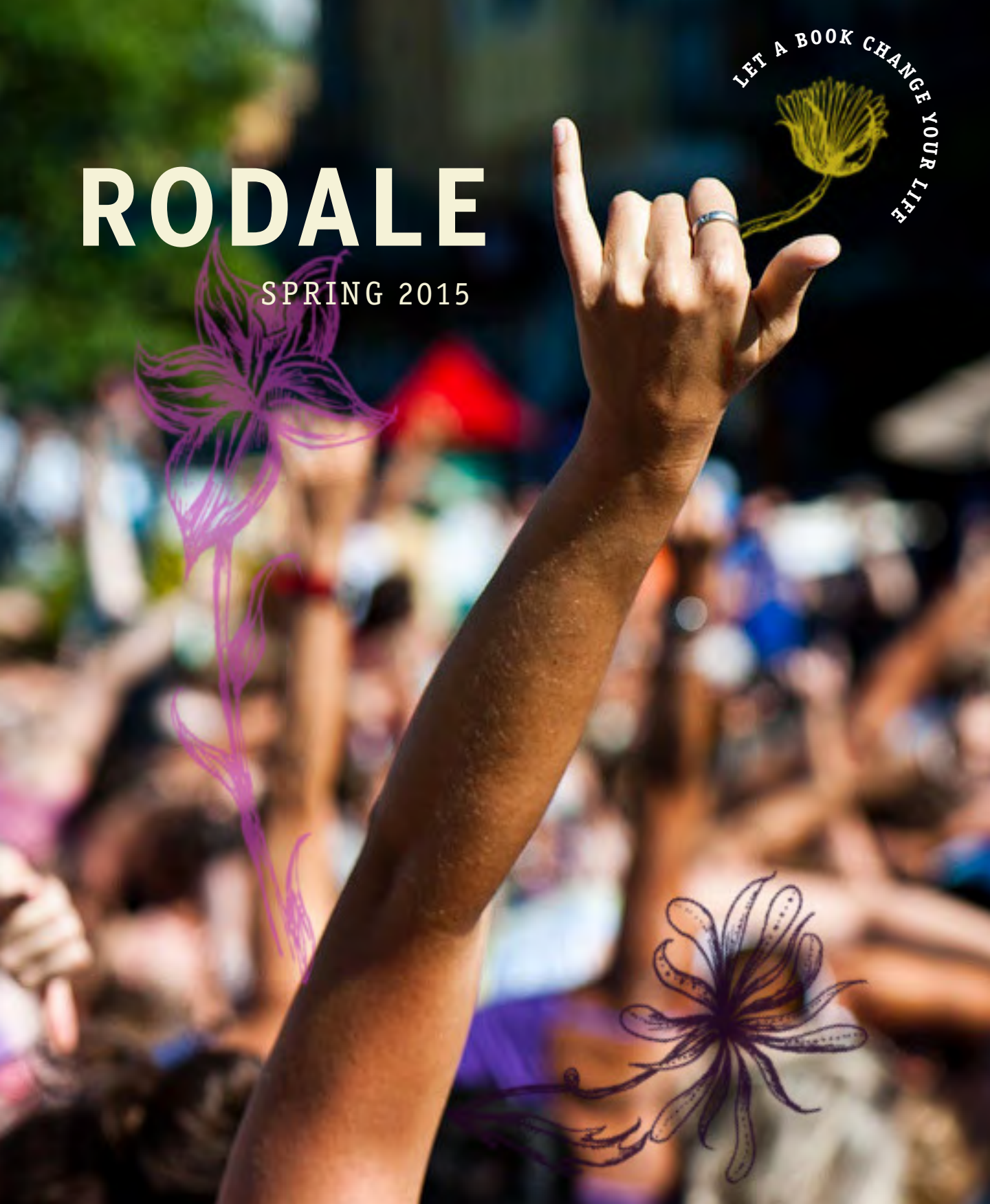


RODALE

SPRING 2015

LET A BOOK CHANGE YOUR LIFE





SPRING 2015

Letter from
the Publisher 3

FRONTLIST 4

May 4

June 14

July 23

August 25

RECENTLY PUBLISHED 31

Index 37

Subsidiary
Rights Guide 38

Customer Service
and Ordering 39

Canada and
International 39

Export 39

Publicity
and Marketing 40



RODALE

Dear Booksellers,

If you're like me, you've always known that books equal happiness. Now, new research from San Francisco State University shows that books and other "experiential products" provide the same happiness boost as life experiences. I love that there is now a study proving the power of books! And particularly the kinds of books that we specialize in at Rodale: the life-changing kinds. These really are our reason to be, and we make it our mission to bring these to you each and every season.

Even if biking up Haleakalā's volcanic crater in Hawaii is not possible for you (this year!), it's thrilling to know that this amazing adventure is still within reach—just open a copy of Ian Dille's ***The Cyclist's Bucket List***. Can't make it to any of Wanderlust's amazing, four-day yoga retreats? Don't worry, we include the whole experience for you in Jeff Krasno's ***Wanderlust*** so you can navigate your own personal path to bliss. And, sure, reading doesn't burn too many calories, but if you want the inspiration to get off the couch and get fit, we have ***Tone It Up*** from Tone It Up® founders Karena Dawn and Katrina Scott and ***The Better Man Project*** from *Men's Health* editor-in-chief Bill Phillips. Plus, if you want to know why maybe you can't get off the couch, ***Dr. Holly Phillips' Exhaustion Solution*** might be able to shed some light.

Here at Rodale, we aim to publish books that will help you broaden your thinking, improve your health, achieve peak performance, and find your true north. In fact, it's our mission. And our spring list is no exception. So what are you waiting for? Turn the page and find something to make you happy.

Mary Ann Naples

Publisher



Photograph Credit: Nicole Hill

Tone It Up

28 Days to Fit, Fierce, and Fabulous

KARENA DAWN AND KATRINA SCOTT

From the founders of Tone It Up®, a 28-day plan for living a healthy, confident, and inspired life

KARENA DAWN AND KATRINA SCOTT, THE FOUNDERS OF THE TONE IT UP® FITNESS AND HEALTH BRAND, have taken the world by storm with their fun, energetic, girlfriend-to-girlfriend approach to getting fit. In their *Tone It Up* book, the girls' genuine, relatable philosophy is boiled down to a 28-day program that incorporates fitness routines, nutritional advice, and mental and spiritual practices to transform readers' bodies, attitudes, and lives. Dawn and Scott take a holistic approach to fitness, including the same principles in their book that make their brand so popular—a sense of community, empowerment, and lightheartedness in every healthy, feel-good technique they recommend.

Dawn and Scott will help readers get:

- **FIT.** With daily fitness challenges, workout plans, healthy-eating tips, and delicious recipes, readers will be on their way to the strong, sexy body they're after.
- **FIERCE.** Dawn and Scott will empower readers to be their best self-motivators by aligning their minds and bodies with their intentions through visualization exercises, daily meditations, confidence-boosting tips, and dares to move outside their comfort zones.
- **FABULOUS.** This is the fun stuff: beauty, sparkle, friendship, inspiration, joy, and all the things that give readers that unmistakable glow so they radiate from the inside out!

KARENA DAWN and **KATRINA SCOTT** are certified personal trainers, nutritional coaches, and best friends living a healthy, active lifestyle in Southern California. Together, Dawn and Scott founded Tone It Up® in 2009 and have built it into a vibrant community based around friendship, accountability, motivation, and inspiration. They have appeared in numerous print publications including *Cosmopolitan*, *People*, and *Self*, and on television shows including the *Today* show and *Access Hollywood*. They live in Manhattan Beach, CA.

MAY

ISBN 978-1-62336-569-1

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

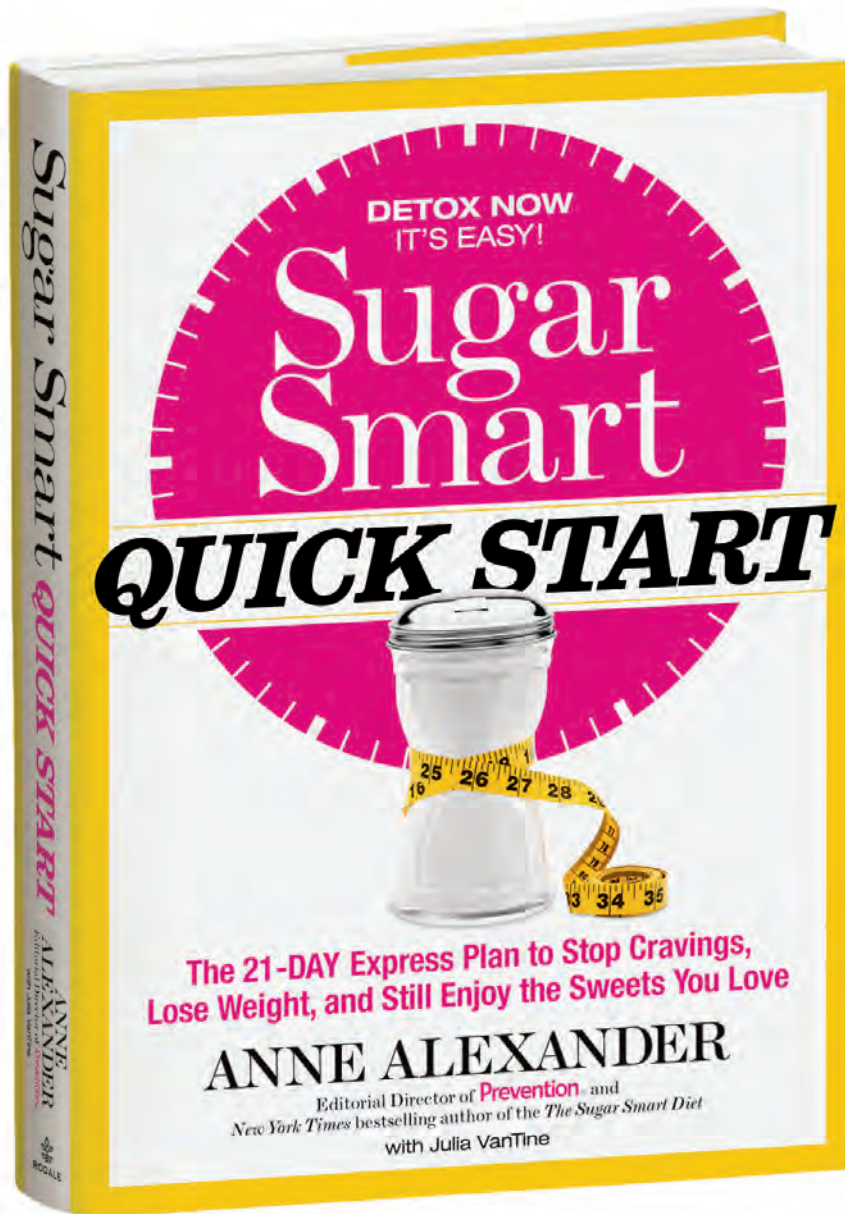
FITNESS

7½" × 9⅛" • 272 pages • 54 color photographs

E-book ISBN: 978-1-62336-570-7

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Fitbie and Rodale News features
- Online publicity and promotions
- Social media via authors, Fitbie, Rodale Books, and Rodale News
- Promoted in Rodale magazines, e-newsletters, and Web site
- Promoted via author's Web site, ToneltUp.com, and e-newsletters



Sugar Smart Quick Start

The 21-Day Express Plan to Stop Cravings,
Lose Weight, and Still Enjoy the Sweets You Love

ANNE ALEXANDER WITH JULIA VANTINE

From the author of *The Sugar Smart Diet* comes the new—faster than ever!—
route to a sugar-smart life

SUGAR IS EVERYWHERE. ONCE CONFINED TO CANDY, DESSERTS, AND THE SUGAR BOWL, IT HAS MADE ITS way into our peanut butter, bread, tomato sauce, and salad dressing. The average American eats nearly 130 pounds of added sugar a year, and 75 percent of 86,000 foods analyzed in one study contained added sweeteners. This information is now at the forefront of media, public policy, and water cooler conversation, and Americans are wising up to what a sugar-laden diet means for their health: added pounds that won't budge; heightened risk of Alzheimer's, diabetes, and heart disease; moodiness; fatigue; and cravings that seem to rule their daily lives.

Readers came out in droves when *Prevention* launched its Sugar Smart movement, making *The Sugar Smart Diet* a *New York Times* bestseller and creating a demand for more sugar-savvy content from the brand. Now, Anne Alexander has revamped her popular plan to give readers what they've been asking for: an easy-to-follow plan that offers great results in less time, with even more tools for success.

New content includes:

- a new, 21-day plan to sweet freedom that scales back each phase without sacrificing results
- shopping lists and a more comprehensive dining out guide to make eating on the plan a breeze
- healthy, delicious recipes the whole family—even veggie-averse kids—will gobble up
- updated success stories and “Sugar Smart Hacks” from *The Sugar Smart Diet* test panel

ANNE ALEXANDER is the editorial director of *Prevention*, the leading healthy lifestyle brand in the US with a total readership of 8.7 million in print and more than 6 million online. She is the author of the *New York Times* bestsellers *The Sugar Smart Diet* and *Win the Fat War* and a busy mother of three children. She lives in Emmaus, PA.

JULIA VANTINE writes about health from her home in Reading, PA.

MAY

ISBN 978-1-62336-535-6

HARDCOVER \$26.99 / \$31.50 Can.

DIET

6½" × 9½" • 304 pages

20 black-and-white photographs

E-book ISBN: 978-1-62336-536-3

MARKETING

- **Multiple, confirmed features and advertising in *Prevention***
- National author publicity
- Multiple features on Fitbie and Rodale News
- Online publicity and promotions
- Social media via *Prevention*, Fitbie, Rodale Books, and Rodale News
- Promotional support from *Prevention*
- Simultaneous direct-response online marketing campaign

Truly, Madly Pizza

One Incredibly Easy Crust, Countless Inspired Combinations & Other Irresistible Tidbits to Make Handmade Pizza a Nightly Affair

SUZANNE LENZER

FOREWORD BY MARK BITTMAN

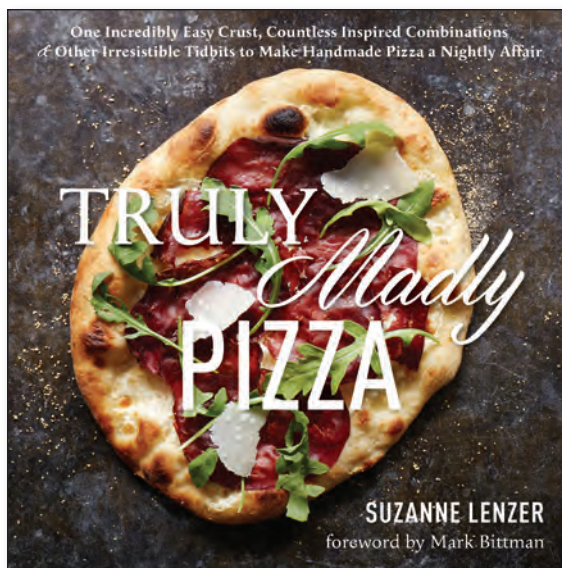
Make pizza night interesting again!

NO MATTER WHAT THE FIRST DAY OF A NEW WEEK throws at you, no matter how looming the rest of the days before the weekend seem, a truly, madly delicious pizza promises something familiar, something reliable, something known. It's confirmation that all the heaviness of the world will be held at bay—if only for a little while—by a combination of bubbling mozzarella, sweet fennel sausage, and balsamic-glazed radicchio.

Beginning with the “Mother Crust” recipe, Lenzer argues that pizza dough is a *tabula rasa* for whatever healthy fresh ingredients you have on hand. To make pizza a nightly affair, she suggests preparing the dough on Sunday—in less than 30 minutes—freezing it, and simply transferring it to the fridge to thaw on the morning you plan to cook. Lenzer gives the time-strapped home cook countless combinations for a healthy, delicious (and quick!) weeknight meal.

Balancing lighter healthy alternatives like Summer Squash with Lemon Zest and Ricotta with indulgent options such as Skirt Steak, Cress, and Gorgonzola, in addition to bonus recipes including “Salad Thoughts,” “Small Bites,” and even a few ideas about wine, this book covers all the bases. Lenzer's comforting voice adds a homey touch to her artisanal recipes and immaculately styled photos.

SUZANNE LENZER is a New York City–based food stylist, writer, and recipe developer. Having graduated from the Institute of Culinary Education, Lenzer is the coauthor of the *New York Times* bestseller *Cook Like a Rock Star*. She lives with her husband in Manhattan and Connecticut.



MAY

ISBN 978-1-62336-218-8

HARDCOVER \$27.50 / \$31.99 Can.

COOKING

9" × 9" • 224 pages • 40 color photographs

E-book ISBN: 978-1-62336-219-5

MARKETING

- National author publicity
- National print and online reviews and features
- Features on Fitbie and Rodale News
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted via author's Web site, SuzanneLenzer.com

I Am Because You Are

How the Spirit of Ubuntu Built a Pathway Out of Poverty, One Child at a Time

JACOB LIEF

WITH ANDREA THOMPSON

FOREWORD BY DESMOND TUTU

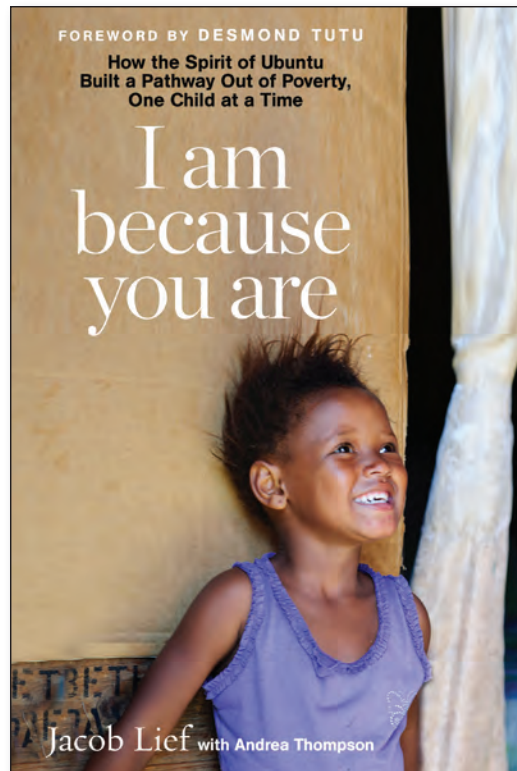
How one college student got motivated, challenged the status quo, and started a movement

IN 1999, TEACH FOR AMERICA AND CITY YEAR weren't yet popular post-graduate options, and no one talked about social entrepreneurship as a career path. But when Jacob Lief, a 21-year-old college student, traveled to a post-apartheid South Africa, he was compelled to action. Inspired by the spirit of *ubuntu*, roughly translated as "My humanity is bound with yours," Lief moved to South Africa and, with a dedicated team, formed the Ubuntu Education Fund.

Shunning traditional fundraising models, Ubuntu invests significantly into fewer kids on a grassroots level. The nonprofit's premise goes well beyond building a school or offering free lunches—as Lief learned, a child's best chance at success happens from "cradle to career," with household stability, structure, and support. After more than a decade of hard work on the ground, Ubuntu's program has yielded college graduates, while other aid-to-Africa ventures have failed.

I Am Because You Are offers an eye-opening look at how we can affect change from a micro to a global level and challenges us to re-examine how any child can—and should—be raised to succeed and thrive.

JACOB LIEF is the founder of the Ubuntu Education Fund. In the summer of 2012 he was named one of the 101 most innovative visionaries in the world at the Decide Now Act Summit in London. He lives in New York with his wife and two sons.



MAY

ISBN 978-1-62336-449-6

HARDCOVER \$25.99 / \$29.99 Can.

MEMOIR

6" × 9" • 304 pages • 16 pages of color photographs

E-book ISBN: 978-1-62336-450-2

MARKETING

- National author publicity
- National print and online reviews and features
- Features on Fitbie and Rodale News
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Tie-in to author's speaking engagements
- Promotional support from the Ubuntu Education Fund
- Advance Access and Goodreads.com promotions
- Promoted via UbuntuFund.org

WANDERLUST



JEFF KRASNO
Co-founder of Wanderlust Festivals

RODALE

find your



true north

WANDERLUST

A Modern Yogi's Guide to Discovering Your Best Self



JEFF KRASNO

Co-founder of Wanderlust Festivals
with SARAH HERRINGTON
& NICOLE LINDSTROM

Wanderlust

A Modern Yogi's Guide to Discovering Your Best Self

JEFF KRASNO

WITH SARAH HERRINGTON AND NICOLE LINDSTROM

An inspiring road map that combines yoga practices, mindfulness techniques, healthy eating tips, and more

LIKE THE WILDLY POPULAR FESTIVALS THAT HAVE TAKEN THE YOGA WORLD BY STORM, *WANDERLUST* IS a road map for the millions of people engaged in cultivating their best selves. For the 20 million people who grab their yoga mats in the United States every week, this book gives a completely unique way to understand "yoga"—not just as something to do in practice, but as a broader principle for living. *Wanderlust* helps readers navigate their personal path and find their own true north, curating principles that embody the brand and lifestyle—authentic yoga practices, provocative thinking, music, art, good food, eco-friendly activities, and more.

Each chapter includes expert yoga instruction by renowned teachers; inspiring music playlists to motivate readers to practice; thought-provoking art; awesome recipes for delicious, healthy foods to sustain a yoga regimen; and fun, unexpected detours. This wide array of ideas and beautiful visuals is designed to be hyper-stimulating—whether a reader follows the arc of the book from beginning to end or dips into chapters at random, she is sure to find something pleasing to the eye, to feel motivated to practice, and to want to reach for her deepest desires and dreams. This book brings the Wanderlust festival experience into any reader's home.

JEFF KRASNO is the cofounder of Wanderlust Festivals, a series of large-scale events combining yoga and wellness with the arts and spanning the globe from British Columbia to Australia, from California to Chile. Krasno oversees festival programming and business development for Wanderlust, forging corporate partnerships, cultivating licensing opportunities, and developing its studio, teacher training, and apparel extensions. He lives in New York City.

MAY

ISBN 978-1-62336-350-5

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

YOGA

8" × 9½" • 304 pages

100 color photographs • 15 color illustrations

E-book ISBN: 978-1-62336-351-2

MARKETING

- National print reviews and features
- Features on Fitbie and Rodale News
- Online publicity and promotions
- Social media via Wanderlust, Fitbie, Rodale Books, Rodale News, and book's contributors
- Tie-in to Wanderlust festivals across the country
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted via author's Web site, Wanderlust.com, and e-newsletters
- Timed to release for Wanderlust's 10th anniversary

Foundation

Redefine Your Core, Conquer Back Pain, and Move with Confidence

DR. ERIC GOODMAN AND PETER PARK

A revolutionary fitness model developed for top athletes that promises to improve posture and transform pain into performance

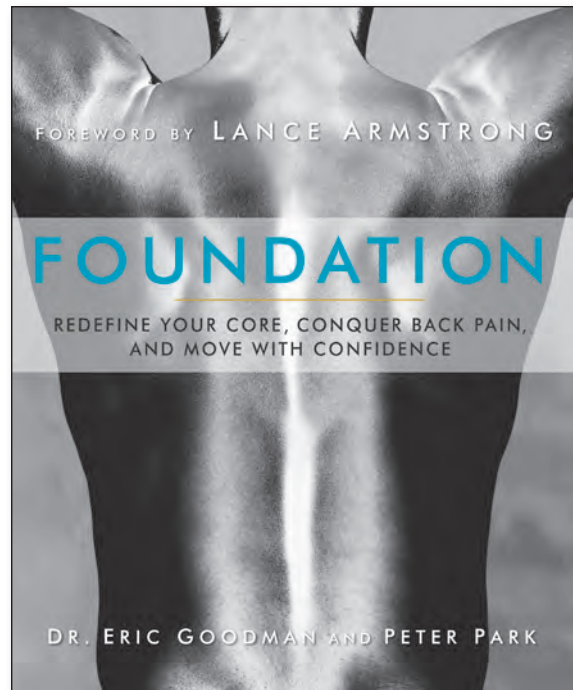
FOUNDATION OFFERS SOMETHING COMPLETELY different for novices and athletes alike: a simple program with powerful and proven results that will remedy bad posture, alleviate back pain, and help readers break through fitness challenges and plateaus.

Chiropractor Eric Goodman teams up with trainer Peter Park to radically redefine the core—shifting the focus from the front of the body to the back. Their groundbreaking approach works to strengthen the lower back and the full posterior chain and correct poor movement patterns by addressing mechanical imbalances and weaknesses. Foundation training involves simple movement patterns and is equipment free, creating maximum power, flexibility, and endurance.

Word-of-mouth enthusiasm has inspired both Hollywood luminaries and world-class athletes to make Foundation training the core of their fitness programs. Eric and Peter's client list includes Lance Armstrong, NBA star Derek Fisher, world-champion surfer Kelly Slater, and Oscar-winner Matthew McConaughey.

DR. ERIC GOODMAN developed an innovative approach to human performance and movement in his work training elite athletes. He lives in Santa Barbara, CA.

PETER PARK, one of the top trainers in the country, owns Platinum Fitness gyms. He lives with his wife and two children in Santa Barbara, CA.



ISBN 978-1-60961-100-2

PAPERBACK \$22.99 / \$26.50 Can.

FITNESS

7½" × 9⅛" • 288 pages

150 color photographs • 35 color illustrations

E-book ISBN: 978-1-60961-771-4

Enhanced e-book ISBN: 978-1-60961-772-1

Total Recovery

Breaking the Cycle of Chronic Pain and Depression

DR. GARY KAPLAN, DO,
WITH DONNA BEECH

A groundbreaking solution to help those suffering from chronic pain finally recover

CHRONIC PAIN HAS ALWAYS BEEN A MYSTERY. FOR the more than 100 million Americans who suffer from it, their pain often returns at the slightest provocation, even when doctors can't find anything wrong.

In *Total Recovery*, Dr. Gary Kaplan argues that we've been thinking about the nature of pain all wrong, resulting in the misdiagnosis of untold numbers of patients who receive inadequate, even inappropriate, care. Physicians continue to diagnose conditions like migraines, fibromyalgia, chronic fatigue, chronic back pain, depression, anxiety, and PTSD, when a growing body of research shows that these are not diseases in themselves, but *symptoms* of inflammation in the brain. The cause? Not a single event, but a long-term accumulation of traumas. Every injury, infection, toxin, and emotional blow generates inflammation, activated by tiny cells in the brain called microglia. These signals can keep firing in the nervous system for months, even years, to devastating effect.

Fortunately, it is possible to quiet inflamed cells and restore balance so sufferers can finally address the underlying cause of their chronic pain. With Dr. Kaplan's revolutionary new medical model, millions of misdiagnosed readers can stop suffering and fully regain their health.

DR. GARY KAPLAN, DO, is a pioneer of integrative medicine, board certified in both family medicine and pain medicine; he is also a clinical associate professor at Georgetown University and director of the Kaplan Center for Integrative Medicine in McLean, VA.

DONNA BEECH is a *New York Times* bestselling and award-winning collaborator.



MAY

ISBN 978-1-62336-561-5

PAPERBACK \$16.99 / \$19.50 CAN.

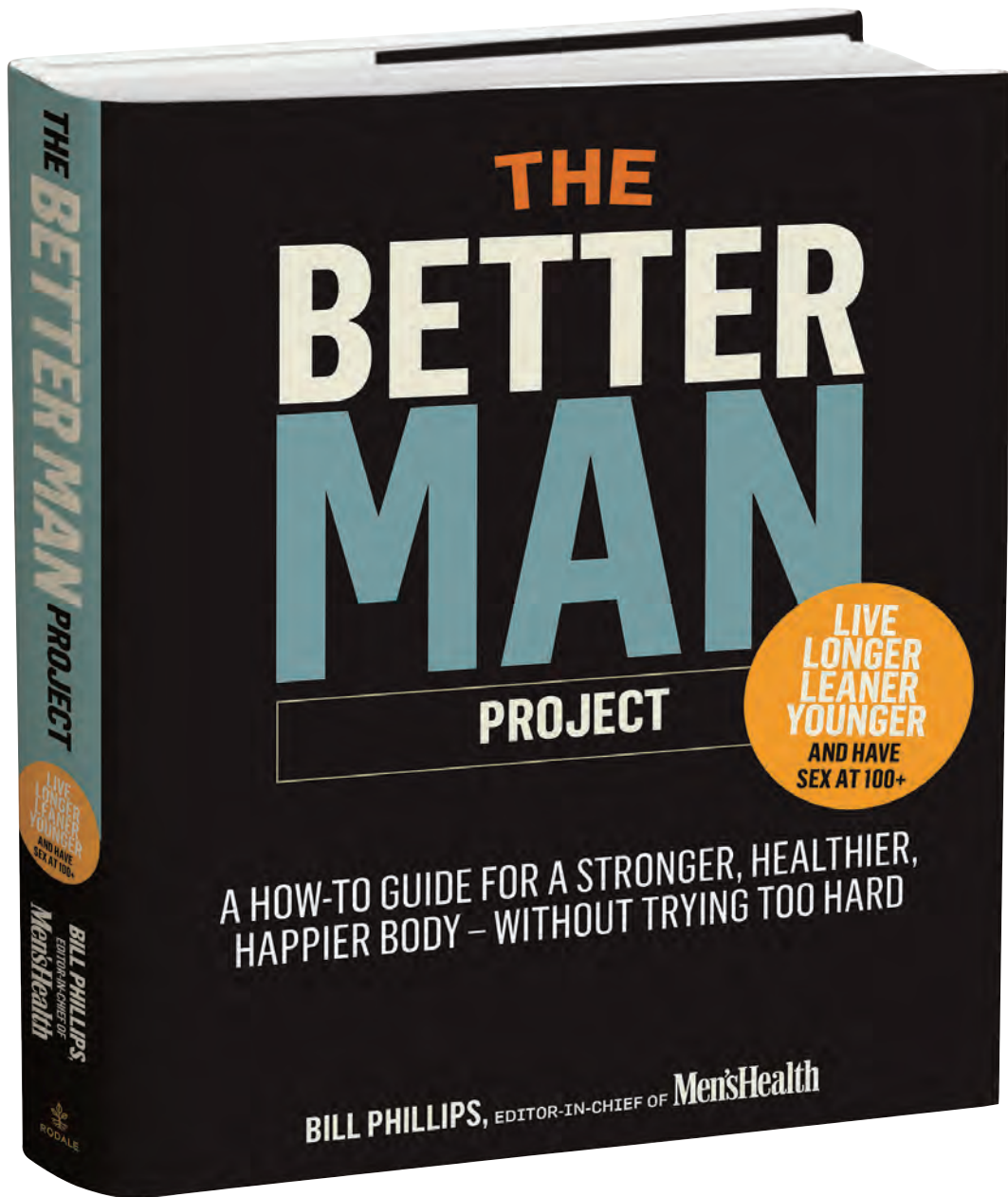
HEALTH

6" × 9" • 272 pages

E-book ISBN: 978-1-62336-276-8

MARKETING

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



The Better Man Project

A How-To Guide for a Stronger, Healthier, Happier Body—
Without Trying Too Hard

BILL PHILLIPS, EDITOR-IN-CHIEF OF *MEN'S HEALTH*

The definitive owner's manual to the male body—one that is as fun as it is useful

MEN TAKE BETTER CARE OF THEIR CARS THAN THEY DO THEIR OWN BODIES, FINDING HEALTH INFORMATION too technical, scary, or boring. Written and designed in a guy-friendly manner—think of a cross between an owner's manual to a vintage muscle car and a Boy Scout handbook—*The Better Man Project* aims to change that with a practical health guide to help men achieve the holy grail of a well-lived life.

In response to its readers' calls for more health content in the manner that they've come to expect from *Men's Health*, here is straightforward, personal information delivered with a double-shot of humor. Baby boomers and millennials alike will respond to the promise of leaner, stronger, healthier longevity. Features include:

- health and fitness self-tests so readers see how they measure up to other guys their age
- a decade-by-decade cheat sheet for diagnostic tests men must have
- special reports on testosterone supplementation, telomere protection, reversing diabetes and heart disease, and preventing dementia
- a troubleshooter's guide to common ailments and quick fixes
- a simple plan for losing weight and preserving muscle mass
- answers to 50 questions men are afraid to ask their doctors

Readers who seize this moment and follow the world-class tips in this book can expect the next 40, 50, or more years of their lives to be the most active, fun, and satisfying ever.

BILL PHILLIPS is editor-in-chief of *Men's Health*, the largest men's magazine in the world. Phillips frequently appears in the press as a leading expert on men's issues. He lives in Macungie, PA.

JUNE

ISBN 978-1-62336-555-4

HARDCOVER \$26.99 / \$31.50 Can.

HEALTH / FITNESS

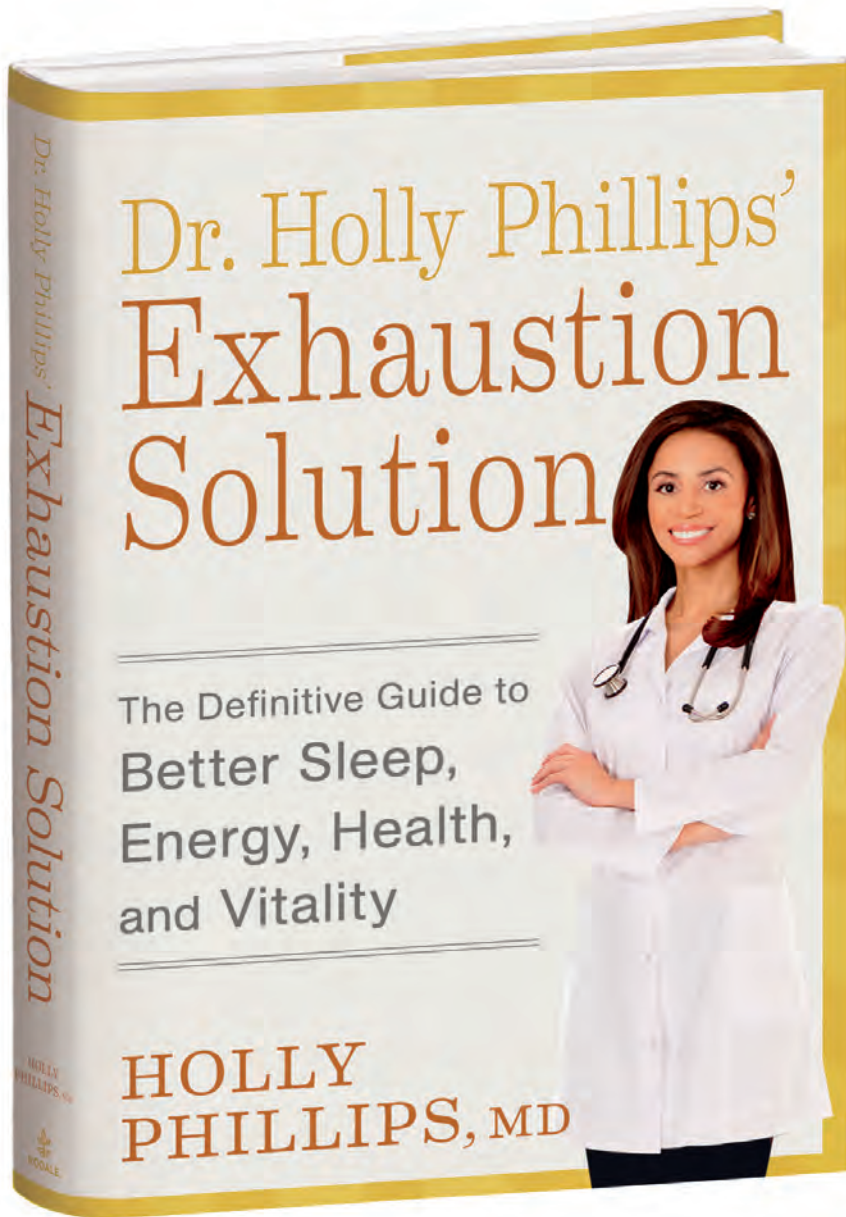
7½" × 9⅛" • 496 pages

150 two-color and black-and-white illustrations

E-book ISBN: 978-1-62336-556-1

MARKETING

- **Confirmed coverage in *Men's Health***
- National author publicity
- National radio interview campaign
- National print and online reviews and features
- Dedicated e-mail blasts to Rodale lists
- Social media via *Men's Health*, Rodale Books, and Rodale News
- Advertising and promotional support from *Men's Health*
- Simultaneous direct-response online marketing campaign
- Timed to publish for National Men's Health Week



Dr. Holly Phillips' Exhaustion Solution

The Definitive Guide to Better Sleep,
Energy, Health, and Vitality

HOLLY PHILLIPS, MD

**Finally, a definitive, prescriptive guide to one of America's top health complaints:
relentless exhaustion**

IT'S BECOME THE NORM TO COMPLAIN THAT WE'RE ALWAYS TIRED. IN *DR. HOLLY PHILLIPS' EXHAUSTION Solution*, Dr. Holly aims to end this accepted state of exhaustion and send a message to readers that they do not have to be drained of energy just because they have a demanding job, a family, or an active social life—or all three. She also explains the insidious nature of fatigue, educating readers on the havoc that persistent tiredness wreaks on the body and mind, from weight gain and cognitive impairment to even a higher risk of heart attack and stroke.

Dr. Holly's passion for the subject stems from the quest to cure her own constant weariness—which she struggled with for more than 20 years—as well as the countless complaints of chronic tiredness she hears from patients each day in her internal medicine practice. While a few readers might find a link between their fatigue and a medical condition such as chronic fatigue syndrome or fibromyalgia, Dr. Holly knows that many more will discover that diet, exercise, and sleep habits are contributing to their lack of energy.

This guide will help readers understand their exhaustion, rule out any underlying illnesses, correct any allergies or hormonal issues that may be contributing to extreme tiredness, and incorporate lifestyle factors and alternative therapies that will improve overall energy. Clear, comprehensive, and practical, *Dr. Holly Phillips' Exhaustion Solution* shines a bright light on an issue many people have simply accepted—but that they don't have to any longer.

HOLLY PHILLIPS, MD, is a board-certified general internist with a private practice in Manhattan. She has gained nationwide recognition as the medical contributor to CBS News, and she is featured regularly on *CBS This Morning*, *CBS Evening News*, and *48 Hours*. She has also appeared on *The Dr. Oz Show*, *The Doctors*, and other programs, and her medical advice has been featured in *Vogue*, *Cosmopolitan*, *O The Oprah Magazine*, *Town and Country*, and elsewhere. She lives in New York, NY.

JUNE

ISBN 978-1-62336-505-9

HARDCOVER \$26.99 / \$31.50 Can.

HEALTH

6" × 9" • 272 pages

E-book ISBN: 978-1-62336-506-6

MARKETING

- National author publicity
- National print and online reviews and features
- Multiple features on Fitbie and Rodale News
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Advance Access and Goodreads.com promotions

Mindfulness

An Eight-Week Plan for Finding Peace in a Frantic World

MARK WILLIAMS

AND DANNY PENMAN

FOREWORD BY JON KABAT-ZINN

A set of simple yet powerful secrets that alleviate constant anxiety, stress, unhappiness, and exhaustion

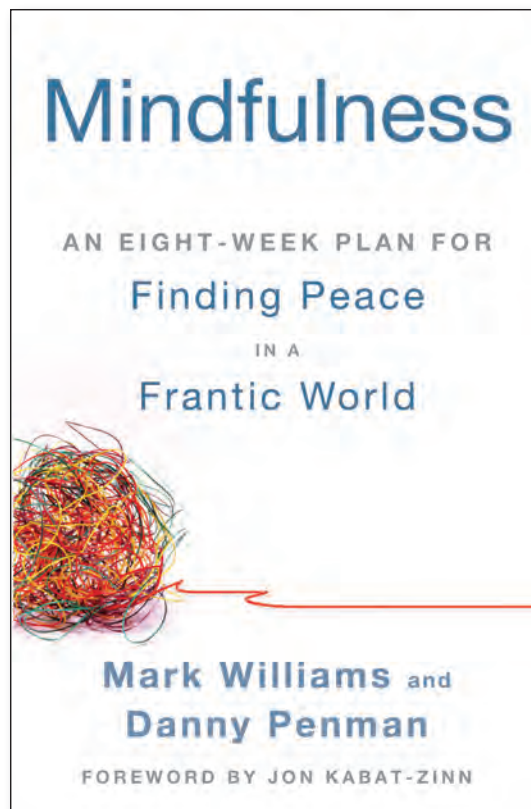
REVOLVING AROUND MINDFULNESS-BASED Cognitive Therapy, Oxford professor Mark Williams and award-winning journalist Dr. Danny Penman developed a distinctive program consisting of simple and straightforward methods of mindfulness meditation. By investing just 10 to 20 minutes each day, readers can dissolve the negative effects that stressful demands have on everyday life.

Because it is clinically proven to be nearly as effective as prescription medication, Mindfulness-Based Cognitive Therapy (MBCT) is widely recommended by US physicians and the UK's National Institute for Health and Clinical Excellence to treat conditions such as depression. MBCT is not only limited to remedying depression, but it can relieve anxiety, stress, and fatigue as well.

With *Mindfulness*, achieving a calm and stable mind is not an impossible undertaking. These simple steps can be easily implemented into your daily routine and eventually you will be able to remain in a peaceful place where your mind feels naturally content.

MARK WILLIAMS is a professor of clinical psychology and a research fellow at Oxford and a founding fellow of the Academy of Cognitive Therapy. He is the author of *The Mindful Way Through Depression*. He lives in England.

DANNY PENMAN, PhD, is a feature and comment writer for the UK's *Daily Mail*. After gaining a PhD in biochemistry, he worked for *The Independent* and the BBC. He lives in England.



ISBN 978-1-60961-895-7

PAPERBACK \$15.99 / \$18.50 Can.

HEALTH / MEDITATION

5½" × 8⅞" • 288 pages

E-book ISBN: 978-1-60961-199-6

A Dog's Gift

The Inspirational Story of
Veterans and Children
Healed by Man's Best Friend

BOB DRURY

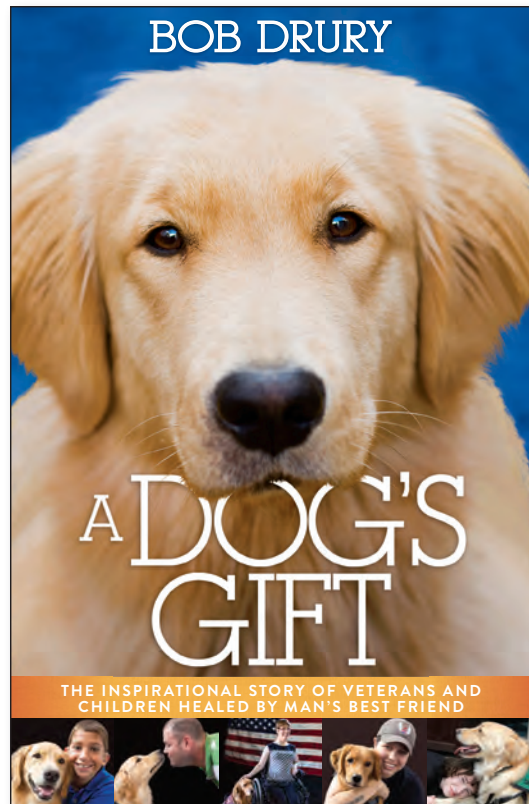
A book about the redemptive power of canines, told through the lives of service dogs and their owners

A DECADE AGO, FORMER MILITARY COUNTER-intelligence officer Terry Henry joined his precocious young daughter, Kyria, on a trip to a nursing home in order to allow its residents to play with their family dog, a golden retriever named Riley. Terry was astounded by the transformations that unfolded before his eyes. Soon after, Terry and Kyria started their service dog organization, paws4people, with the goal of pairing dogs with human beings in need of healing, including traumatized and wounded war veterans and children living with physical, emotional, and intellectual disabilities.

In *A Dog's Gift*, award-winning journalist and author Bob Drury movingly captures the story of a year in the life of paws4people and the broken bodies and souls the organization mends. The book follows the journey of pups bred by the organization from their loving, if rigorous, early training to an emotional event that Terry and Kyria have christened "The Bump," where each individual service dog chooses its new owner through an almost mystical connection that ignites the healing process.

Incorporating vivid storytelling, insights into canine wisdom, history, science, and moving tales of personal transformation, *A Dog's Gift* is a story of miracles bound to be embraced by not only the 60 million Americans who own dogs, but by anyone with a full heart and a loving soul.

BOB DRURY is a contributing editor at *Men's Health* and the author, coauthor, and editor of multiple best-selling nonfiction books. He lives in Manasquan, NJ.



JUNE

ISBN 978-1-62336-101-3

HARDCOVER \$26.99 / \$31.50 Can.

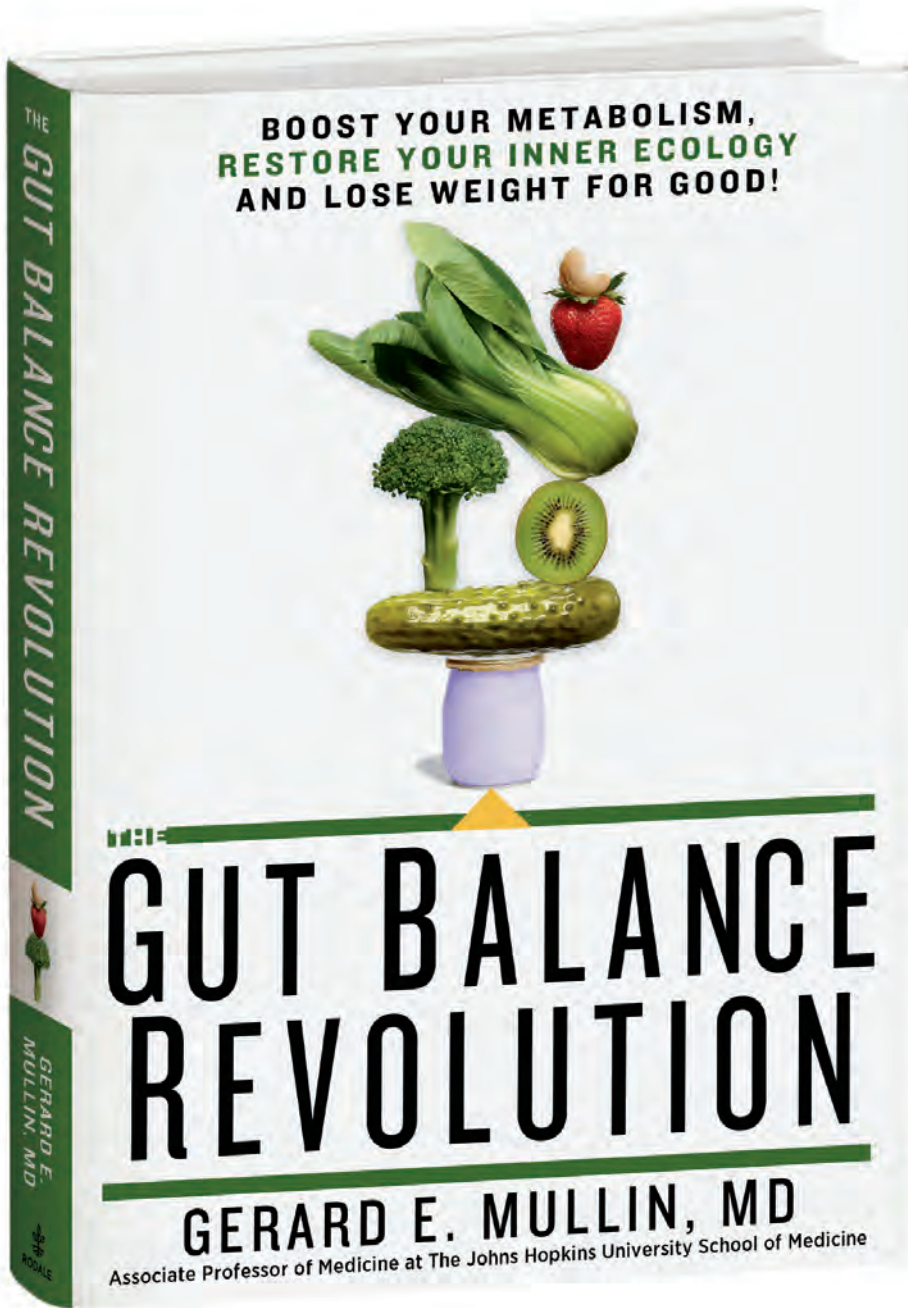
PSYCHOLOGY

5½" × 8⅞" • 304 pages • 16 pages of color photographs

E-book ISBN: 978-1-62336-102-0

MARKETING

- Confirmed coverage by the *Men's Health* brand
- National author publicity
- NPR interview campaign
- National print and online reviews and features
- Rodale News feature
- Social media via Rodale Books
- Promotional support from paws4people.org
- Advance Access and Goodreads.com promotions



**BOOST YOUR METABOLISM,
RESTORE YOUR INNER ECOLOGY
AND LOSE WEIGHT FOR GOOD!**



GUT BALANCE REVOLUTION

GERARD E. MULLIN, MD

Associate Professor of Medicine at The Johns Hopkins University School of Medicine

THE
GUT BALANCE REVOLUTION



GERARD E.
MULLIN, MD

RODALE

The Gut Balance Revolution

Boost Your Metabolism, Restore Your Inner Ecology, and Lose Weight for Good!

GERARD E. MULLIN, MD

The ultimate diet for a healthy microbiome

YOUR GUT MICROBIOME: IT'S THOSE TRILLIONS OF BACTERIA THAT LIVE IN YOUR DIGESTIVE TRACT. IF they're balanced just right, with more "good" bacteria than "bad," excess pounds will melt away and you'll feel better than ever.

From the top authority on the gut microbiome, here's a plan that will show you how to starve the fat-forming bacteria, reseed your gut with beneficial fat-burning ones, and fertilize those friendly flora with just the right foods to reboot, rebalance, and renew your health—and lose weight for good. It's all based on up-to-the-minute scientific research. You'll find:

- The science behind the system: how balancing your microbiome can burn fat and restore health
- Step-by-step meal plans, plus 50 delicious, easy recipes for quick weight loss
- An exercise routine for each phase of the process
- Stories of real people who lost up to 20 pounds in 4 weeks—and kept it off!

GERARD E. MULLIN, MD, is an associate professor of medicine and director of Integrative GI Nutrition Services at Johns Hopkins University. He is internationally renowned for his work in gastroenterology and nutrition. He lives in Baltimore, MD.

JUNE

ISBN 978-1-62336-401-4

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6½" × 9⅛" • 320 pages

6 black-and-white illustrations

E-book ISBN: 978-1-62336-402-1

Also available:

The Inside Tract, ISBN 978-1-60529-264-9

MARKETING

- National author publicity
- National radio interview campaign
- National print reviews and features
- Fitbie and Rodale News features
- Online publicity and promotions
- Tie-in to author's lecture schedule
- Social media via author, Fitbie, Rodale News, and Rodale Books
- Promoted through Rodale magazines, e-newsletters, and Web sites
- Direct-response online marketing campaign in late 2014
- Promoted on author's Web site, TheFoodMD.com

The Champion's Mind

How Great Athletes Think, Train, and Thrive

JIM AFREMOW, PhD

The athlete's go-to guide for creating mental strength and achieving peak performance

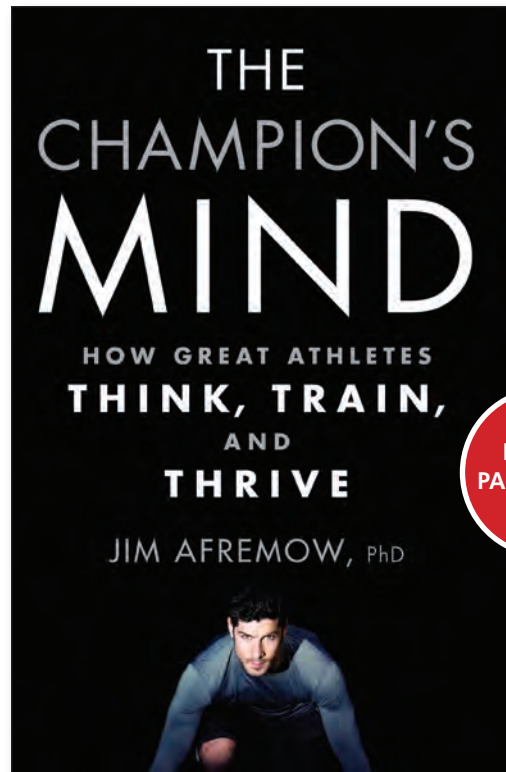
EVEN AMONG THE MOST ELITE PERFORMERS, CERTAIN athletes stand out as a cut above the rest, able to outperform in clutch, game-deciding moments. These athletes prove that raw athletic ability doesn't necessarily translate to a superior on-field experience—it's the mental game that matters most.

Sports participation—from the recreational to the collegiate Division I level—is at an all-time high. While the caliber of their games may differ, athletes at every level have one thing in common: the desire to excel. In *The Champion's Mind*, sports psychologist Jim Afremow, PhD, offers the same advice he uses with Olympians, Heisman Trophy winners, and professional athletes, including:

- How to get in a “zone,” thrive on a team, and stay humble
- How to progress within a sport and sustain long-term excellence
- Customizable pre-performance routines to hit full power when the gun goes off or the puck is dropped

The Champion's Mind distills actionable advice into clear and concise steps for athletes looking to develop confidence, concentration, and mental preparedness—the edge that sets champions apart.

JIM AFREMOW, PhD, is a sports psychologist and licensed counselor at Arizona State University. He has worked closely with athletes at all levels, including pros from the MLB, NBA, WNBA, NFL, NHL, PGA Tour, and LPGA Tour, as well as business professionals, performing artists, and others in demanding careers. He lives in Phoenix.



NOW IN PAPERBACK!

JUNE

ISBN 978-1-62336-562-2

PAPERBACK \$15.99 / \$18.50 Can.

SPORTS / PSYCHOLOGY

5½" × 8⅞" • 288 pages

E-book ISBN: 978-1-62336-149-5

MARKETING

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

The Cyclist's Bucket List

An Illustrated Celebration of
Cycling's Quintessential Experiences

IAN DILLE

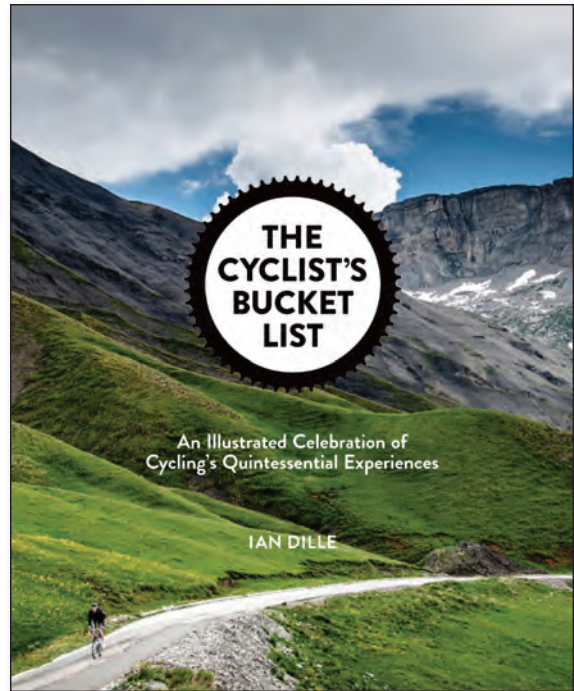
An aspirational showcase of lively
bike adventures

THE SMELL OF LAVENDER AT A ROADSIDE PICNIC, waiting for the Tour de France to race past. The Pacific Ocean view from the 10,000-foot summit of Hawaii's Haleakalā volcanic crater (after 5 hours of uphill riding). A fresh Fat Tire ale hitting your lips at the New Belgium brewery in Fort Collins, Colorado. These, and a wide-ranging variety of other experiences, all rooted to a specific location or event, comprise *The Cyclist's Bucket List*. The book will definitely catalog both the iconic and little known—the accessible and aspirational—sensory and emotional experiences that instill cyclists with a deep passion for the sport.

In this book, Ian Dille compiles and showcases the world's quintessential cycling experiences through extensive research and interviews with expert sources, vivid storytelling, stunning photography, and compelling design. The format includes lengthy in-depth descriptions as well as much shorter, easy to consume write-ups, ranging from locations such as Italy and Belgium to Nova Scotia and Texas.

The Cyclist's Bucket List will serve as an indispensable, lifelong guide for every cyclist.

IAN DILLE has been a contributing writer for *Bicycling* since 2007 and has scoured the world seeking out cycling's most captivating stories. Coauthor of *The Price of Gold* with Olympic champion Marty Nothstein, he has also written for *Texas Monthly*, *Outside*, and *Slate*. He lives in Austin, TX.



JULY

ISBN 978-1-62336-446-5

HARDCOVER \$21.99 / \$24.99 Can.

SPORTS / BICYCLING

7½" × 9½" • 192 pages • 40 color photographs

E-book ISBN: 978-1-62336-447-2

MARKETING

- Confirmed coverage in *Bicycling* magazine
- National radio interview campaign
- National print and online reviews and features
- Multiple features on Fitbie
- Social media via author, Fitbie, and Rodale Books
- Timed to release for the Tour de France

Dr. Pitcairn's Complete Guide to Natural Health for Dogs & Cats

RICHARD H. PITCAIRN, DVM, PhD,
AND SUSAN HUBBLE PITCAIRN

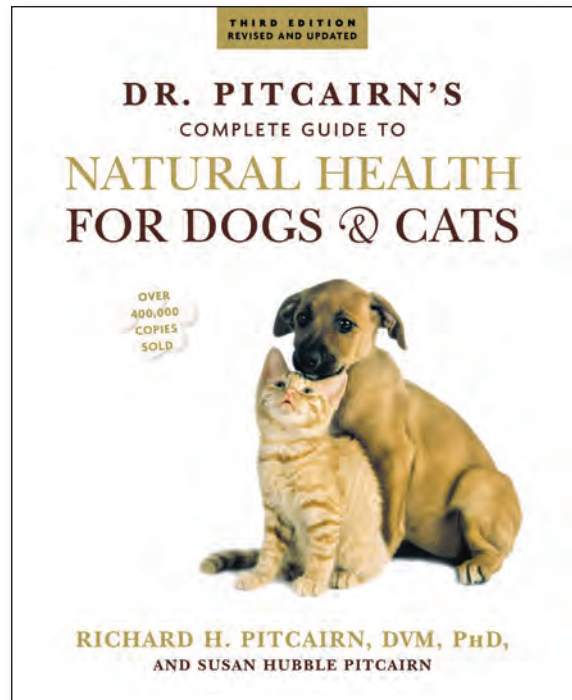
An easy-to-use, conclusive guide to a natural lifestyle for dogs and cats

VETERINARIAN RICHARD H. PITCAIRN AND HIS WIFE, Susan Hubble Pitcairn, are distinguished authorities in chemical-free nutrition and natural healing for pets. For more than 25 years, this complete guide has demonstrated how both dog and cat owners can provide the very best in companionship and lifelong care for their pets.

In order to reflect today's realities, many updates have been added along the way, including information on environmental matters, Lyme disease, and the West Nile virus. There are also updated recipes for tasty yet health-conscious food and treats. Dr. Pitcairn and his wife additionally provide specific instructions for preventing, diagnosing, and treating a wide range of animal diseases and disorders—with special attention to homeopathic, herbal, and nutritional remedies. This is a must-have book for any dog or cat owner who wants to achieve natural pet care.

RICHARD H. PITCAIRN, DVM, PhD, is a graduate of the University of California, Davis, and Washington State University. Since establishing his private practice in homeopathic veterinary medicine, he opened a clinic offering only holistic animal care in Eugene, OR.

SUSAN HUBBLE PITCAIRN was the driving force for the completion of the first edition of this book.



ISBN 978-1-57954-973-2

PAPERBACK \$21.99 / \$23.95 Can.

PETS

7½" × 9⅛" • 480 pages

430 black-and-white illustrations

E-book ISBN: 978-1-59486-859-7

The Micronutrient Miracle

The 28-Day Plan to Improve Your Health, Increase Your Energy, and Reduce Disease

JAYSON CALTON, PhD,
AND MIRA CALTON, CN

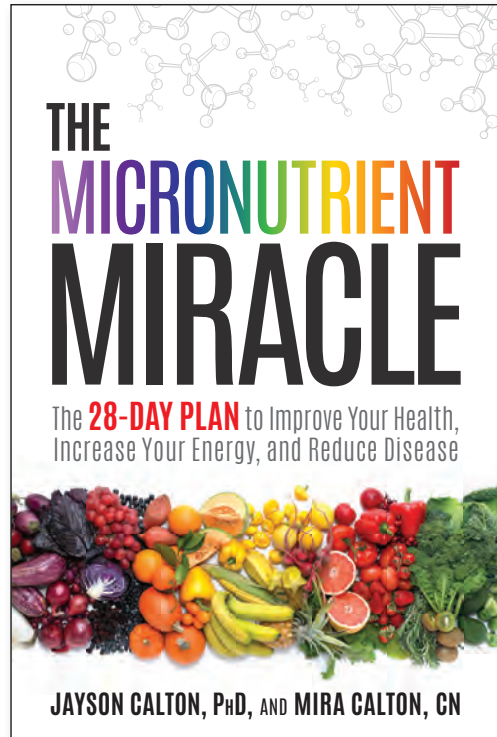
An innovative guide to reverse illness and common ailments by tackling hidden nutritional deficiencies

OUR POOR HEALTH AND GROWING WAISTLINES can be traced back to the hidden crisis of a micronutrient deficiency. More than 90 percent of all Americans are deficient in at least one of these health-promoting vitamins and minerals and don't even know it.

According to Jayson and Mira Calton, micronutrients—vitamins and minerals essential for optimum health—are being stripped from our diet and depleted by our lifestyle habits. And these deficiencies cause today's most common illnesses. Mira herself developed advanced osteoporosis at the age of 30. But with Jayson's help, she reversed her disease through micronutrient therapy. These authors are now ready to share this incredible cure-all program with readers everywhere.

Complete with cutting-edge science and success stories, *The Micronutrient Miracle* reveals how our habits may be depleting essential micronutrients and provides an easy, prescriptive plan to reverse these effects. This book will appeal to a wide variety of readers, regardless of their preferred dietary profile, including low-carb, low-fat, vegan, and even Paleo options.

JAYSON B. CALTON, PhD, and **MIRA CALTON, CN,** are leading experts in micronutrients and operate Calton Nutrition and The Calton Institute of Lifestyle Medicine. They are the authors of *Naked Calories* and *Rich Food, Poor Food* and have a regular column in *First for Women* magazine. They live in Sarasota, FL.



AUGUST

ISBN 978-1-62336-532-5

HARDCOVER \$25.99 / \$29.99 Can.

HEALTH

6½" × 9½" • 320 pages

E-book ISBN: 978-1-62336-534-9

MARKETING

- National author publicity
- National radio interview campaign
- National print and online reviews and features
- Multiple features on Fitbie and Rodale News
- Social media via authors, Fitbie, Rodale Books, and Rodale News
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Simultaneous direct-response online marketing campaign
- Promoted via author's Web site, CaltonNutrition.com

After Cancer Care

The Definitive Self-Care Guide to Getting and Staying Well for Patients After Cancer

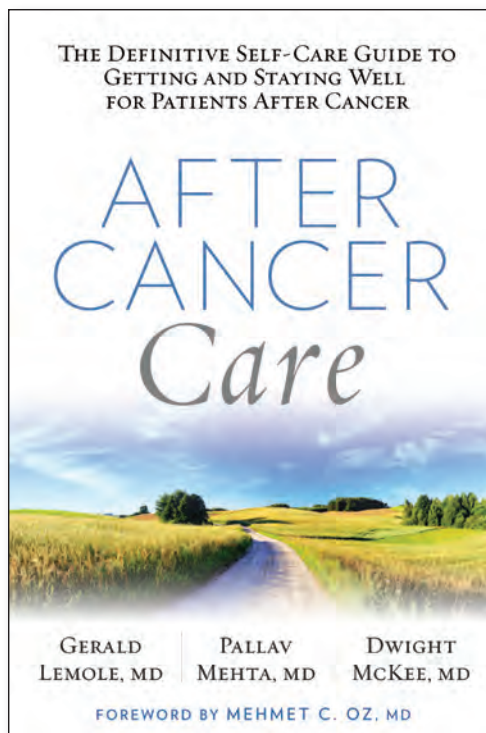
**GERALD LEMOLE, MD,
PALLAV MEHTA, MD, AND
DWIGHT McKEE, MD**
FOREWORD BY DR. MEHMET OZ

The comprehensive, evidence-based resource for a robust, healthy, joyful life after cancer treatment

AFTER THE INTENSE EXPERIENCE AND RANGE OF emotion that comes with surgery, radiation, or chemotherapy (or all three), cancer patients often find themselves with little or no guidance when it comes to their health post-treatment. *After Cancer Care*, from Drs. Gerald Lemole, Pallav Mehta, and Dwight McKee, is the much-needed authoritative, approachable guide that fills this gap.

According to Drs. Lemole, Mehta, and McKee, your choices in diet, exercise, and even relationships can help determine your propensity for relapse. With more than three decades of post-cancer-care experience, the doctors break down this science into palatable, practical takeaways so that readers will drastically improve their quality of life to enjoy many years of cancer-free serenity.

GERALD M. LEMOLE, MD, is a board-certified surgeon, thoracic surgeon, and integrative doctor. The author of *Facing Facial Pain* and *The Healing Diet*, he lives in Huntingdon Valley, PA. **PALLAV MEHTA, MD**, is the chief of the division of hematology and oncology and the medical director of the cancer program at Holy Redeemer Hospital and Medical Center in Pennsylvania. He lives in Philadelphia. **DWIGHT L. McKEE, MD**, is board certified in internal medicine, medical oncology, hematology, nutrition, and integrative and holistic medicine. He lives in Aptos, CA.



AUGUST

ISBN 978-1-62336-502-8

PAPERBACK ORIGINAL \$17.99 / \$20.50 Can.

HEALTH

6" × 9" • 272 pages

E-book ISBN: 978-1-62336-503-5

MARKETING

- National author publicity
- National print and online reviews and features
- Rodale News features
- Social media via Rodale Books and Rodale News

Tighten Your Tummy in 2 Weeks

Lose Up to 4 Inches Off Your Waist &
12 Pounds of Fat in Only 14 Days!

ELLINGTON DARDEN, PhD

A twice-a-week workout and easy-to-follow diet that targets belly fat first

THE PROOF IS IN THE PICTURES: WOMEN WITH VISIBLY tighter tummies after 2 weeks and total-body transformations just 6 to 12 weeks later. Some 40 women tested the diet and exercise program in *Tighten Your Tummy in 2 Weeks* under the direction of author and fitness expert Ellington Darden, PhD, who documented success stories in remarkable before and after photographs. Readers can expect results similar to Darden's test panel—waistline reductions of several inches and up to 12 pounds of fat loss in just 2 weeks.

A special resistance exercise technique called “negative-accentuated training” triggers fat cells to burn and release fat, effectively “spot-reducing” the belly, butt, and thighs. Based on the science behind Darden's book *The Body Fat Breakthrough*, the program involves just two 20-minute workouts a week and a reduced-calorie diet that targets belly fat but still embraces carbohydrates, the body's preferred fuel. Readers can control portions and keep calories in check effortlessly with Darden's own recipes and microwaveable meal options. Following the last meal of the day, readers are encouraged to take a brisk walk to burn off “dinner calories.” Superhydration—drinking a gallon a day of ice water—aids digestion, burns extra calories, and curbs appetite. A unique toning exercise called “the tummy vacuum” strengthens core muscles that cause tummies to sag when weak.

ELLINGTON DARDEN, PhD, author of *The Body Fat Breakthrough*, is a respected figure in the fitness industry. He lives in Windermere, FL.



AUGUST

ISBN 978-1-62336-571-4

HARDCOVER \$26.99 / \$31.00 Can.

FITNESS

6½" × 9½" • 240 pages

120 black-and-white photographs

E-book ISBN: 978-1-62336-572-1

MARKETING

- National radio interview campaign
- National print features and reviews
- Fitbie features
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web site
- Promoted via author's Web site, DrDarden.com

The Paleo Diet for Athletes

The Ancient Nutritional Formula for
Peak Athletic Performance

LOREN CORDAIN, PhD,
AND JOE FRIEL, MS

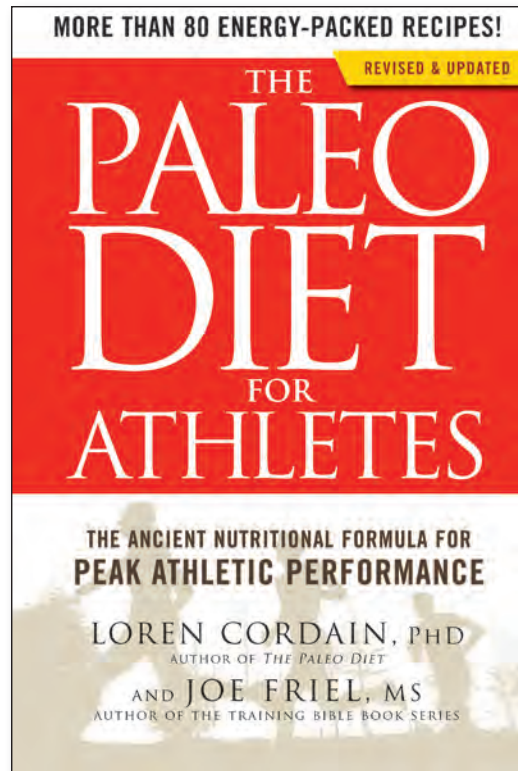
A breakthrough nutrition strategy for optimum athletic performance, weight loss, and peak health based on the Stone Age diet humans were designed to eat

PALEO-STYLE DIETS ARE ALL THE RAGE AS FITNESS enthusiasts, including the booming nation of Cross-Fitters, have adopted high-protein, low-processed-food diets to fuel their exercise. It all began with the publication of the book *The Paleo Diet* by renowned scientist Loren Cordain, PhD, who presented a breakthrough plan for weight loss and disease prevention without dieting or exercising. In 2005, Dr. Cordain joined with endurance coach Joe Friel to write *The Paleo Diet for Athletes*.

This updated and revised edition specifically targets runners, triathletes, and other serious amateur athletes. Cordain and Friel show that by using the foods our bodies were designed to eat—protein, fruits and vegetables, healthy fats, and even some saturated fats—anyone can achieve total-body fitness and dramatically improve strength and cardiovascular efficiency. *The Paleo Diet for Athletes* offers guidelines for what to eat before, during, and after a workout or competition along with simple, tasty recipes packed with wholesome ingredients.

LOREN CORDAIN, PhD, a world-renowned scientist and expert on Paleolithic diets, is a professor in the department of health and exercise science at Colorado State University. He lives in Fort Collins, CO.

JOE FRIEL, MS, is founder and president of Ultrafit, LLC, an association of elite endurance coaches. His books include *The Cyclist's Training Bible* and *The Triathlete's Training Bible*. He lives in Scottsdale, AZ.



ISBN 978-1-60961-917-6

PAPERBACK \$16.99 / \$18.99 Can.

DIET / NUTRITION

6" × 9" • 352 pages

E-book ISBN: 978-1-60961-918-3

The Mindful Mom-To-Be

A Modern Doula's Guide to Building a Healthy Foundation from Pregnancy Through Birth

LORI BREGMAN

WITH STEFANI NEWMAN

FOREWORD BY MOLLY SIMS

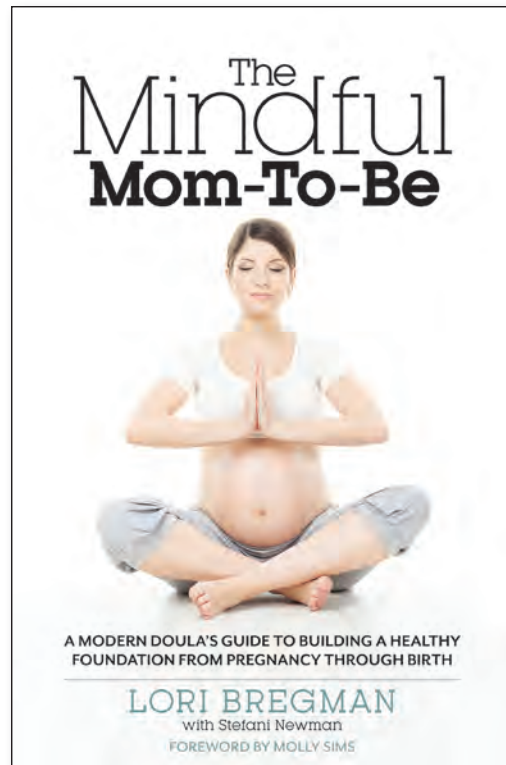
A mind/body approach to pregnancy and motherhood

AS A NATURAL, HOLISTIC APPROACH TO PREGNANCY has resurfaced, women everywhere are looking to doulas—not doctors—for advice and support. What's a doula? In short, it's a trained professional who provides physical, emotional, and informational support to a mother before, during, and just after birth. Studies have shown that when doulas attend births, labors are shorter with fewer complications, babies are healthier, and breastfeeding is easier.

The Mindful Mom-To-Be offers lots of concrete, prescriptive health information, including natural solutions for aches and pains, colds, or trouble sleeping, but Lori Bregman's primary goal is to help expectant moms find what works best for *them*.

With themes like "Living in Joy," "Destress and Decompress," and "Mothering Yourself" to accompany each month of pregnancy, Bregman encourages soon-to-be mothers to take time to explore their inner thoughts and fears, and examine their expectations of motherhood before their child arrives. Her spiritual exercises are positive, fun, and easy to put into practice.

LORI BREGMAN is the founder of the Rooted for Life Pregnancy Coaching Program, a complete body, mind, and spirit support system that helps women through fertility, pregnancy, birth, and into new motherhood. Currently she blogs for ModernMom.com, Mind Body Green, and at her own blog, Rooted for Life. She lives in Santa Monica, CA.



AUGUST

ISBN 978-1-62336-301-7

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

PREGNANCY

5½" × 8⅞" • 272 pages

50 black-and-white illustrations

E-book ISBN: 978-1-62336-302-4

MARKETING

- National print and online reviews and features
- Rodale News feature
- Social media via author, Rodale Books, and Rodale News
- Local events and publicity in Los Angeles
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted via author's Web site, RootedForLife.com



**RECENTLY
PUBLISHED**

The Healthy You! Diet

The 14-Day Plan to Weight Loss with 100 Delicious Recipes for Clean Eating

DAWNA STONE

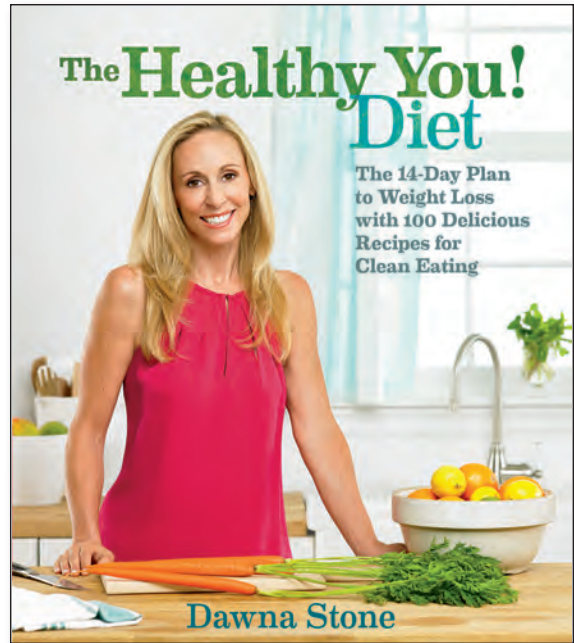
Cut sugar, dairy, gluten, and more in this step-by-step elimination program

EVEN WHILE COMPETING ON (AND EVENTUALLY winning) *The Apprentice: Martha Stewart*, Dawna Stone always knew that her first passion was health and fitness. She has gone on to gather thousands of loyal fans through her Healthy You Facebook group who are eager to follow her diet plan and cook from her clean eating program.

The Healthy You! Diet is a twofold volume that starts with a 14-day elimination plan that gradually (and easily!) helps readers kick sugar, wheat, dairy, processed foods, soda, red meat, and alcohol to the curb. Moving into the clean phase, Stone guides readers through a diet free of these foods in order to focus on nourishment and rejuvenation of the body. This clean phase will lead to successful and sustained weight loss and a resurgence of energy that keeps Stone's fans coming back for more long after they've achieved their weight-loss goals.

Stone provides more than 100 deliciously motivating recipes to keep the weight off in a healthy way. This book is everything fans need to jumpstart clean habits for life. With her motivating text and positive you-can-do-it attitude, Dawna Stone will get everyone up out of their weight-loss rut and excited to be in the kitchen.

DAWNA STONE is the founder of *Women's Running* magazine and the Women's Half Marathon Series (she sold both companies in 2012). She won NBC's *The Apprentice: Martha Stewart* in 2005. She has appeared on the *Today* show, *Bethenny*, *Martha Stewart*, and this fall will be seen as the new health coach on HSN. An avid runner and triathlete, she lives in St. Petersburg, FL, with her husband and two children.



DECEMBER

ISBN 978-1-62336-549-3

HARDCOVER \$27.50 / \$31.99 Can.

DIET

8" × 9" • 256 pages • 75 color photographs

E-book ISBN: 978-1-62336-550-9

MARKETING

- National author publicity
- National radio interview campaign
- National print reviews and features
- Multiple features on Fitbie and Rodale News
- Online publicity and promotions
- Dedicated e-mail blast to Rodale Books opt-in list
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted via author's Web site, DawnaStone.com, and e-newsletters

The Women's Health Little Book of Exercises

Four Weeks to a Leaner, Sexier,
Healthier You!

ADAM CAMPBELL

The best muscle-building workouts from
Women's Health in a compact package

BASED ON THE WILDLY SUCCESSFUL *WOMEN'S Health Big Book of Exercises*, this portable handbook offers readers step-by-step instructions (and color photos) on how to perfectly execute the best fat-torching, muscle-toning exercises ever choreographed. This essential workout guide is for any woman—from beginner to expert—who wants to lose weight fast, build strength, and tone those terrible trouble spots, namely the belly, butt, and thighs.

Complete with fast, effective workouts for home use or to take to the gym, this easy-to-tote package gives readers access to their favorite routines wherever they go. The guidebook details “main moves” for targeting each major muscle group and then shows readers variations that make the moves more challenging and effective. Other highlights:

- the best new exercise to firm flabby arms
- the ultimate circuit for a swimsuit ready body
- the fastest cardio workout of all time
- plus 10 new workouts and an exercise log to track progress

From start to finish, this shape-up manual bulges with hundreds of useful tips, breakthrough science, and cutting-edge workouts from the world's top trainers. Best of all, it'll help readers shape a body that will ensure a longer, healthier, happier lifetime.

ADAM CAMPBELL is editor of *MensHealth.com* and is a NSCA-certified strength and conditioning coach. He lives in Allentown, PA.



DECEMBER

ISBN 978-1-62336-553-0

PAPERBACK ORIGINAL \$17.99 / \$19.99 Can.

FITNESS

6½" × 7" • 240 pages • 220 color photographs

E-book ISBN: 978-1-62336-554-7

MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media via *Women's Health*, Fitbie, Rodale Books, and Rodale News
- Promotional support from *Women's Health*

The Men's Health Little Book of Exercises

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

ADAM CAMPBELL

The best muscle-building workouts from
Men's Health in a compact package

BASED ON THE WILDLY SUCCESSFUL *MEN'S HEALTH Big Book of Exercises*, this portable handbook offers readers step-by-step instructions (and color photos) on how to perfectly execute the best fat-torching, muscle-building exercises known to man. This essential workout guide is for anyone who wants to lose weight fast and build a better body.

Complete with fast, effective workouts for home use or to take to the gym, this easy-to-tote package gives readers access to their favorite routines wherever they go. The guidebook details "main moves" for targeting each major muscle group and then shows readers variations that make the moves more challenging and effective. Other highlights:

- the best core exercises for a six pack
- body-weight workouts to do anywhere
- a circuit workout that'll add inches to a man's arms
- the best chest exercise to boost a guy's max benchpress
- plus 10 new exercise plans and a workout log

From start to finish, this muscle manual bulges with hundreds of useful tips, breakthrough science, and cutting-edge workouts from top trainers.

ADAM CAMPBELL is editor of *MensHealth.com* and a NSCA-certified strength and conditioning coach. He lives in Allentown, PA.



DECEMBER

ISBN 978-1-62336-551-6

PAPERBACK ORIGINAL \$17.99 / \$19.99 Can.

FITNESS

6½" × 7" • 240 pages • 220 color photographs

E-book ISBN: 978-1-62336-552-3

MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media via *Men's Health*, Fitbie, Rodale Books, and Rodale News
- Promotional support from *Men's Health*

Meb for Mortals

Harness the Training Methods of a Champion Marathoner to Achieve Peak Running Performance

MEB KEFLEZIGHI

WITH SCOTT DOUGLAS

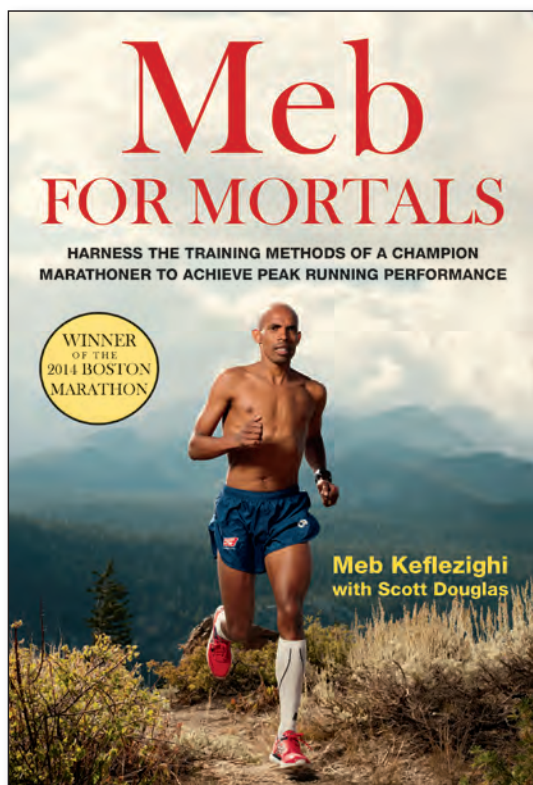
An exclusive look at a champion marathoner's elite training methods, which readers can adopt themselves

WITH HIS HISTORIC WIN AT THE 2014 BOSTON Marathon, Meb Keflezighi cemented his legacy as one of the great champions of long-distance running. Runners everywhere wanted to know how someone two weeks away from his 39th birthday, who had only the 15th best time going into the race, could defeat the best field in Boston Marathon history and become the first American man to win the race in 31 years.

Meb For Mortals describes in unprecedented detail how three-time Olympian Keflezighi prepares to take on the best runners in the world. More important, the book shows everyday runners how to implement the training, nutritional, and mental principles that have guided him throughout his long career, which in addition to this year's Boston win includes an Olympic silver medal and the 2009 New York City Marathon title.

MEB KEFLEZIGHI'S victory at the 2014 Boston Marathon made him the first American man to win the race in 31 years. He's won more than a dozen national titles and is a three-time US Olympian. Meb is also the founder of the MEB Foundation, which funds programs that promote fitness and other positive lifestyle choices for children. He lives in San Diego, CA.

SCOTT DOUGLAS is senior content editor for *Runner's World's* Web site. He is the coauthor of six other running books. He lives in Portland, ME.



APRIL

ISBN 978-1-62336-547-9

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

SPORTS / RUNNING

7½" × 9⅝" • 224 pages • 100 two-color photographs

E-book ISBN: 978-1-62336-548-6

MARKETING

- Confirmed coverage in *Runner's World*
- National and regional author publicity
- National radio interview campaign
- National print and online features and reviews
- Fitbie features
- Social media via Fitbie, Rodale Books, and *Runner's World*
- Promotional support from *Runner's World*
- Promoted on author's Web site, MarathonMeb.com

INDEX

- Afremow, Jim, 22
After Cancer Care, 26
Alexander, Anne, 7
Beech, Donna, 13
Better Man Project, The, 14–15
Bittman, Mark, 8
Bregman, Lori, 29
Calton, Jayson, 25
Calton, Mira, 25
Campbell, Adam, 34, 35
Champion's Mind, The, 22
Cordain, Loren, 28
Cyclist's Bucket List, The, 23
Darden, Ellington, 27
Dawn, Karen, 5
Dille, Ian, 23
Dog's Gift, A, 19
Douglas, Scott, 36
Dr. Holly Phillips' Exhaustion Solution, 16–17
Dr. Pitcairn's Complete Guide to Natural Health for Dogs & Cats, 24
Drury, Bob, 19
Foundation, 12
Friel, Joe, 28
Goodman, Dr. Eric, 12
Gut Balance Revolution, The, 20–21
Healthy You! Diet, The, 33
Herrington, Sarah, 11
I Am Because You Are, 9
Kabat-Zinn, Jon, 18
Kaplan, Dr. Gary, 13
Keflezighi, Meb, 36
Krasno, Jeff, 11
Lemole, Gerald, 26
Lenzer, Suzanne, 8
Lief, Jacob, 9
Lindstrom, Nicole, 11
McKee, Dwight, 26
Meb for Mortals, 36
Mehta, Pallav, 26
Men's Health Little Book of Exercises, The, 35
Micronutrient Miracle, The, 25
Mindful Mom-To-Be, The, 29
Mindfulness, 18
Mullin, Gerard E., 21
Newman, Stefani, 29
Oz, Dr. Mehmet, 26
Paleo Diet for Athletes, The, 28
Park, Peter, 12
Penman, Danny, 18
Phillips, Bill, 15
Phillips, Holly, 17
Pitcairn, Richard H., 24
Pitcairn, Susan Hubble, 24
Scott, Katrina, 5
Sims, Molly, 29
Stone, Dawna, 33
Sugar Smart Quick Start, 6–7
Thompson, Andrea, 9
Tighten Your Tummy in 2 Weeks, 27
Tone It Up, 4–5
Total Recovery, 13
Truly, Madly Pizza, 8
Tutu, Desmond, 9
VanTine, Julia, 7
Wanderlust, 10–11
Williams, Mark, 18
Women's Health Little Book of Exercises, The, 34

SUBSIDIARY RIGHTS GUIDE

Unless otherwise indicated, rights are controlled by Rodale.

AFTER CANCER CARE

Gerald Lemole, MD, Pallav Mehta, MD, and Dwight McKee, MD

Territories: world

Rights: For all rights, contact Bob Niegowski.

THE BETTER MAN PROJECT

Bill Phillips

Territories: world

Rights: For all rights, contact Bob Niegowski.

THE CHAMPION'S MIND

Jim Afremow, PhD

Territories: world English

Rights: For all rights except translation, contact Bob Niegowski. For translation rights, contact Helen Zimmerman/Helen Zimmerman Literary Agency.

THE CYCLIST'S BUCKET LIST

Ian Dille

Territories: world

Rights: For all rights, contact Bob Niegowski.

DR. HOLLY PHILLIPS' EXHAUSTION SOLUTION

Holly Phillips, MD

Territories: world

Rights: For all rights, contact Bob Niegowski.

DR. PITCAIRN'S COMPLETE GUIDE TO NATURAL HEALTH FOR DOGS & CATS

Richard H. Pitcairn, DVM, PhD, and Susan Hubble Pitcairn

Territories: world

Rights: For all rights, contact Bob Niegowski.

A DOG'S GIFT

Bob Drury

Territories: world

Rights: For all rights, contact Bob Niegowski.

FOUNDATION

Dr. Eric Goodman and Peter Park

Territories: USCPOM

Rights: For e-book, multimedia, and audio rights, contact Bob Niegowski. For all other rights, contact David Vigliano/Vigliano Associates.

THE GUT BALANCE REVOLUTION

Gerard E. Mullin, MD

Territories: world

Rights: For all rights, contact Bob Niegowski.

THE HEALTHY YOU! DIET

Dawna Stone

Territories: world

Rights: For first serial, British, translation, e-book, and audio rights, contact Bob Niegowski. For all other rights, contact Stephanie Tade/The Stephanie Tade Agency.

I AM BECAUSE YOU ARE

Jacob Lief with Andrea Thompson

Territories: world

Rights: For all rights, contact Bob Niegowski.

MEB FOR MORTALS

Meb Keflezighi with Scott Douglas

Territories: world

Rights: For first serial, British, translation, and e-book rights information, contact Bob Niegowski. For all other rights, contact DJ Snell/Legacy Management.

THE MEN'S HEALTH LITTLE BOOK OF EXERCISES

Adam Campbell

Territories: world

Rights: For all rights, contact Bob Niegowski.

THE MICRONUTRIENT MIRACLE

Jayson Calton, PhD, and Mira Calton, CN

Territories: USCOM

Rights: For first serial and e-book rights, contact Bob Niegowski. For all other rights, contact Celeste Fine/Sterling Lord Listeric.

MINDFULNESS

Mark Williams and Danny Penman

Territories: USCOM

Rights: For e-book and audio rights, contact Bob Niegowski. For all other rights, contact Kris Dahl/ICM.

THE MINDFUL MOM-TO-BE

Lori Bregman with Stefani Newman

Territories: USCOM

Rights: For first serial and e-book rights, contact Bob Niegowski. For all other rights, contact Brandi Bowles/Foundry Literary & Media LLC.

THE PALEO DIET FOR ATHLETES

Loren Cordain, PhD, and Joe Friel, MS

Territories: world English

Rights: For e-book and audio rights, contact Bob Niegowski. For all other rights, contact Carol Mann/Carol Mann Agency.

SUGAR SMART QUICK START

Anne Alexander with Julia VanTine

Territories: world

Rights: For all rights, contact Bob Niegowski.

TIGHTEN YOUR TUMMY IN 2 WEEKS

Ellington Darden, PhD

Territories: world

Rights: For all rights, contact Bob Niegowski.

TONE IT UP

Karena Dawn and Katrina Scott

Territories: world

Rights: For first serial, British, translation, e-book, and audio rights, contact Bob Niegowski. For all other rights, contact Eileen Cope/Trident Media.

TOTAL RECOVERY

Dr. Gary Kaplan, DO, with Donna Beech

Territories: USCOM

Rights: For e-book and audio contact Bob Niegowski. For all other rights, contact Michael Carlisle/Inkwell Management LLC.

TRULY, MADLY PIZZA

Suzanne Lenzer

Territories: world English

Rights: For all rights except translation, contact Bob Niegowski. For translation rights, contact Angela Miller/The Miller Literary Agency.

WANDERLUST

Jeff Krasno with Sarah Herrington and Nicole Lindstrom

Territories: world

Rights: For all rights, contact Bob Niegowski.

THE WOMEN'S HEALTH LITTLE BOOK OF EXERCISES

Adam Campbell

Territories: world

Rights: For all rights, contact Bob Niegowski.

CUSTOMER SERVICE AND ORDERING

MPS Distribution Center

16365 James Madison Highway
Gordonsville, VA 22942
Tel: (888) 330-8477
Fax: (800) 672-2054, (540) 672-7703
E-mail: customerservice@mps virginia.com

Hours

The Order Department is open between 8:00 a.m. and 5:00 p.m. EST, Monday–Friday.

MPS accepts orders on Pubnet.

SAN Number 6315011
For other types of EDI orders, please call:
(540) 672-7675

Shipping Points

Qualifying orders of titles in this catalog shipped to destinations within the United States under Macmillan's regular shipping cycles will be shipped free freight. Macmillan reserves the right to ship loose copies of titles included in displays and prepacks if the displays and prepacks are not available. All prices listed in this catalog are the publisher's suggested retail price; retailers may charge whatever price they find appropriate. All prices are subject to change without notice.

Returns

We accept returns for credit of books purchased on a returnable basis directly from us. We reserve the right not to accept returns that are marked and/or not in saleable condition.

Returns must be shipped prepaid to the following address for returns:

MPS Returns Center

14301 Litchfield Drive
Orange, VA 22960

For more information on mail-order catalogs, premiums, and special sales, contact:

Special Markets Department
Macmillan
175 Fifth Avenue, 13th floor
New York, NY 10010
Tel: (800) 221-7945 ext. 5438
Fax: (212) 598-9173

Note: Books in this catalog are available at special rates for promotional or "premium" use by corporations or manufacturers.

ORDERS IN CANADA

(For Independent, Library, Trade Wholesale, Special Markets, and Warehouse Club Channels)

Raincoast Books

2440 Viking Way
Richmond, BC
Canada, V6V 1N2
Tel: (604) 448-7100 / (800) 663-5714
Fax: (604) 270-7161 / (800) 565-3770
E-mail: customerservice@raincoast.com

INTERNATIONAL RIGHTS

For all rights outside the United States and Canada, please contact our international rights representative:

Bob Niegowski

Senior Director
Subsidiary Rights
Rodale Inc.
733 Third Avenue
New York, NY 10017
USA

Tel: (212) 573-0512
Fax: (212) 573-8241
E-mail: bob.niegowski@rodale.com

EXPORT SALES

For all trade sales outside the United States and Canada, please contact your local Pan Macmillan representative or:

UK and Ireland:

Melia Publishing Services
One St. Peter's Road
Maidenhead
Berkshire
SL6 7QU
United Kingdom
Tel: 01 628 633673
Fax: 01 628 635562
Contact: terry@melia.co.uk
www.melia.co.uk

Africa/Europe/Middle East/Latin America and Caribbean:

Pan Macmillan UK
20 New Wharf Road
London, England
N1 9RR
United Kingdom
Contact: Naomi Shields
naomi.shields@macmillan.com

India/Subcontinent:

Pan Macmillan India
3A, 4th Floor
DLF Corporate Park
Gurgaon 122002
India
Tel: 0124-6468665

Australia/New Zealand:

Pan Macmillan
Level 1
15-19 Claremont Street
South Yarra, Victoria
Australia 3141
Tel: (03) 9825-1000
Fax: (03) 9825-1010

Republic of South Africa:

Pan Macmillan South Africa
34 Whiteley Road
2nd Floor
Melrose Arch Piazza
Melrose North 2076
Johannesburg
South Africa
Tel: 27 11 731 3440
Fax: 27 11 731 3540

Asia:

Pan Macmillan Asia
Suite 811, 8/F
Exchange Tower
33 Wang Chiu Road
Kowloon Bay, Hong Kong
Tel: (852) 2811-8781
Fax: (852) 2811-0743

All Other Inquiries:

Macmillan Publishers
International Sales
Department
175 Fifth Avenue
New York, NY 10010
USA
Tel: (646) 307-5421
Fax: (212) 388-9065



Rodale Trade Books Department
400 South 10th Street
Emmaus, PA 18098

Phone: (610) 967-8888
(800) 527-8200
Fax: (610) 967-8962

PUBLICITY AND PROMOTION

Contact Yelena Gitlin Nesbit
Senior Communications Director, Rodale Books
(212) 573-0296

yelena.nesbit@rodale.com

Note: Review copy requests can be e-mailed to
bookpublicity@rodale.com.

MARKETING

To send comments or bookseller quotes on
Rodale galleys, ARCs, or books, contact us at
BookMarketing@Rodale.com.

Dates, prices, titles, and manufacturing specifications
of all books included in this catalog are subject to change
without notice.

© 2014 by Rodale Inc.

Cover design by Jeff Batzli

Catalog design by Wendy Gable

The following are trademarks of Rodale Inc.: *Dog Care Companions; Diabetes DTour Diet; Fat to Firm; Guías para mejorar su salud (Guides to Improve Your Health); Guides to the Meaning of Life; Live Your Whole Life; Low-Fat Living; Organic Style; Rodale's New Classics; Skillpower not Willpower; Walk Off Weight; Drink This, Not That!; Cook This, Not That!; Grill This, Not That!; Active Calorie Diet; Turn Up Your Fat Burn; The Salt Solution; The Belly Melt Diet.*

The following are registered trademarks of Rodale Inc.: *Bicycling; The Doctors Book; The Doctors Book of Home Remedies; Men's Health; Eat This, Not That!; Flat Belly Diet!; Men's Health Books; Muscle Chow; Organic Gardening; Prevention; Prevention for Pets; Prevention Health Books; Prevention Magazine Health Books; Rodale Books; Rodale's Organic Style Books; Rodale's Successful Quilting Library; Runner's World; Women's Health; Yankee Books; A Man, a Can, a Plan; 400 Calorie Fix.*

For more information about Rodale and the books we publish,
visit our Web site at RodaleBooks.com.

Printed in the United States of America
Rodale Inc. makes every effort to use acid-free ♻️, recycled paper ♻️.



We inspire and enable people to improve their lives
and the world around them.

Distributed by Macmillan Broadway Group

Visit us at rodalebooks.com

Cover photograph from *Wanderlust*, May 2015
Photograph by Ali Kaukas. Illustrations by Maria Gotay

ISBN: 978-1-62336-558-5
TC 200570