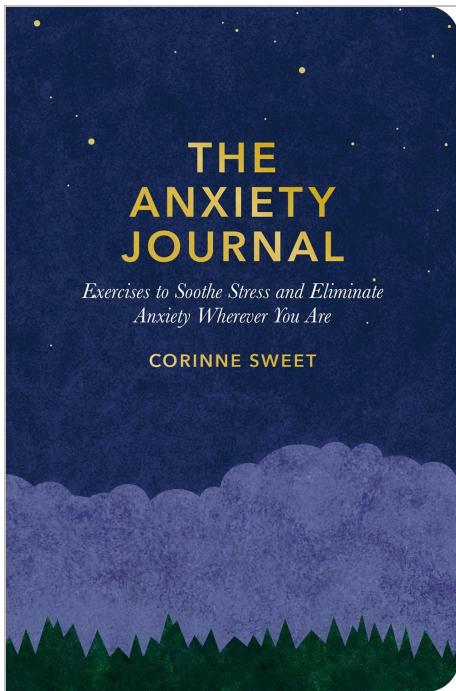


A person wearing a grey apron over a black top is holding a round, golden-brown pie in a wooden dish. The person has tattoos on both forearms. The background is black.

RODALE
spring 2018



SELF-HELP / ANXIETIES & PHOBIAS

Rodale Books | 5/1/2018

9781635652185 | \$19.99

Trade Paperback | 224 pages | Carton Qty: 30

7.8 in H | 5.2 in W

2 color illustrations throughout

MARKETING

National print features and reviews

National radio and podcast campaign

Online publicity and promotions

Outreach to relevant anxiety organizations

Support from author connections and influencers

Goodreads Giveaways & Promotion

Content plan via RodaleWellness.com

Major social media promotion

The Anxiety Journal

Exercises to Soothe Stress and Eliminate Anxiety Wherever You Are

Corinne Sweet

***The Anxiety Journal* is the perfect companion to soothe stress and reduce worry, identify negative thought-cycles, and provide readers with techniques to combat anxiety.**

More than 40 million adults in the US (18% of the population) are affected by anxiety disorders, which are highly treatable— yet only a third of sufferers seek professional treatment. Whether it's waking up during the night in a panic, struggling before an important work presentation or big social gathering, or simply feeling like the stresses of the day have overwhelmed you one too many times, help is here in *The Anxiety Journal*. With the UK edition selling steadily since its release in May (more than 4k sold so far), this calming and constructive collection of tips, exercises, and reassuring words can comfort anyone who recognizes they're prone to anxiety.

Written by Corinne Sweet, a psychotherapist who specializes in Cognitive Behavioral Therapy (CBT), the journal uses a blended therapy approach to encourage readers to take action and tackle their anxiety head on. Activities include writing down all the "good news" stories from a newspaper, making lists of your negative thoughts, and visualizing positive images. Breathing exercises, steps to identify your anxiety triggers, and inspirational quotes are interspersed throughout the journal for a full calming experience.

Corinne Sweet is a humanistic psychotherapist who offers Cognitive Behavioral Therapy and mindfulness training. She is the author of *How to Change your Life with CBT* and the bestselling *Mindfulness Journal*, which has so far sold 20K copies in the UK, and has been translated into 10 languages.

Marcia Mihotich is a highly acclaimed London-based graphic designer and illustrator whose clients include The School of Life, Donna Wilson and *The Guardian* newspaper.

Just One Hour a Week To The Best Memory,
Productivity, and Sleep You've Ever Had

FIX YOUR BODY, FIX YOUR BRAIN



TOM O'BRYAN
DC, CCN, DACBN

Fix Your Body, Fix Your Brain

Just 1 Hour A Week To The Best Memory, Productivity, And Sleep You've Ever Had

Tom O'Bryan, DC, CCN, DACBN

For anyone worried about any type of brain ailment, ranging from the chronic conditions to simple brain fog and fatigue, this essential guide covers the full spectrum of prevention to treatment.

The process of arresting and reversing neurological symptoms that lead to autoimmune disease in the brain does not begin in the brain itself. It begins in the body, the complete living ecosystem that in large measure controls brain function. There is no way to ignore the body and fix the brain. Bad gut health often translates directly to poor brain function—but the good news is, anyone can reduce this inflammation by being selective about what's on their fork, what's in their environment, and how they take care of themselves. With only one hour a week of practice, in 6 months, readers can say goodbye to brain fog and welcome a better long-term memory and a sharper mind.

In *Fix Your Body, Fix Your Brain*, Dr. Tom O'Bryan explains how the gut, the organs, and the heart all work together with the brain, and how each must be cared for in parallel to combat autoimmune brain disease. This cutting edge work is packed with success stories and testimonials, scientific breakthroughs, recipes, and actionable advice that will enable anyone to implement immediate measures to care for their brain health.

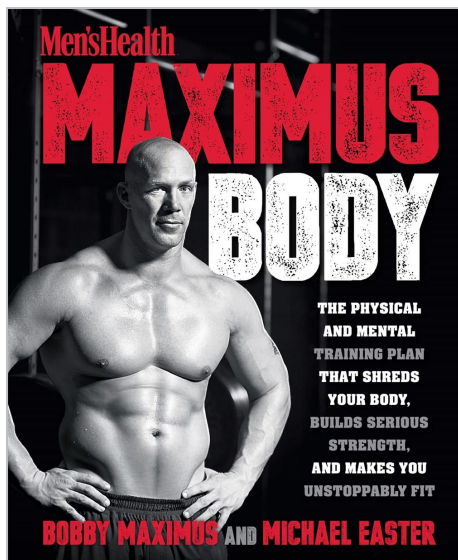
TOM O'BRYAN, DC, CCN, DA CBN, is the author of *The Autoimmune Fix* and an internationally recognized speaker and writer on chronic disease and metabolic disorders. Founder of www.theDr.com, he organized the popular Gluten Summit in November 2013 and a second one in May 2016. Dr. O' Bryan has more than 30 years of experience as a functional medicine practitioner and is an adjunct professor at the Institute for Functional Medicine. He lives in San Diego.

HEALTH & FITNESS / DISEASES / NERVOUS SYSTEM

Rodale Books | 5/1/2018
9781623367022 | \$26.99 / \$34.99 Can.
Hardcover | 304 pages | Carton Qty: 18
9 in H | 6 in W

MARKETING

National print features and reviews
National radio and podcast campaign
Online publicity and promotions
Tie-in to author's speaking schedule
Rodale brand support via Prevention
Content plan via RodaleWellness.com
Major social media promotion
Pre-order promotion via author website,
www.theDR.com
Support from author connections and influencers



Men's Health Maximus Body

The Physical And Mental Training Plan That Shreds Your Body, Builds Serious Strength, And Makes You Unstoppably Fit

Bobby Maximus and Michael Easter

Men's Health magazine's #1 personal trainer delivers cutting-edge, high-intensity workouts to help readers pack serious muscle and become unstoppably fit.

From the manager of the gym that trained the actors for the movie *300* comes cutting-edge fitness strategies, 100 workouts, and a training plan that has successfully transformed A-list actors and actresses, elite special forces soldiers, all-star athletes, and everyday men and women. With Bobby Maximus's guidance, they've all become some of the most insanely fit people the world has ever seen.

The diets and workouts that promise easy results in minutes per day have tricked masses into wasting their money on false promises. Supplements, smoothies, and 4-minute workouts aren't getting people any fitter. Getting that shredded body requires real commitment and real work—and Bobby can show you how.

Maximus Body features circuit-style workouts that will push readers to their limit and work their whole body. With a plethora of exercises like “Don't Ask Me About Your Abs,” that work their core with a combination of sit ups, pushups, pull-ups and even leg raises, anyone can develop an exercise routine that fits their needs. Whether readers are overweight and trying to get back into shape, or high-level athletes trying to gain that extra edge, *Maximus Body* offers up thousands of once-secret ways to burn fat, add lean muscle, reveal a shredded 8-pack, and build mind-bending physical fitness.

BOBBY MAXIMUS is the general manager and training director at Gym Jones. A former police officer and UFC fighter, he is now one of the world's top strength coaches. He trains professional athletes, elite special ops soldiers, and those looking to make a real change in their lives. He lives in Salt Lake City, UT.

MICHAEL EASTER is the former fitness director of *Men's Health* magazine and a health and fitness journalist. He lives in Las Vegas, NV.

SPORTS & RECREATION / BODYBUILDING & WEIGHT TRAINING

Rodale Books | 5/1/2018

9781623369903 | \$21.99 / \$28.99 Can.

Trade Paperback | 288 pages | Carton Qty: 30

9.1 in H | 7.5 in W

200 b&w photos

Subrights: World

MARKETING

National print features and reviews

National radio and podcast campaign

Online publicity and promotions

Promotion via Gym Jones

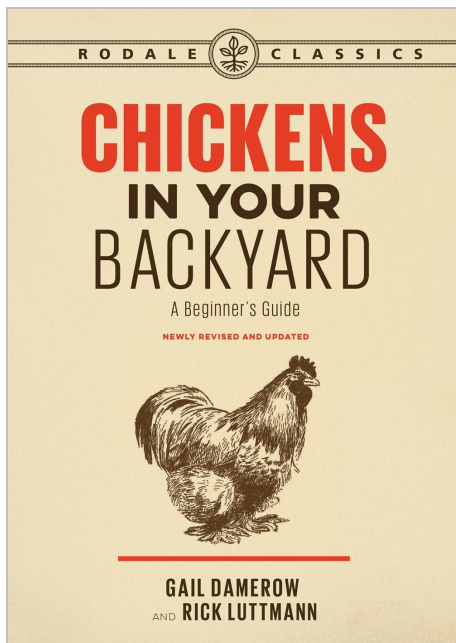
Support from author connections and influencers

Rodale brand support via Men's Health

Content plan via RodaleWellness.com

Major social media promotion

Pre-order promotion



Chickens in Your Backyard

A Beginner's Guide

Gail Damerow and Rick Luttmann

This revised edition of the popular *Chickens in Your Backyard* covers all the basics of raising and caring for healthy, happy chickens.

More than ever, Americans care about the quality and safety of the food they eat. They're bringing back an American tradition: raising backyard chickens for eggs, meat, fun, or profit. *Chickens in Your Backyard* has been the go to guide of chicken care for over 40 years. This revised and updated edition covers all the basics to turn your backyard into a happy homestead—from incubating, raising, housing, and feeding, through treating disease and raising chickens for show.

Given some freedom and attention, these birds can become much more than the egg-and-meat machines of commercial hatcheries and broiler factories. Chickens provide backyard farmers with enjoyable pastime, as well as a supply of good food.

About Rodale Classics: The new Rodale Classics line is a revised and updated set of our most iconic and bestselling gardening titles. Rodale has been the category leader in organic methods for decades, and gardeners are consistently turning to our tried and true guides for reference. The company will continue to identify appropriate candidates for inclusion into the series in future seasons. The uniform branding and design on these covers will unite these books into a set, capitalizing on the strength and authority of the Rodale brand.

Gail Damerow has written extensively on raising livestock, growing fruits and vegetables, and related rural skills. She shares her experience and knowledge as a regular contributor to *Backyard Poultry* and *Countryside* magazines, as an occasional contributor to numerous other periodicals, and as the author or contributor to more than a dozen country skills how-to books.

TECHNOLOGY & ENGINEERING / AGRICULTURE / ANIMAL HUSBANDRY

Rodale Books | 5/8/2018

9781635650969 | \$16.99 / \$22.50 Can.

Trade Paperback | 176 pages | Carton Qty: 48

9.1 in H | 6.5 in W

2 color illustrations throughout

Other Available Formats:

Trade Paperback ISBN: 9780878571253

MARKETING

National radio and podcast campaign

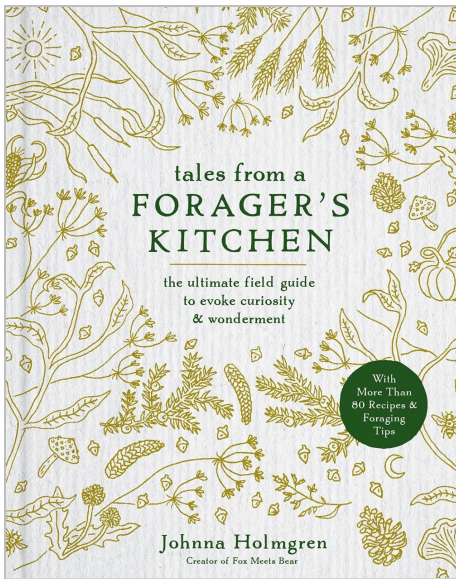
Online publicity and promotions

National independent bookseller outreach

National librarian outreach

Rodale brand support via Organic Life

Content plan via RodaleWellness.com



**COOKING / SPECIFIC
INGREDIENTS / NATURAL
FOODS**

Rodale Books | 5/8/2018
9781623368999 | \$30.00 / \$39.00 Can.
Hardcover | 272 pages | Carton Qty: 14
10 in H | 8 in W
90-110 photographs and line drawings

Subrights: World exclusive

MARKETING

Content plan via RodaleWellness.com
National author publicity
National print features and reviews
National radio and podcast campaign
Online publicity and promotions
Regional author appearances in Midwest
Tie-in to author's speaking/teaching
schedule, podcast, etc.
Support from author connections and
influencers
Major social media promotion
Pre-order promotion via author website,
www.foxmeetsbear.com

Tales from a Forager's Kitchen

*The Ultimate Field Guide to Evoke Curiosity and Wonderment
with More Than 80 Recipes and Foraging Tips*

Johnna Holmgren

A highly visual and enchanting cookbook that will inspire readers to connect with the earth, explore the outdoors, and become foragers no matter where they live.

We've become separated from the ingredients that form our food, and have lost an appreciation for how those ingredients came to be, how they grew, and how they were cultivated. We forget that there is magic in food. *Tales from a Forager's Kitchen* by Fox Meets Bear blogger Johnna Holmgren is here to restore that excitement, that wonder, to spark an adventurous spirit both in the kitchen and out. She's an adventurer - someone who aims to inspire others when she cooks enchanting meals or bakes with new ingredients straight from the woods or garden. Her ingredients are raw and fresh, and her recipes are truly unique: floured elderflower quiche, wild blueberry bee pollen scones, garlic scrape wreath pasta, and frothed reishi mushroom latte.

Tales from a Forager's Kitchen is more than a cookbook—it's a retreat to nature, an invitation to escape to another realm. It brings the woods to a city loft and to the aisles of suburban supermarkets. Intertwined with photographs of foraging experiments, enchanting forest scenes, and whimsical illustrations, it will inspire readers to connect with the world around them. For those who step outdoors, she includes instructions on how to know which ingredients are safe for consumption. And for those without a forest in their backyard, Johnna shares how one can take the foraging lifestyle anywhere, by choosing new, interesting, natural ingredients at the farmer's market or local co-op.

Johnna Holmgren is the blogger behind Fox Meets Bear and runs the chalk illustration and design company Bear Fox Chalk with her husband Max Holmgren. She lives in the woods of Minnesota with her husband and daughters Luella Beane, Minoux Wilder, and Juniper Easley.

Women's Health Vagina University

A Complete Owner's Manual from Sex and Periods to Health and Body Image... and Everything In Between

Editors of Women's Health and Sheila Curry Oakes

In the tradition of *Our Bodies, Ourselves*, a vagina-ownership guide for the modern woman based on the popular section of womenshealthmag.com of the same name.

Class is in session! From IUDs to UTIs, periods to pregnancy, and menstrual cups to cervical caps, *Vagina U* teaches the modern woman everything she needs to know about her most intimate parts—even if she is uncomfortable saying "vagina" out loud.

The mainstream feminist movement has set the word “vagina” free, but unfortunately there is still a lot of secrecy, shame, misinformation, and confusion surrounding women’s bodies. Newly claimed liberation and pleasure are placed alongside familiar feelings of frustration, isolation, and helplessness as we struggle to get the answers or help we need in a world of stereotypes and mixed messages. Tackling the common misconceptions women have about their vaginas, *Women’s Health Vagina University* challenges stigmas directed at women’s bodies and sexuality, offers advice and support, and explains how your vagina’s health can impact your overall health.

Not only does this book cover the biological and physical, but it aims to shed light on the objectification of the female body in our society, the media, our criminal justice system, and the important issues of abortion and rape that continue to dominate our courts and national conversation. This book aims to dispel the myths, lies, laws, and words that confuse and limit us, and empower women to take full control of their health, their bodies, and their futures.

Sheila Curry Oakes has collaborated on books with numerous experts in the fields of health and wellness, parenting, and personal growth, and has worked for major houses as an acquisitions editor. Currently a freelance editor and ghostwriter, she lives with her family outside New York City.

Michelle Tham Metz PhD is a board certified Obstetrician-Gynecologist currently practicing on the Upper East Side of Manhattan. Dr. Metz resides just north of the Bronx with her husband and two children.

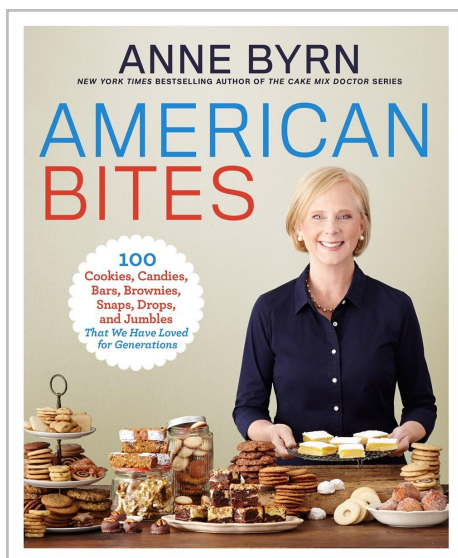


HEALTH & FITNESS / WOMEN'S HEALTH

Rodale Books | 5/15/2018
 9781635651751 | \$16.99 / \$22.50 Can.
 Trade Paperback | 304 pages | Carton Qty: 26
 9 in H | 6 in W

MARKETING

National print features and reviews
 National radio and podcast campaign
 Online publicity and promotions
 Promotion via Vagina U Brand Sponsors
 Rodale brand support via Women's Health
 Content plan via RodaleWellness.com
 Major social media promotion



American Bites

100 Cookies, Candies, Bars, Brownies, Snaps, Drops, and Jumbles That We Have Loved for Generations

Anne Byrn

An approachable tour of American history through 100 classic cakes, cookies, and candies, *American Bites* will appeal to Anne Byrn's built-in Cake Mix Doctor audience.

In *American Cake*, *New York Times* bestselling author of the *Cake Mix Doctor* series Anne Byrn took us on a delicious tour of America's cakes and baking history. With *American Bites*, she delves into the smaller bites, giving us historical background to complement each recipe. The little cakes, cookies, and candies we love are more than just baked goods; they're representations of different times in our history.

Each American bite tells a big story, and each speaks volumes about what was going on in America when the recipes were created. Early colonists brought sugar cookies, Italian fig cookies, African benne wafers, and German gingerbread cookies. Each recipe, from Katharine Hepburn Brownies and Democratic Tea Cakes to saltwater taffy and peanut brittle, comes with a history lesson that's both informative and enchanting.

PRAISE

Praise for American Cake:

“Readers will find decade-defining information, such as the popularity of using baby food fruit purees in baking in the 1970s, and sidebars on prominent baking figures who have made their marks in kitchens across the country, including Betty Crocker and Martha Stewart. These well researched and written pages go far beyond the average baking guide.”

—*Publisher's Weekly*

Anne Byrn is the bestselling author of *American Cake* and the *Cake Mix Doctor* and *Dinner Doctor* cookbook series. Formerly a food editor at *The Atlanta Journal-Constitution* and a graduate of the La Verenne École de Cuisine in Paris, Byrn lives with her family in Nashville, Tennessee.

COOKING / COURSES & DISHES / CONFECTIONERY

Rodale Books | 5/1/2018

9781623365455 | \$24.99 / \$32.50 Can.

Trade Paperback | 336 pages | Carton Qty: 16

9.1 in H | 7.5 in W

100 photos

Subrights: World exclusive

MARKETING

National author publicity

National print features and reviews

National radio and podcast campaigns

Online publicity and promotions

Select author appearances

Tie-in to author's speaking/teaching

schedule, podcast, etc.

Support from author connections and

influencers

National independent bookseller outreach

National librarian outreach

Content plan via RodaleWellness.com

Major social media promotion

Preorder promotion via author website,

www.annebyrn.com

RUNNER'S WORLD

HOW TO MAKE YOURSELF POOP



MEGHAN KITA

Runner's World How to Make Yourself Poop

And 999 Other Tips All Runners Should Know

Meghan Kita

Inspired by one of the most popular RunnersWorld.com stories ever, *RW How to Make Yourself Poop* is a fun, humorous reference guide for any runner trying to improve their running performance

The RunnersWorld.com article “How to Make Yourself Poop,” was one of the most popular web pieces on the site with more than 5M page views to date. Inspired by the article's success, this book is a fun, humorous reference guide for runners written by the magazine's senior editor Meghan Kita. In contrast to more serious advice on running, the tone is lighthearted and ideal for quick reference for runners on-the-go, with quirky design and illustrations that make it a perfect gift for runners of all levels.

Sections of reliable facts are delivered with humor and clarity and include different hacks, such as “The 2 Best Ways to Lace Your Shoes” and, of course, “3 Ways to Make Yourself Poop” (one tip: warm up near a toilet—the motion can help bring on a bowel movement). The hacks will cover the full spectrum of runners' needs, including training, nutrition, gear, motivation, recovery, injury prevention, and racing.

Meghan Kita is a writer, editor, and runner based in Pennsylvania's Lehigh Valley. She lives with her husband and personal chef, Paul, and her formerly obese cat, Nermal. She's run 17 marathons in 10 states and holds the Guinness World Record for fastest marathon dressed as a fast food item (female). From a young age, she has considered “poop” to be among the funniest words and is therefore thrilled to have managed to work it into the title of her first book. She lives in Allentown, PA.

SPORTS & RECREATION / RUNNING & JOGGING

Rodale Books | 6/5/2018

9781635651836 | \$15.99 / \$20.99 Can.

Trade Paperback | 272 pages | Carton Qty: 26

8.4 in H | 5.5 in W

50 B&W illustrations

Subrights: World

MARKETING

National print features and reviews

National radio and podcast campaign

Online publicity and promotions

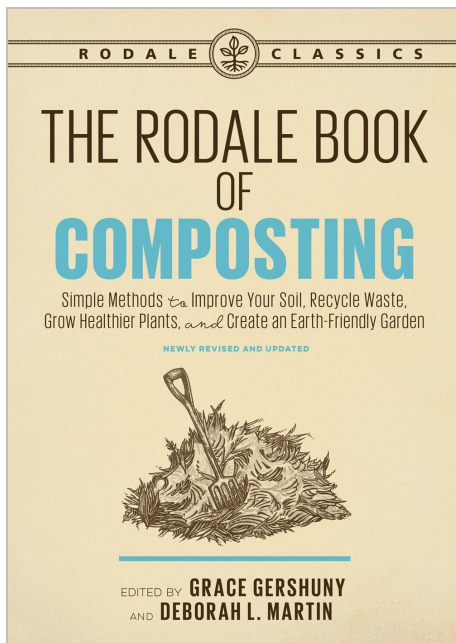
Support from author connections and influencers

Rodale brand support via Runner's World

Content plan via RodaleWellness.com

Major social media promotion

Pre-order promotion via landing page

**GARDENING / ORGANIC**

Rodale Books | 6/5/2018

9781635651027 | \$18.99 / \$24.99 Can.

Trade Paperback | 288 pages | Carton Qty: 30
9.1 in H | 6.5 in W

Subrights: World.

Other Available Formats:

Trade Paperback ISBN: 9780878579914

MARKETINGPre-order promotion via author website
National independent bookseller outreach
National librarian outreach
Rodale brand support via Organic Life
Content plan via RodaleWellness.com

The Rodale Book of Composting

Easy Methods for Every Gardener

Grace Gershuny & Deborah L. Martin, Editors

The revised and updated edition of *The Rodale Book of Composting*, an essential guide to composting for all gardeners and environmentally conscious people.

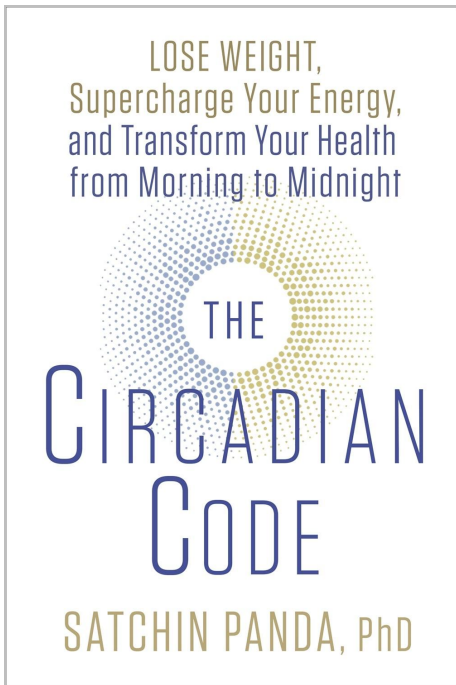
Even though this book was written over 25 years ago, composting is experiencing a renaissance— and this revised edition includes all the latest in new techniques, technology, equipment. Gardeners know it's the best way to feed the soil and turn food scraps into fresh produce, but even urbanites can get on board thanks to programs like compost pickup and citywide food waste initiatives. There's no better way to reduce landfill waste (and subsequent emissions) and dependence on fossil fuels while nourishing the earth.

The Rodale Book of Composting offers easy-to-follow instructions for making and using compost, helpful tips for apartment dwellers to suburbanites, farmers and community leaders, and ecologically sound solutions to growing waste-disposal problems.

About Rodale Classics: The new Rodale Classics line is a revised and updated set of our most iconic and bestselling gardening titles. Rodale has been the category leader in organic methods for decades, and gardeners are consistently turning to our tried and true guides for reference. The company will continue to identify appropriate candidates for inclusion into the series in future seasons. The uniform branding and design on these covers will unite these books into a set, capitalizing on the strength and authority of the Rodale brand.

Grace Gershuny has written extensively on soil, compost, and food system issues. As a staff member of USDA's National Organic Program in the 1990s, she helped develop the organic regulations. She lives in Barnet, Vermont and teaches at Green Mountain College.

Deborah L. Martin earned a BS in horticulture from Purdue University. A former extension agent in the USDA's urban gardening program, she's edited books on gardening and contributes to *Rodale's Organic Life*. She lives in Allentown, PA.



The Circadian Code

Lose Weight, Supercharge Your Energy, and Transform Your Health from Morning to Midnight

Dr. Satchin Panda, PhD

A comprehensive health book and lifestyle plan to help readers manage their bodies' natural rhythms to overcome difficulty sleeping, hunger at odd times, and sudden fatigue

Dr. Satchidananda Panda, PhD explores the genes, molecules, and cells that keep the whole body on the same circadian clock (the internal program that mediates daily rhythms). In his groundbreaking research, he has discovered that a time-based eating pattern staves off weight gain, diabetes, microbiome, and autoimmune diseases. This book will include testimonials from participants of his 12-week research study, as well as doctors who have prescribed his plan to their patients.

Beginning with an in-depth explanation of the circadian clock—why it's important, how it works, and how to know it isn't working, Dr. Panda, PhD outlines lifestyle changes to make to get back on track—a concrete plan to enhance weight loss, improve sleep, optimize exercise, and manage technology so that it doesn't interfere with the body's natural rhythm. The book also explains how to prevent and reverse ailments like diabetes, cancer, dementia, and microbiome conditions like acid reflux, heartburn, and IBD using Dr. Panda's methods.

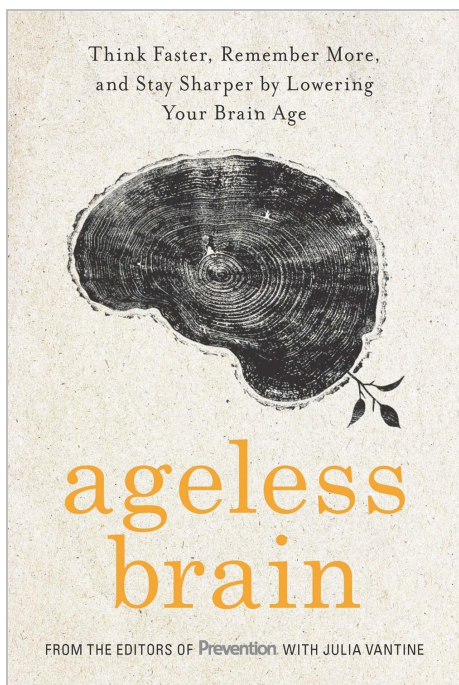
Dr. Satchidananda Panda, PhD is an Associate Professor in the Regulatory Biology Laboratory at the Salk Institute. His research focuses on the effect of the biological clock on behavior physiology and metabolism. He is a Pew Scholar and recipient of the Dana Foundation Award in Brain and Immune System Imaging.

HEALTH & FITNESS / DIET & NUTRITION / NUTRITION

Rodale Books | 6/12/2018
9781635652437 | \$26.99 / \$34.99 Can.
Hardcover | 304 pages | Carton Qty: 18
9 in H | 6 in W

MARKETING

National author publicity
National print features and reviews
National radio and podcast campaign
Online publicity and promotions
Tie-in to author's speaking schedule
Support from author connections and influencers
Content plan via RodaleWellness.com
Major social media promotion



**HEALTH & FITNESS / DISEASES
/ ALZHEIMER'S & DEMENTIA**

Rodale Books | 6/19/2018
9781623369866 | \$26.99 / \$34.99 Can.
Hardcover | 352 pages
9.3 in H | 6.5 in W
40 photos, 2 illustrations

MARKETING

National radio and podcast campaign
Online publicity and promotions
Support from author connections and influencers
Rodale brand support via Prevention
Content plan via RodaleWellness.com

Ageless Brain

Think Faster, Remember More, and Stay Sharper by Lowering Your Brain Age

From the editors of Prevention with Julia VanTine

Breakthrough research has revealed that through living a brain-healthy lifestyle, we can reduce our “brain age” to improve memory, hone sharpness, and reduce health risks as we age.

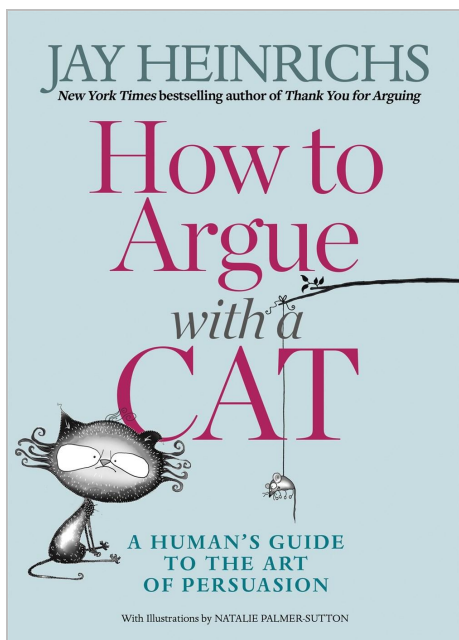
It’s normal for the brain to short-circuit every now and again—people often put their keys in the fridge, or can’t find the pair of glasses on top of their heads. But what if there was a way to eat, exercise, and live that could eliminate these “senior moments?” *Ageless Brain* offers a plan to sharpen reader’s memories and their minds so that at 40, they have the quick, agile brain they had at 30. Based off of recent scientific research that has changed everything we thought we knew about the complex human brain, this plan is filled with brain-healthy foods, exercises, and advice on how both play and stress impact your most vital organ.

Scientists have discovered that the human brain continually generates new neurons, and—as long as we pursue brain-healthy lifestyles from what we eat and how we exercise to how we handle stress and our outlooks on the world—this regrowth process continues well into old age. Exercising and nourishing our brains just like we do any other ailing organ encourages this growth—improving not only our mental fitness, but also our physical fitness as a side effect.

Ageless Brain will help readers:

- Grow new brain cells
- Think 150% faster and boost memory up to 25%
- Reduce risk-factors for Alzheimer’s
- Identify and avoid brain poisons lurking in their food, medicines, and home
- Drop unsafe levels of blood pressure, cholesterol and sugar—as well as belly fat
- Keep the brain nourished with 45 recipes

Julia VanTine writes about health from her home in Reading, PA. She is also the co-author of *The Sugar Smart Diet*.



How to Argue With A Cat

A Human's Guide to the Art of Persuasion

Jay Heinrichs

Learn how to persuade cats—the world's most skeptical and cautious negotiators—with this book as your guide, and you will be able to persuade anyone of anything!

Cats are skilled manipulators who can talk you into just about anything without a single word (or maybe a meow or two). They can get you to drop whatever you're doing and play with them. They can make you serve their dinner way ahead of schedule. They can get you to sit down right this instant and provide a lap.

On the other hand, try getting a cat to do what *you* want.

While it's hard, persuading a cat is possible. And after that, persuading humans becomes a breeze, and that is what you will learn in this book. We'll teach you how to:

- Hold an intelligent conversation—one of the few things easier to do with a cat than a human.
- Argue logically, even if your opponent is furry and irrational.
- Hack up a fallacy (the hairball of logic).
- Make your body do the talking (cats are very good at this).
- Master decorum: the art of fitting in with cats, venture capitalists, or humans.
- Learn the wisdom of predator timing and pounce at the right moment.
- Get someone to do something or stop doing it.
- Earn any creature's respect and loyalty.

JAY HEINRICH'S spent twenty-six years as a writer, editor, and magazine-publishing executive before becoming a full-time advocate for the lost art of rhetoric. He now lectures widely on the subject, to audiences ranging from Ivy League students to NASA scientists to Southwest Airlines executives, and runs the language blog figarospeech.com. He lives with his wife and their cats in New Hampshire.

LANGUAGE ARTS & DISCIPLINES / COMMUNICATION STUDIES

Rodale Books | 6/19/2018
 9781635652741 | \$16.99 / \$22.50 Can.
 Trade Paperback | 160 pages
 7 in H | 5 in W

MARKETING

Online publicity and promotions
 Support from author connections and influencers
 National independent bookseller outreach
 National librarian outreach
 Goodreads Giveaways & Promotion
 Content plan via RodaleWellness.com
 Social media promotion
 Pre-order promotion via author website
www.jayheinrichs.com

A Handful of Happiness

How a Prickly Creature Softened a Prickly Heart

Massimo Vacchetta with Antonella Tomaselli Translation by Jamie Richards

A feel-good memoir about how a prickly creature softened a prickly heart.

Massimo Vacchetta, an Italian veterinarian specializing in large animals, is recently divorced and feeling heartbroken and depressed—until the day that someone brings an orphaned baby hedgehog into his clinic. As the tiny hedgehog cries and whimpers, Massimo immediately understands the extent of the animal's vulnerability and isolation. Recognizing her helplessness and desperation in himself, he connects with her in a way he's never connected with any other animal.

In caring for this hedgehog, Massimo uncovers her vibrant personality, and rediscovers his own. He dotes on her like a child, constantly fretting about her health and happiness, caring about her in a way he's never cared about anyone or anything else. But the cage that once kept her safe has become a prison, and as much as it breaks Massimo's heart to let her go, he knows she longs to be free. Once Ninna becomes healthy and strong enough, he releases her back into the wild.

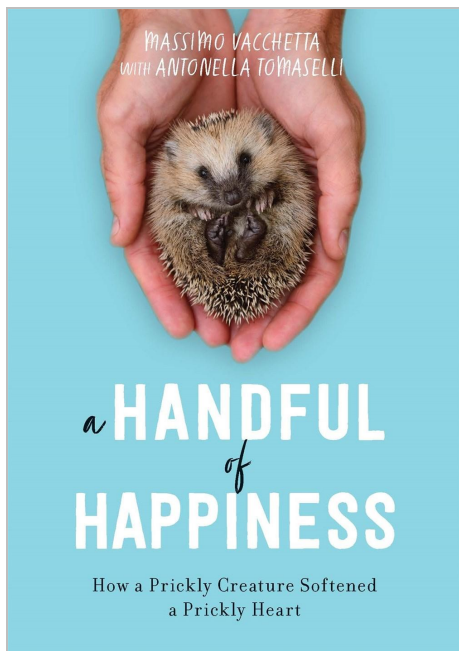
But his story doesn't end there—Massimo unexpectedly has another sick hedgehog land in his lap. And then another. Soon, people begin to seek him out to heal and care for the injured or orphaned animals, and Massimo finally discovers his life's mission. He opens a rescue and rehabilitation center, and dedicates his life to these little creatures that bring the world such joy.

Book Trailer: https://drive.google.com/file/d/10qXjOzwhYkPfrpmbVkJ2948XTK_kSaoQ/view?usp=sharing

Massimo Vacchetta has worked as a large animal veterinarian for 20 years. He owns a shelter and rehabilitation center for hedgehogs, and is the chairman of "La Casa Dei Ricci."

Antonella Tomaselli is a journalist, blogger, and environmentalist. She is an active propagandist against the abandonment of pets, and has published many books and articles.

Jamie Richards is a translator based in Italy. Some of her translations include works by Igiaba Scego, Matteo Bussola, and Ermanno Cavazzoni.

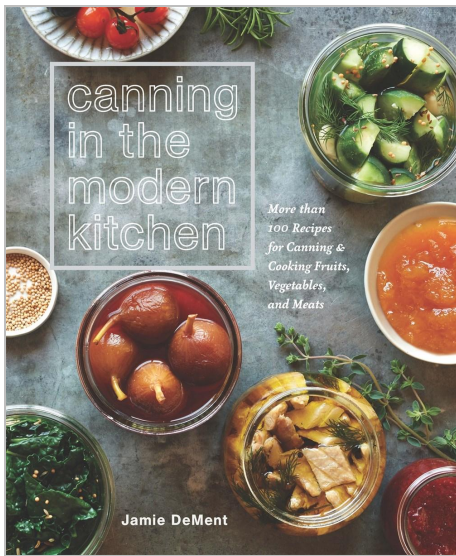


BIOGRAPHY & AUTOBIOGRAPHY / PERSONAL MEMOIRS

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Canning in the Modern Kitchen

More than 100 Recipes for Canning and Cooking Fruits, Vegetables, and Meats

Jamie DeMent

A guide to canning for the modern cook, including a variety of techniques, variations, and recipes—from classic jams and compotes to unique sauces and pates—that cover a broad seasonal range.

Farmer, restaurateur, and local food advocate Jamie DeMent offers her recipes and tricks for preserving fresh ingredients and home-cooked creations. Canning isn't about just putting food in jars and letting it sit and sit—it's about sealing in the taste of each season so you can make food from scratch with more interesting and unique flavors.

This will be a comprehensive guide for cooks of all abilities and tastes. The recipes go beyond the obvious jams, marmalades, and jellies; DeMent also provides recipes for pates and sauces, as well as unexpected ways to preserve produce and meat. She'll cover a variety of techniques including basic water bath canning and oven canning, and lay out what equipment you need to succeed in your canning journey. And, most importantly, she'll include detailed safety information to ensure that readers are learning the process correctly. Her instruction will be comprehensive, ideal for both the novice canner and the experienced cook on the search for new ideas and novel techniques.

Jamie DeMent grew up pickling and canning with three generations of family in eastern North Carolina. Along with her partner, Richard Holcomb, she owns Piedmont Restaurant in Durham, NC, Bella Bean Organics, and Heirloom Provisions. She is the author of *The Farmhouse Chef: Recipes and Stories from My Carolina Farm*, publishing Fall 2017 from UNC Press. DeMent was named one of NC's "Outstanding Women in Business" by the *Triangle Business Journal* in 2016.

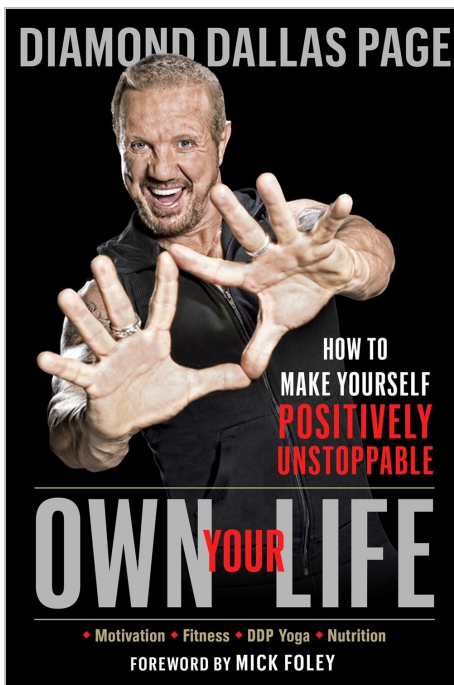
COOKING / METHODS / CANNING & PRESERVING

Rodale Books | 7/10/2018
9781635652031 | \$24.99 / \$32.50 Can.
Trade Paperback | 336 pages
9.3 in H | 7.5 in W
100 photos

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50 B&W photos

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Own Your Life

How to Make Yourself Positively Unstoppable

Diamond Dallas Page with Ian Spiegelman, Foreword by Mick Foley

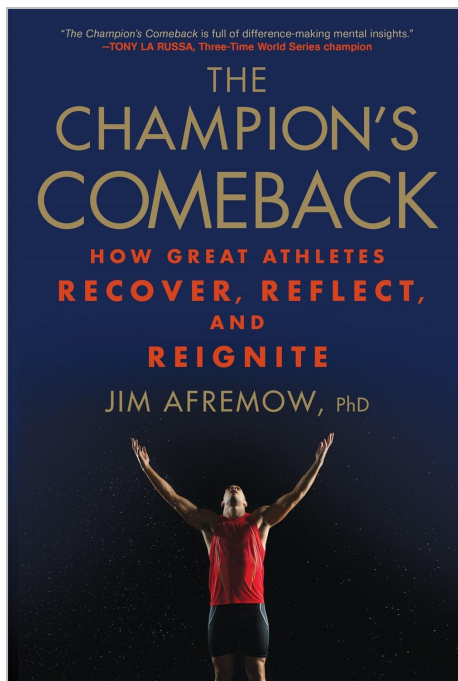
Pro wrestling legend Diamond Dallas Page writes a guide for transforming readers' lives using the principles from his revolutionary and highly successful DDP Yoga program.

The world-renowned wrestling-champion-turned-fitness-guru Diamond Dallas Page, or DDP, knows that it is possible to overcome any obstacle and create a magnificent, healthy life. He has proven it first with his own life, and now, over the last 15 years, as a remarkably successful fitness leader, entrepreneur, and motivational speaker with a global following.

He believes that the primary reason so many of us are stuck, whether in unhappy relationships, dead-end jobs, or with self-destructive habits, is because we choose not to truly take ownership of our lives. In this straightforward and insightful book, DDP has created a 13-week fitness and nutrition program that will strip away our litany of excuses and motivate the reader to get honest, take action, and take ownership—and shows how taking control of their pain lets readers take control of their lives.

Combining workout principles and yoga with elements of rehabilitation, and filled with powerful stories of transformation, *Own Your Life* includes self-help advice, life-altering yoga moves, nutrition plans, breathing exercises, and a food and fitness journal.

DIAMOND DALLAS PAGE is a semi-retired pro-wrestling champion. After rupturing discs in his back and discovering the restorative effects of yoga, he founded the phenomenally successful DDP Yoga and is now a sought-after motivational speaker and fitness instructor. Aside from leading DDP Yoga workshops, Page appears at Comic Cons throughout the country and is a frequent guest on radio, podcasts, and local morning TV shows. He was inducted in the WWE Hall of Fame in 2017. He lives in Atlanta, GA.



**SPORTS & RECREATION /
SPORTS PSYCHOLOGY**

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The Champion's Comeback

How Great Athletes Recover, Reflect, and Re-Ignite

Jim Afremow, PhD

An inspiring, practical guide to overcoming loss and injury, and achieving greatness, on and off the field—now in paperback.

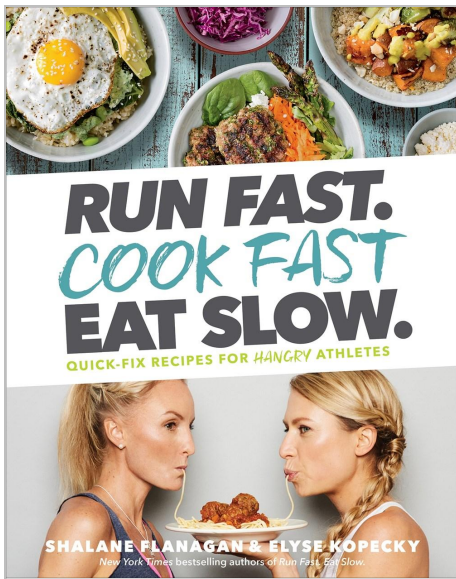
Leading sports psychologist Jim Afremow, author of the successful *The Champion's Mind*, knows what makes good athletes great—especially when they come back to win after facing devastating injuries, tough obstacles, or seemingly insurmountable odds. In *The Champion's Comeback*, he offers winning strategies for athletes of any skill level or age to get mentally psyched for competition, quickly rebound after a loss, and overcome injuries (and the fear of re-injury). In the same clear, engaging language as his previous book, Afremow explores the psychology of commitment and shows readers how to develop the core confidence of repeat champions.

Incorporating direct feedback from numerous readers of *The Champion's Mind* about what specific aspects of the mental game they were most eager to learn about, and featuring unique tips and advice, including guided imagery scripts, easy-to-follow mental training exercises, and motivating stories of famous “comeback” athletes, this is the ultimate athlete's handbook, encouraging readers not only to stay in the game, but to achieve greatness, no matter what.

PRAISE

“*The Champion's Comeback* is full of difference making mental insights. The materials, like the 7L's, are innovative and often presented in the best learning mode – make the points and explain with outstanding examples. Championships earned include confronting failures and using them to improve: Jim Afremow has given us the “comeback” factors in an important and entertaining read!” –TONY LA RUSSA, MLB Hall of Famer, 3x World Series Champion

Jim Afremow, PhD, is a leading sports psychology consultant and licensed counselor. He is the founder of good to gold medal, PLLC, and former sports psychology consultant 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. He lives in Phoenix, AZ.

**COOKING / HEALTH & HEALING**

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Run Fast. Cook Fast. Eat Slow.

Quick-Fix Recipes for Hangry Athletes

Shalane Flanagan and Elyse Kopecky

The follow-up to the *New York Times* bestseller *Run Fast. Eat Slow.*, *Run Fast. Cook Fast. Eat Slow.* is a cookbook aimed at busy young athletes looking for nutritious recipes to fuel their lives.

Run Fast. Eat Slow. transformed lives of athletes across the country, showing them that healthy food could be both indulgent and incredibly nourishing. On their book tour, authors Shalane Flanagan and Elyse Kopecky listened to readers and fans and decided that they needed to bring their knowledge to those who needed it most: busy young athletes. The first book had a life-changing effect on the lives of high school and college runners, helping them overcome health issues related to undernourishment—disordered eating, harmful dieting, athletic amenorrhea—and develop healthy eating habits. Their second book takes the advice they gave in *Run Fast. Eat Slow.* one step further by providing the recipes to nourish and sustain athletes on the go.

While aimed at a younger audience, *Run Fast. Cook Fast. Eat Slow.* will also appeal to anyone looking to cook nutritious recipes quickly: beginner cooks, busy families, moms with young children. The recipes are easy, approachable, and affordable. It will be organized not by category, but by time of day: morning pre-run snacks, post-run breakfasts, on-the-go lunches, 30-minutes-or-less dinner recipes, and sweet and savory snacks. Each and every recipe—from Shalane and Elyse's signature Superhero muffins to protein-packed wraps, pizza bolognese, baked avocado, and macadamia macaroon energy bars—provides fuel and nourishment without sacrificing taste or time.

PRAISE

Praise for *Run Fast. Eat Slow.*:

"Feeding my cravings with healthy food has long been my recipe for running longevity. *Run Fast Eat Slow* contains sound advice and delicious and nutritious recipes—finally a true runner's kitchen companion."

— Joan Benoit Samuelson, first-ever women's Olympic marathon champion

"There are so many misleading diet trends pushed at young female athletes. Finally here's a book after my own heart—celebrating indulging in real food!"

— Allyson Felix, Olympic gold medal sprinter

Shalane Flanagan is the co-author of the *New York Times* bestseller *Run Fast. Eat Slow.* She is an Olympic silver medalist, 4-time Olympian, and multiple American record holder. She has been running at an elite level for 14 years and lives in Portland, OR.

Elyse Kopecky is a chef and co-author of the *New York Times* bestseller *Run Fast. Eat Slow.* The book features her indulgent nourishment food philosophy for long-term health. She studied at the Natural Gourmet Institute and lives in Bend, OR.

LOSE up to a POUND a DAY,
Reclaim ENERGY and FOCUS,
UPGRADE Your LIFE

From the
Inventor of
Bulletproof
Coffee
with Butter

THE

Bulletproof Diet



DAVE ASPREY

FOREWORD BY JJ VIRGIN, AUTHOR OF *THE VIRGIN DIET*

HEALTH & FITNESS / DIET & NUTRITION / DIETS

Rodale Books | 4/10/2018

9781623368388 | \$16.99

Trade Paperback | 320 pages | Carton Qty: 24
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- Promoted via author's website, BulletproofExec.com, e-newsletters, and podcasts

The Bulletproof Diet

Lose up to a Pound a Day, Reclaim Energy and Focus, Upgrade Your Life

Dave Asprey

From the Bulletproof Executive, the revolutionary "biohacking" plan to reclaim energy and focus, upgrade your life, and lose up to a pound a day.

In his mid-20s, Dave Asprey was a successful Silicon Valley multimillionaire. He also weighed 300 pounds, despite that he was doing what doctors recommended: eating 1,800 calories a day and working out 90 minutes a day, six times a week.

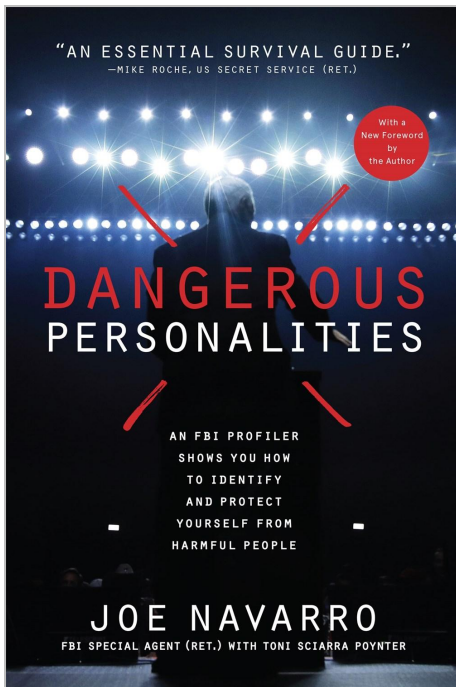
When his excess fat started causing brain fog and food cravings sapped his energy and willpower, Asprey turned to the same hacking techniques that made his fortune to "hack" his own biology. Known as "the world's most famous biohacker," he invested more than \$300,000 and 15 years to uncover what was hindering his energy, performance, and happiness. From private brain EEG facilities to remote monasteries in Tibet, through radioactive brain scans, blood chemistry work, nervous system testing, and more, he explored traditional and alternative technologies to reach his physical and mental prime. The result? *The Bulletproof Diet*, an anti-inflammatory program for hunger-free, rapid weight loss and peak performance.

The Bulletproof Diet will change what you think you know about weight loss and wellness. The plan is your ticket to:

- Lose weight with zero hunger and zero cravings
- Feel your brain work at its full power every day
- Have more energy than you ever thought possible

By ditching traditional "diet" thinking, Asprey has maintained his 100-pound weight loss, increased his IQ, and reached a level of health that seemed unattainable. Now you can access his best hacks in *The Bulletproof Diet*.

DAVE ASPREY is the author of *The Bulletproof Diet* and *Bulletproof: The Cookbook*, the creator of Bulletproof Coffee® made with butter, and the owner of the enormously popular Bulletproof Coffee Shop restaurant in Los Angeles. He is the chairman of the Silicon Valley Health Institute and host of the #1 ranked Bulletproof Radio show with 30 million downloads on iTunes and PodcastOne. He has been featured on the *Today* show, *Nightline*, and CNN in *Financial Times*, *Rolling Stone*, *Men's Health*, *Vogue*, *M...*



**PSYCHOLOGY /
PSYCHOPATHOLOGY /
PERSONALITY DISORDERS**

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Dangerous Personalities

An FBI Profiler Shows You How to Identify and Protect Yourself from Harmful People

Joe Navarro, FBI Special Agent (Ret.) with Toni Sciarra Poynter

An ex-FBI profiler shows readers how to identify and protect themselves from dangerous individuals in this paperback edition of his national bestseller, now featuring a new foreword by the au...

We seem to wake up to a new tragedy in the news every day—Las Vegas, Orlando, Newtown, Boston, Aurora, Columbine. So often the reporters say, “There were some signs, but nobody acted.” The scary part about these tragedies is that less than 1 percent of criminals are incarcerated for their crimes, meaning that for every headline, there are millions of dangerous situations in which average people find themselves. On top of that, how can ordinary people identify threats from those who may not hurt them physically but can devastate their lives on a daily basis—the crazy coworkers, out-of control family members, or relentless neighbors?

In *Dangerous Personalities*, former FBI profiler Joe Navarro shows readers how to identify the four most common “dangerous personalities” and analyze how much of a threat each one can be: the Narcissist, the Predator, the Paranoid, and the Unstable Personality. Along the way, readers learn how to protect themselves both immediately and long-term—as well as how to recover from the trauma of being close to such a destructive force.

Joe Navarro worked for the FBI for 25 years, using behavioral assessment skills to profile and catch criminals. Since retiring, he has continued to consult and conduct lectures on counter-intelligence, profiling, and interrogation. He lives in Tampa, Florida.

Toni Sciarra Poynter is an editorial consultant and author with over 25 years’ experience in nonfiction publishing. As an editor, she worked with bestselling authors and prominent professionals in many fields. She lives in New York City.

Index

Afremow, Jim, PhD; The Champion's Comeback: How Great Athletes Recover, Reflect, and Re-Ignite	17
Ageless Brain: Think Faster, Remember More, and Stay Sharper by Lowering Your Brain Age ; Julia VanTine, R.D.	12
American Bites: 100 Cookies, Candies, Bars, Brownies, Snaps, Drops, and Jumbles That We Have Loved for Generations ; Anne Byrn	8
Anxiety Journal, The: Exercises to Soothe Stress and Eliminate Anxiety Wherever You Are ; Corinne Sweet	2
Asprey, Dave; The Bulletproof Diet: Lose up to a Pound a Day, Reclaim Energy and Focus, Upgrade Your Life	19
Bulletproof Diet, The: Lose up to a Pound a Day, Reclaim Energy and Focus, Upgrade Your Life ; Dave Asprey	19
Byrn, Anne; American Bites: 100 Cookies, Candies, Bars, Brownies, Snaps, Drops, and Jumbles That We Have Loved for Generations	8
Canning in the Modern Kitchen: More than 100 Recipes for Canning and Cooking Fruits, Vegetables, and Meats ; Jamie DeMent	15
Champion's Comeback, The: How Great Athletes Recover, Reflect, and Re-Ignite ; Jim Afremow, PhD	17
Chickens in Your Backyard: A Beginner's Guide ; Gail Damerow	5
Circadian Code, The: Lose Weight, Supercharge Your Energy, and Transform Your Health from Morning to Midnight ; Dr. Satchin Panda	11
Damerow, Gail; Chickens in Your Backyard: A Beginner's Guide	5
Dangerous Personalities: An FBI Profiler Shows You How to Identify and Protect Yourself from Harmful People ; Joe Navarro	20
DeMent, Jamie; Canning in the Modern Kitchen: More than 100 Recipes for Canning and Cooking Fruits, Vegetables, and Meats	15
Fix Your Body, Fix Your Brain: Just 1 Hour A Week To The Best Memory, Productivity, And Sleep You've Ever Had ; DC, CCN, DACBN Tom O'Bryan	3
Flanagan, Shalane; Run Fast. Cook Fast. Eat Slow.: Quick-Fix Recipes for Hangry Athletes	18
Gershuny, Grace; The Rodale Book of Composting: Easy Methods for Every Gardener	10
Handful of Happiness, A: How a Prickly Creature Softened a Prickly Heart ; Massimo Vacchetta	14
Heinrichs, Jay; How to Argue With A Cat: A Human's Guide to the Art of Persuasion	13
Holmgren, Johnna; Tales from a Forager's Kitchen: The Ultimate Field Guide to Evoke Curiosity and Wonderment with More Than 80 Recipes and Foraging Tips	6
How to Argue With A Cat: A Human's Guide to the Art of Persuasion ; Jay Heinrichs	13
Kita, Meghan; Runner's World How to Make Yourself Poop: And 999 Other Tips All Runners Should Know	9
Maximus, Bobby; Men's Health Maximus Body: The Physical And Mental Training Plan That Shreds Your Body, Builds Serious Strength, And Makes You Unstoppably Fit	4
Men's Health Maximus Body: The Physical And Mental Training Plan That Shreds Your Body, Builds Serious Strength, And Makes You Unstoppably Fit ; Bobby Maximus	4
Navarro, Joe; Dangerous Personalities: An FBI Profiler Shows You How to Identify and Protect Yourself from Harmful People	20
Oakes, Editors of Women's Health and Sheila Curry; Women's Health Vagina University: A Complete Owner's Manual from Sex and Periods to Health and Body Image... and Everything In Between	7
O'Bryan, DC, CCN, DACBN Tom; Fix Your Body, Fix Your Brain: Just 1 Hour A Week To The Best Memory, Productivity, And Sleep You've Ever Had	3
Own Your Life: How to Make Yourself Positively Unstoppable ; Author Diamond Dallas Page	16
Page, Author Diamond Dallas; Own Your Life: How to Make Yourself Positively Unstoppable	16
Panda, Dr. Satchin; The Circadian Code: Lose Weight, Supercharge Your Energy, and Transform Your Health from Morning to Midnight	11
Rodale Book of Composting, The: Easy Methods for Every Gardener ; Grace Gershuny	10
Run Fast. Cook Fast. Eat Slow.: Quick-Fix Recipes for Hangry Athletes ; Shalane Flanagan	18
Runner's World How to Make Yourself Poop: And 999 Other Tips All Runners Should Know ; Meghan Kita	9
Sweet, Corinne; The Anxiety Journal: Exercises to Soothe Stress and Eliminate Anxiety Wherever You Are	2
Tales from a Forager's Kitchen: The Ultimate Field Guide to Evoke Curiosity and Wonderment with More Than 80 Recipes and Foraging Tips ; Johnna Holmgren	6
Vacchetta, Massimo; A Handful of Happiness: How a Prickly Creature Softened a Prickly Heart	14
VanTine, Julia, R.D.; Ageless Brain: Think Faster, Remember More, and Stay Sharper by Lowering Your Brain Age	12
Women's Health Vagina University: A Complete Owner's Manual from Sex and Periods to Health and Body Image... and Everything In Between ; Editors of Women's Health and Sheila Curry Oakes	7

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