindful meditation exercises, Dr. Petrucci gives readers everything they need to succeed.

**KELLYANN PETRUCCI, MS, ND**, is a board-certified naturopathic physician, certified nutrition consultant, and the *New York Times* bestselling author of *Dr. Kellyann's Bone Broth Diet*. Dr. Petrucci is featured on the public television special *21 Days to a Slimmer, Younger You* and has appeared on many other national news programs. She is one of the few practitioners in the United States certified in biological medicine by the Paracelsus Klinik Lustnühle AG in Switzerland. She lives in New York, NY.

### HEALTH & FITNESS / DIET & NUTRITION / DIETS

Rodale Books | 11/28/2017  
9781635650259 | \$16.99 / \$19.50 Can.  
Trade Paperback | 304 pages  
9 in H | 6 in W

### MARKETING

- Major marketing campaign via author
- Support from author connections including influencers, authors, and wellness personalities
- Paid advertising targeting health and wellness audiences
- Rodale brand support and Rodale Wellness content plan
- Major social media promotion
- Goodreads Giveaways & Promotion
- Promotion via author site [www.drkellyann.com](http://www.drkellyann.com)



## The Women's Health Fitness Fix

*Quick High Intensity Interval Training (HIIT) Workouts, Easy Recipes & Stress-Free Strategies for Managing a Healthy Life*

Jen Ator, CSCS and the Editors of Women's Health

**A no-nonsense, excuse-busting guide to get women in and out of the gym, into their skinny jeans, and in the best shape of their lives—quick!**

Women are faced with countless obstacles that make it tough to stay fit and healthy: busy careers, social lives, partners, and children. Who has time to stop and breathe, let alone spend hours at the gym? Lasting results occur when fitness and diet habits are an unconscious part of a daily routine rather than a constant stressor and *The Women's Health Fitness Fix* is the solution. This ultimate collection of fitness and diet guidance will empower women to finally achieve their health and fitness goals.

Authored by Jen Ator, CSCS, this must-have manual offers hundreds of smart, simple, and effective techniques that will help you transform your body, including:

- 5-, 10-, and 15-minute HIIT workout options to fit any schedule
- Targeted, quick routines for the core, butt & legs, arms & shoulders, and total body
- Deadline-based workouts for any time frame, from an upcoming wedding to a high school reunion to a hot weekend date
- Diet upgrades, including smart food swaps, simple recipes, and time-saving techniques for in the kitchen and on the go
- Advice for staying in shape when traveling and at work and for surviving the holidays

These tips—all of which are fast, easy, and effective—are the secret to amazing, lasting results. *The Women's Health Fitness Fix* tackles and solves every excuse, arming readers with the tools and motivation to finally get into the best shape of their lives.

**Jen Ator, CSCS**, is the fitness editor at *Women's Health*, where she manages fitness-related content for the print magazine and online platforms and serves as an expert and talent for the brand's online fitness videos. She makes frequent appearances on *Today*, *Extra*, The Weather Channel's *Wake Up With Al*, *Live From the Couch*, *Good Morning America*, *Steve Harvey*, and more. A certified strength and conditioning specialist, she lives in New York City.

### HEALTH & FITNESS / EXERCISE

Rodale Books | 11/28/2017  
 9781635650167 | \$18.99 / \$21.99 Can.  
 Trade Paperback | 384 pages  
 9.1 in H | 6.5 in W  
 150 photos, 2 color throughout

### MARKETING

- Major support from *Women's Health* magazine
- Paid advertising targeting fitness, diet, and wellness audiences
- Rodale Wellness content plan
- Social media promotion
- Goodreads Giveaways & Promotion

## Even the Stiffest People Can Do the Splits

*A 4-Week Stretching Plan for Everyone to Master the Splits and Achieve Amazing Health*

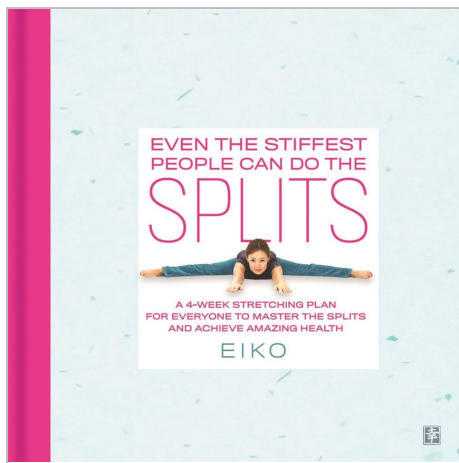
Eiko

**The next major self-improvement sensation out of Japan since Marie Kondo, this program is a mega-bestseller with more than 1 million copies sold and teaches anyone to do the splits in 4 weeks.**

Whether you spend your days in an office slouching over a keyboard or running marathons, everyone can benefit from stretching and the increased flexibility that comes along with it. With only 5 minutes of stretching a day, readers will be doing perfect splits in 4 weeks—and experiencing the host of health benefits that comes with targeted stretching (like better circulation, reduced joint injuries, toned muscles, and more). Sound too good to be true? It isn't—with world-renowned yoga teacher Eiko's revolutionary program, people of any age and fitness level can say goodbye to those mysterious aches and pains that are caused by stiff, contracting muscles, and see results in just 1 month.

With detailed, 4-color illustrations, Eiko walks stretchers through the program with ease. The plan begins with just two basic daily stretches. A new stretch is added to that routine every week, creating a routine of three different stretches every day. You'll see results with just over 2 hours of practice throughout the month. The book includes a short story called "People Who Can't Do the Splits Are Worthless," which sounds cheeky, but is actually a moving and motivational story that helps readers get started and successfully finish the 4-week program.

**Eiko** (pronounced "ay-ko"), also known as the "queen of the splits," is a world-renowned yoga instructor with a background in aerobics. Her very own shake-yoga gained a lot of attention as a fun and effective method that can be enjoyed even by those suffering from stiffness and lower-back pain. Her yoga techniques have helped millions, and the instructional video she released in 2015 has gone viral with more than 5.5 million views on YouTube. She resides in Osaka, Japan.



### HEALTH & FITNESS / EXERCISE

Rodale Books | 12/5/2017

9781635651782 | \$19.99 / \$22.99 Can.

Hardcover | 224 pages

8 in H | 8 in W

### MARKETING

National print features and reviews

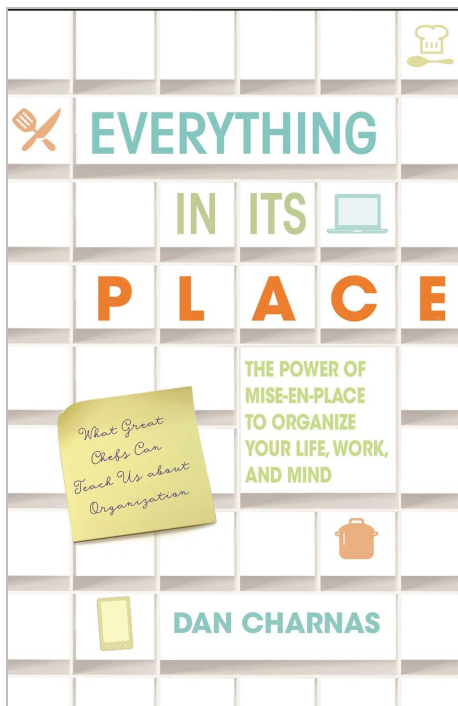
Online publicity and promotions

Content plan via RodaleWellness.com

Rodale brand support via Prevention

Major social media promotion





## Everything in Its Place

*The Power of Mise-En-Place to Organize Your Life, Work, and Mind*

Dan Charnas

**The paperback edition of the first organization book inspired by the culinary world takes *mise-en-place* outside the kitchen**

Chefs across the globe churn out enormous amounts of high-quality work with efficiency using a French culinary system called *mise-en-place* that means “putting in place” and signifies an entire lifestyle of readiness and engagement. In *Everything in Its Place*, Dan Charnas reveals how to apply this culinary methodology in every area of life. Culled from dozens of interviews with culinary professionals and executives, including world-renowned chefs like Thomas Keller and Alfred Portale, this essential guide offers a simple system to focus your actions and accomplish your work.

*Everything in Its Place* spells out the 10 major principles of *mise-en-place*: 1) planning is prime; 2) arranging spaces and perfecting movements; 3) cleaning as you go; 4) making first moves; 5) finishing actions; 6) slowing down to speed up; 7) call and callback; 8) open ears and open eyes; 9) inspect and correct; 10) total utilization. This journey into the world of chefs and cooks shows readers how each of these principles works in virtually every setting.

**Dan Charnas** is an award-winning culture, lifestyle, and business writer. Recipient of the 2007 Pulitzer Traveling Fellowship for Arts Journalism, his first book, *The Big Payback: The History of the Business of Hip-Hop*, was called “a classic of music-business dirt digging as well as a kind of pulp epic” by *Rolling Stone*. He lives in New York City.

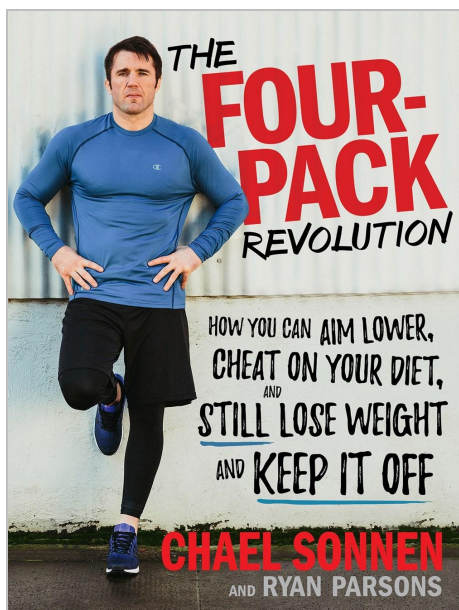
### SELF-HELP / PERSONAL GROWTH

Rodale Books | 12/26/2017  
 9781635650112 | \$14.99 / \$17.50 Can.  
 Trade Paperback | 304 pages  
 5.5 in H | 8.4 in W

Subrights: World

### MARKETING

- Online publicity and promotions
- Extended outreach to chefs, foodies, and self-help influencers
- Paid advertising targeting cooking and self-help audiences
- Social media promotion via author, Rodale Wellness, and Rodale Books
- Goodreads Giveaway and promotion
- Promotion via author site, [www.dancharnas.com](http://www.dancharnas.com)

**HEALTH & FITNESS / EXERCISE**

Rodale Books | 12/26/2017  
 9781623369637 | \$24.99 / \$28.99 Can.  
 Hardcover | 224 pages  
 8 in H | 6 in W  
 145 four-color photos

Subrights: World

**MARKETING**

- National author publicity
- National radio & podcast campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in with author appearances and podcast
- Blogger outreach and influencer mailing
- Paid advertising targeting diet, fitness, and self-help audiences
- Rodale brand support and Rodale Wellness content plan
- Social media promotion
- Pre-order promotion

## The Four-Pack Revolution

*How You Can Aim Lower, Cheat on Your Diet, and Still Lose Weight & Keep It Off*

Chael Sonnen and Ryan Parsons

**Famed MMA fighter Chael Sonnen and MMA sports performance expert Ryan Parsons provide a total-life approach for attainable diet and health goals.**

The washboard abs of fitness models and magazine covers are the work of professionals and extreme diets. A proven alternative to the unrealistic programs offered by the dieting industrial complex, *The Four-Pack Revolution* by famed MMA fighter/TV celebrity Chael Sonnen and MMA sports performance expert Ryan Parsons relies on the latest science and motivational exercises to guide readers on a journey toward a healthier and—just as importantly—more sustainable weight-loss program. By adjusting expectations to attainable and healthy goals, readers can achieve long-term and lasting results. This book is different from other diets that are based on a simplistic or one-concept gimmick. *The Four-Pack Revolution* presents a total-life approach for attainable goals by:

- Debunking the myths and revealing the science of weight loss
- Arguing that “system resets” or breaking your diet can actually have health benefits
- Presenting how to manage key hormones through diet
- Designing intense, 10-minute workouts that are more effective than more time-consuming cardio workouts
- Illustrating the healthy ratio of carbs, fat, and protein and how to practice portion control
- Sharing tips for maintaining a plan even while eating out
- Providing a shopping list for a four-week meal plan

*The Four-Pack Revolution* proves that anyone can achieve a four-pack while still enjoying life.

**PRAISE**

**“I love *The Four-Pack Revolution* because it’s scientifically sound, easy to implement, and truthful.”**

**— Dr. Andy Galpin, director, Center for Sport Performance at CSU-Fullerton**

**Chael Sonnen**, an MMA superstar and TV commentator, rose to the elite ranks of the UFC, appearing in their famed Octagon 17 times. Sonnen appears in the eighth season of *The Celebrity Apprentice* and is an MMA analyst for ESPN and NBC. His *You’re Welcome* podcast reaches 550k people each episode. He lives in West Linn, OR.

**Ryan Parsons** is a veteran MMA coach, manager, and consultant in the entertainment industry. He has cut weight with elite athletes on five continents. He lives in Dana Point, CA.

## An Inconvenient Sequel

*Truth to Power*

Al Gore

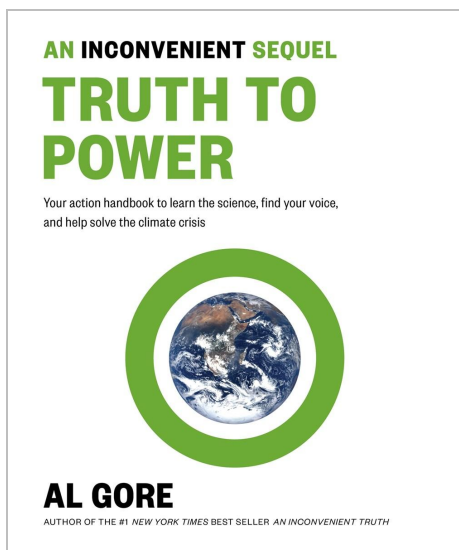
**The follow up to Vice President Al Gore's #1 *New York Times* bestselling and conversation-changing book on climate change, published to coincide with the release of his new documentary, *An Inconvenient Truth 2*.**

The follow up to the #1 *New York Times* bestselling *An Inconvenient Truth*, this timely book will publish in time for the premiere of Vice President Gore's new documentary, *An Inconvenient Truth 2*. This new book will be a daring call to action, exposing the reality of how humankind has aided in the destruction of our planet and groundbreaking information on what you can do now.

Vice President Al Gore, one of our environmental heroes and a leading expert in climate change, brings together cutting-edge research from top scientists around the world; approximately 200 photographs and illustrations to visually articulate the subject matter; and personal anecdotes and observations to document the fast pace and wide scope of global warming. He presents, with alarming clarity and conclusiveness (and with humor, too) that the fact of global climate change is not in question and that its consequences for the world we live in will be assuredly disastrous if left unchecked. This new book will also show an impassioned Vice President Gore traveling around the globe to tell a story of change in the making. He connects the dots of Zika, flooding, and other natural disasters we've lived through in the last 10+ years – and much more. Where Gore's first film took us through the technical aspects of climate change, the second film is a gripping, narrative journey that leaves the audience filled with hope and the ...

**Al Gore** was the forty-fifth vice president. He is the co-founder and chairman of Generation Investment Management. He is also a senior partner at Kleiner Perkins Caufield & Byers, and a member of Apple, Inc.'s board of directors. Gore spends the majority of his time as chairman of The Climate Reality Project, a non-profit devoted to solving the Climate Crisis.

Gore was elected to the U.S. House of Representatives in 1976, 1978, 1980 and 1982 and the U.S. Senate in 1984 and 199...



### SCIENCE / GLOBAL WARMING & CLIMATE CHANGE

Rodale Books | 7/25/2017

9781635651089 | \$25.99 / \$29.99 Can.

Trade Paperback | 320 pages | Carton Qty: 20  
9 in H | 7.5 in W

Approximately 200 photographs and charts

Subrights: World.

# Index

Alexander, Eben; Living in a Mindful Universe: A Neurosurgeon's Journey into the Heart of Consciousness . . . . .	12, 13
<b>Art of Stopping Time, The: Practical Mindfulness for Busy People</b> ; Pedram Shojai. . . . .	15
Ator, Jen, CSCS; The Women's Health Fitness Fix: Quick High Intensity Interval Training (HIIT) Workouts, Easy Recipes & Stress-Free Strategies for Managing a Healthy Life. . . . .	24
Bhatia, Tasneem, MD; Superwoman Rx: Unlock the Secrets to Lasting Health, Your Perfect Weight, Energy, and Passion with Dr. Taz's Power Type Plans. . . . .	7
Charnas, Dan; Everything in Its Place: The Power of Mise-En-Place to Organize Your Life, Work, and Mind. . . . .	26
<b>Cholesterol Cures: Featuring the Breakthrough Menu Plan to Slash Cholesterol by 30 Points in 30 Days</b> ; Editors of Rodale Health Books. . . . .	20
<b>Cooking with Zac: Recipes From Rustic to Refined</b> ; Zac Posen. . . . .	10
<b>Deep Listening: A Healing Practice to Calm Your Body, Clear Your Mind, and Open Your Heart</b> ; Jillian Pransky. . . . .	11
<b>Dr. Kellyann's Bone Broth Diet: Lose Up to 15 Pounds, 4 Inches--and Your Wrinkles!--in Just 21 Days</b> ; Dr. Kellyann Petrucci, MS, ND. . . . .	23
Editors of Prevention; Prevention Mediterranean Table: 100 Vibrant Recipes to Savor and Share for Lifelong Health. . . . .	22
Editors of Rodale Health Books; Cholesterol Cures: Featuring the Breakthrough Menu Plan to Slash Cholesterol by 30 Points in 30 Days. . . . .	20
Eiko; Even the Stiffest People Can Do the Splits: A 4-Week Stretching Plan for Everyone to Master the Splits and Achieve Amazing Health. . . . .	25
<b>Erin Bakes Cake: Make + Bake + Decorate = Your Own Cake Adventure!</b> ; Erin Gardner. . . . .	3
<b>Estrogen Fix, The: The Breakthrough Guide to Being Healthy, Energized, and Hormonally Balanced</b> ; Mache Seibel, MD. . . . .	8
<b>Even the Stiffest People Can Do the Splits: A 4-Week Stretching Plan for Everyone to Master the Splits and Achieve Amazing Health</b> ; Eiko. . . . .	25
<b>Everything in Its Place: The Power of Mise-En-Place to Organize Your Life, Work, and Mind</b> ; Dan Charnas. . . . .	26
<b>Four-Pack Revolution, The: How You Can Aim Lower, Cheat on Your Diet, and Still Lose Weight &amp; Keep It Off</b> ; Chael Sonnen. . . . .	27
<b>From Freezer to Table: 75+ Simple, Whole Foods Recipes for Gathering, Cooking, and Sharing</b> ; Rachel Tiemeyer. . . . .	5
Gardner, Erin; Erin Bakes Cake: Make + Bake + Decorate = Your Own Cake Adventure!. . . . .	3
Gore, Al; An Inconvenient Sequel: Truth to Power. . . . .	28
<b>Health Revelations from Heaven: 8 Divine Teachings from a Near Death Experience</b> ; Tommy Rosa. . . . .	9
Howes, Lewis; The Mask of Masculinity: How Men Can Embrace Vulnerability, Create Strong Relationships, and Live Their Fullest Lives. . . . .	18
Howes, Lewis; The School of Greatness: A Real-World Guide to Living Bigger, Loving Deeper, and Leaving a Legacy. . . . .	19
<b>Inconvenient Sequel, An: Truth to Power</b> ; Al Gore. . . . .	28
Kita, Paul; A Man, A Pan, A Plan: 100 Delicious and Nutritious One-Pan Recipes You Can Make in a Snap!. . . . .	16
<b>Living in a Mindful Universe: A Neurosurgeon's Journey into the Heart of Consciousness</b> ; Eben Alexander. . . . .	12, 13
<b>Man, A Pan, A Plan, A: 100 Delicious and Nutritious One-Pan Recipes You Can Make in a Snap!</b> ; Paul Kita. . . . .	16
Martinez, Xiuhtezcatl; We Rise: The Earth Guardians Guide to Building a Movement that Restores the Planet. . . . .	4
<b>Mask of Masculinity, The: How Men Can Embrace Vulnerability, Create Strong Relationships, and Live Their Fullest Lives</b> ; Lewis Howes. . . . .	18
Petrucci, MS, ND, Dr. Kellyann; Dr. Kellyann's Bone Broth Diet: Lose Up to 15 Pounds, 4 Inches--and Your Wrinkles!--in Just 21 Days. . . . .	23
Posen, Zac; Cooking with Zac: Recipes From Rustic to Refined . . . . .	10
Pransky, Jillian; Deep Listening: A Healing Practice to Calm Your Body, Clear Your Mind, and Open Your Heart. . . . .	11
<b>Prevention Mediterranean Table: 100 Vibrant Recipes to Savor and Share for Lifelong Health</b> ; Editors of Prevention . . . . .	22
Rosa, Tommy; Health Revelations from Heaven: 8 Divine Teachings from a Near Death Experience. . . . .	9
<b>Runner's World Race Everything: How to Conquer Any Race at Any Distance in Any Environment and Have Fun Doing It</b> ; Bart Yasso. . . . .	14
<b>School of Greatness, The: A Real-World Guide to Living Bigger, Loving Deeper, and Leaving a Legacy</b> ; Lewis Howes . . . . .	19
Seibel, Mache, MD; The Estrogen Fix: The Breakthrough Guide to Being Healthy, Energized, and Hormonally Balanced . . . . .	8
Shojai, Pedram; The Art of Stopping Time: Practical Mindfulness for Busy People. . . . .	15
Shojai, Pedram; The Urban Monk: Eastern Wisdom and Modern Hacks to Stop Time and Find Success, Happiness, and Peace. . . . .	17
<b>Sick Life, A: TLC 'n Me: Stories from On and Off the Stage</b> ; Tionne Watkins. . . . .	6
Sonnen, Chael; The Four-Pack Revolution: How You Can Aim Lower, Cheat on Your Diet, and Still Lose Weight & Keep It Off . . . . .	27
<b>Superwoman Rx: Unlock the Secrets to Lasting Health, Your Perfect Weight, Energy, and Passion with Dr. Taz's Power Type Plans</b> ; Tasneem Bhatia, MD. . . . .	7
<b>T Is for Transformation: A 7-Step Program for Digging Deeper, Feeling Stronger, and Living Smarter</b> ; Shaun T. . . . .	21
T., Shaun; T Is for Transformation: A 7-Step Program for Digging Deeper, Feeling Stronger, and Living Smarter. . . . .	21
Tiemeyer, Rachel; From Freezer to Table: 75+ Simple, Whole Foods Recipes for Gathering, Cooking, and Sharing. . . . .	5
<b>Urban Monk, The: Eastern Wisdom and Modern Hacks to Stop Time and Find Success, Happiness, and Peace</b> ; Pedram Shojai. . . . .	17
Watkins, Tionne; A Sick Life: TLC 'n Me: Stories from On and Off the Stage. . . . .	6
<b>We Rise: The Earth Guardians Guide to Building a Movement that Restores the Planet</b> ; Xiuhtezcatl Martinez . . . . .	4
<b>Women's Health Fitness Fix, The: Quick High Intensity Interval Training (HIIT) Workouts, Easy Recipes &amp; Stress-Free Strategies for Managing a Healthy Life</b> ; Jen Ator, CSCS. . . . .	24
Yasso, Bart; Runner's World Race Everything: How to Conquer Any Race at Any Distance in Any Environment and Have Fun Doing It. . . . .	14



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