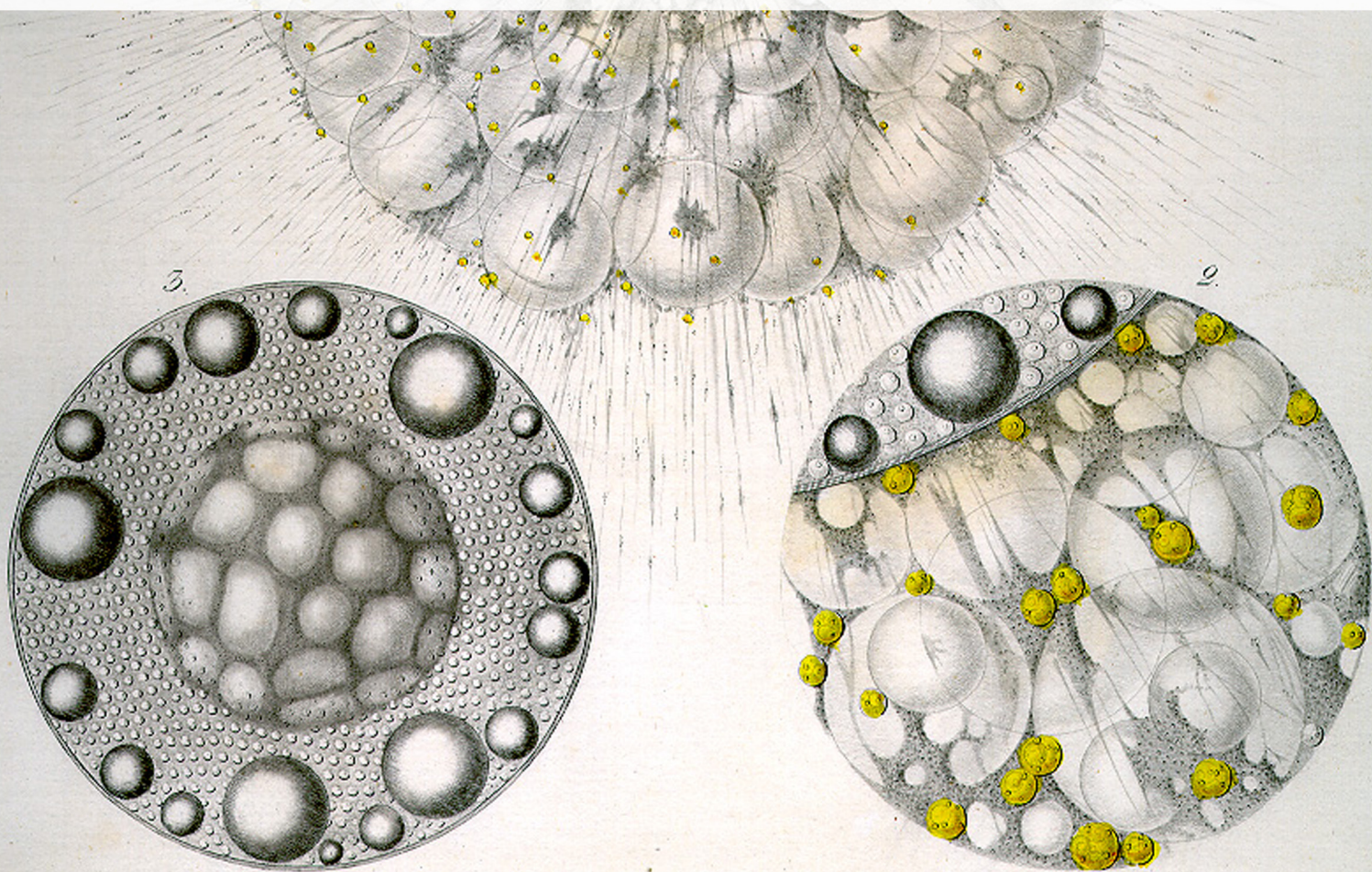




RODALE

WINTER 2018





RODALE

Dear Friends:

Happy New Year and welcome to 2018! We are thrilled to once again be publishing titles that offer you a path to making this year your best one yet.

EVEN THE STIFFEST PEOPLE CAN DO THE SPLITS, by Eiko, is the next self-improvement sensation to come out of Japan. In just 4 weeks, readers will learn to do the splits and achieve dramatic health benefits. Since its publication in Japan (April 2016), it's sold **more than 1 million copies** and Eiko's YouTube tutorial has been viewed more than 5.5 million times. As Eiko says: "Young, old, made of rubber or rusty metal, anybody can do the splits." Even if you are not ready to do the splits, your body will still benefit from this stretching program that is proven to improve flexibility and posture, increase circulation, reduce joint pain, and much more.

Winter is a great time to hit the reset button on physical and emotional health. **UNLOCKING GREATNESS**, by radio show host and business executive Charlie Harary, is a guide to successfully clearing a pathway from the life you have to the life you want by changing your perspective and discovering your ideal self. **HIGH VIBRATIONAL BEAUTY**, by cult favorite CAP Beauty store founders Kerrilynn Pamer and Cindy DiPrima, is a primer for natural beauty and radical self-care featuring unique rituals and recipes that follow the seasons of the year. In **TRUE ROOTS**, *New York Times* bestselling author and star of *The Hills* Kristin Cavallari returns with a cookbook focused on clean eating.

Winter is also the perfect time to enjoy a cozy cookbook. Based on the popular blog of the same name, **THE ALASKA FROM SCRATCH COOKBOOK**, by Maya Wilson, captures the beauty, wonder, and seasonal ingredients of Alaska with gorgeous photography, essays, and recipes.

And dark months call for dark humor. In **DEAD PEOPLE SUCK**, comedian and *New York Times* bestselling coauthor of *Sh*tty Mom* Laurie Kilmartin presents an honest, irreverent, and laugh-out-loud guide to grief that offers great perspective on one of life's most difficult moments.

The Rodale name is perhaps the most trusted and credible brand in the gardening/nature how-to space. Over the years, we've heard from librarians and booksellers about their fondness for these perennial backlist titles. To that end, we are updating and revising many of these bestsellers and launching the new **RODALE CLASSICS**. The first two titles (of many!) will release this season: *The New Seed Starters Handbook* and *Rodale's Ultimate Encyclopedia of Organic Gardening*.

So there you have it, just a few of the many books that are sure to fend off the winter blues. We can't wait to see how you decide to make 2018 your healthiest and happiest.

All best,

Yelena Gitlin Nesbit

Executive Director Strategic Development & Communications

**HEALTH & FITNESS / EXERCISE**

Rodale Books | 12/5/2017
 9781635651782 | \$19.99 / \$22.99 Can.
 Hardcover | 192 pages | Carton Qty: 24
 8 in H | 8 in W

MARKETING

National print features and reviews
 Online publicity and promotions
 Content plan via RodaleWellness.com
 Rodale brand support via Prevention
 Major social media promotion

Even the Stiffest People Can Do the Splits

A 4-Week Stretching Plan to Achieve Amazing Health

Eiko

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

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

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

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

Fit in 10: Slim & Strong—for Life!

Simple Meals and Easy Exercises for Lasting Weight Loss in Minutes a Day

Jenna Bergen Southerland, Prevention Fitness Director

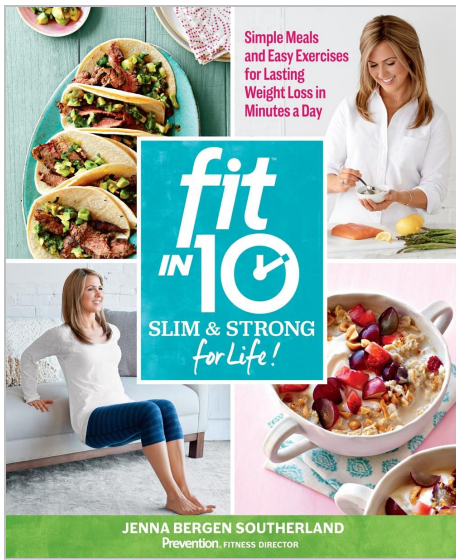
Based on the successful video franchise, *Fit in 10* is a plan for even the busiest woman—exercise for 10 minutes per day and prep clean recipes in 10 minutes or less.

Most women already know, more or less, what they should be doing to keep their bodies healthy and strong. Eat right, work out, and be mindful—but who really has the time for all of that when work is crazy, the kids are waiting for dinner, and there just aren't enough hours in the day? It turns out, you don't need hours: just 10 minutes!

Based on cutting-edge research and designed for real women, the 60-day *Fit in 10* plan offers proven results without endless hours at the gym or cooking elaborate meals. Working out for just 10 minutes per day using bodyweight movements, light hand weights, and resistance bands and spending 10 minutes or less creating healthy, delicious meals will result in a faster metabolism, slimmer waistline, reduced pain, and overall improved health and mood.

Fit in 10 is a lifestyle, not a diet. *Prevention* has developed this program to help readers boost their commitment to a healthy, active life. The book includes a 10-day clean-eating jumpstart meal plan, 85 healthful, delicious recipes, and a 60-day training plan designed to tone your body all of which help establish new exercise and eating habits to improve health. The 10-minute “Life Changers” throughout the book encourage and empower the reader to prioritize herself and stay on track to meet goals long past those first 60 days.

Jenna Bergen Southerland is a wellness expert, a registered yoga teacher, and the fitness director at *Prevention*.



HEALTH & FITNESS / EXERCISE

Rodale Books | 12/26/2017

9781623369958 | \$18.99 / \$21.99 Can.

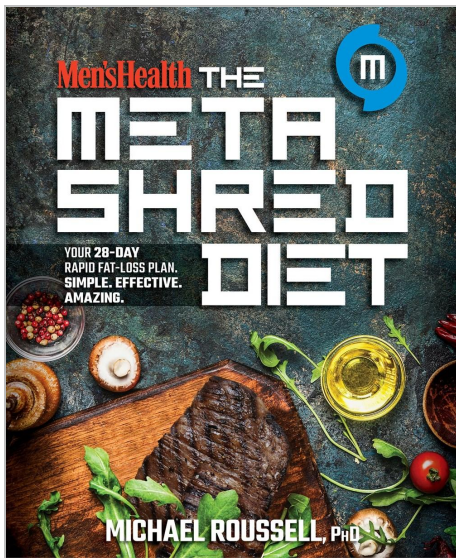
Trade Paperback | 304 pages | Carton Qty: 28
9.1 in H | 7.5 in W

One 16-page color insert (recipes), two-color throughout

Subrights: WORLD

MARKETING

National television appearances
National print features and reviews
Online publicity and promotions
Rodale brand support via Prevention
Content plan via RodaleWellness.com
Major social media promotion



HEALTH & FITNESS / DIET & NUTRITION / DIETS

Rodale Books | 12/26/2017

9781623369880 | \$21.99 / \$24.99 Can.

Trade Paperback | 288 pages | Carton Qty: 30

9.1 in H | 7.5 in W

20 B&W photos

Subrights: World exclusive

MARKETING

National print features and reviews

Online publicity and promotion

Rodale brand support via Men's Health

Content plan via RodaleWellness.com

Major social media promotion

Men's Health The MetaShred Diet

Your 28-Day Rapid Fat-Loss Plan. Simple. Effective. Amazing.

Michael Roussell, PhD

From the expert in men's health and fitness comes a science-backed, 28-day plan to lose fat and keep it off for good.

Men's Health nutrition advisor and weight loss expert Michael Roussell, PhD, RD, destroys the myth that healthy weight loss needs to be limited to 1 to 2 pounds per week—and gives readers the science-backed program to prove it. Dr. Roussell combines the latest nutrition science with an easy-to-use plan that allows people to lose up to 15 pounds in just 28 days—and keep the weight off! By discovering their personal “secret weight loss window,” readers will learn how to combine the right amount of calorie reduction with the ideal amount of calorie burn. The result: They’ll take the brakes off their body’s ability to lose weight, but without resorting to a starvation diet or endless hours of exercise. It’s rapid fat loss truly made easy—all they have to do is follow Dr. Roussell’s customizable eating plan and sample workouts from the the *Men's Health* brand.

Michael Roussell, PhD, is a nutrition advisor and columnist for *Men's Health*, an adjunct professor at Penn State University, and one of the country’s most sought-after nutrition experts. He works with a wide range of clientele including professional athletes, celebrities, and Fortune 500 executives. Dr. Roussell lives in Pittsford, New York, with his wife, Emily, and their four children.

Twitter: 17.6K followers

Facebook: 10.6K likes

Instagram: 5.2K followers

Men's Health

Twitter.com/MensHealthMag: 4...



Women's Health Take It Off, Keep It Off!

Real Women Reveal How They Lost 20, 50, Even 100 Pounds—And How You Can Too!

Lesley Rotchford

Based on the popular body transformation success story column in *Women's Health*, this plan reveals the success secrets that have helped women lose 20, 40, and even 100 pounds.

Take It Off, Keep it Off is the plan for women who have struggled for years—in some cases their entire lives—to lose weight and now regularly rock skinny jeans and crush 10Ks. From those who have been overweight since childhood to moms who couldn't take it off after having a baby, these women have tried every trendy diet and popular exercise program out there, poring over before and after shots and wondering how to take that first step.

As the former editor of *Women's Health's* popular "You Lose, You Win" column, Rotchford has distilled the weight loss lessons and inspiration of hundreds of women into an easy-to-follow practical program.

The 5-day quick-start meal plan provides innovative eating strategies that focus on protein and portion control. With a three-phase exercise plan that features timesaving strength and cardio routines specifically designed to blast fat fast, this straightforward program clears a solid path toward transformation.

Motivated by success stories, readers can now lose the weight and gain strength, confidence, and the longer, healthier lives they deserve!

Lesley Rotchford is a freelance editor and writer who has covered health, fitness, weight loss, beauty, and entertainment for 18 years. A former executive editor at *Women's Health*, she also worked at *Self*, *Cosmopolitan*, and *Allure*. She lives in New Canaan, Connecticut, with her husband and three sons.

HEALTH & FITNESS / DIET & NUTRITION / WEIGHT LOSS

Rodale Books | 12/26/2017

9781623369934 | \$18.99 / \$21.99 Can.

Trade Paperback | 288 pages | Carton Qty: 30

9.1 in H | 6.5 in W

Subrights: WORLD

MARKETING

National print features and reviews

Online publicity and promotion

Rodale brand support via Women's Health

Content plan via RodaleWellness.com

Major social media promotion



COOKING / METHODS / COOKERY FOR ONE

Rodale Books | 1/23/2018

9781635650853 | \$21.99 / \$24.99 Can.

Trade Paperback | 304 pages | Carton Qty: 32
9.1 in H | 7.5 in W

Two 16-page color inserts, two-color throughout

MARKETING

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

The Women's Health Healthy Meals for One (or Two) Cookbook

A Simple Guide to Shopping, Prepping, and Cooking for Yourself with 175 Nutritious Recipes

The Editors of Women's Health with Katie Walker

With clean, healthy diets trending and more Americans eating alone, this book makes cooking healthy for one or two simple and practical.

According to a report released by a consumer market research group, Americans eat about 60 percent of breakfasts, more than half of lunches, and one-third of dinners solo. So, that means about half the times that we sit down to eat a meal, our only company is a television, a book, or our Facebook friends.

When you're eating solo and you order delivery or purchase microwavable meals, you may not be making the best choice for your health or for your wallet. But you don't have to wait until you have a partner and 2.5 kids around the dining table to eat fresh, healthy food that tastes good and is good for you. You can make the choice to take care of your health now.

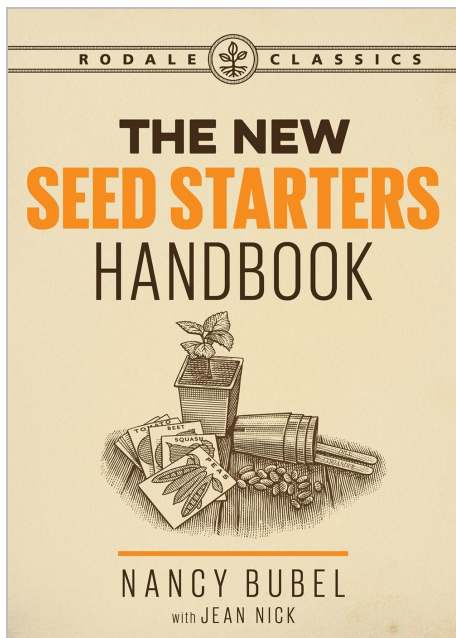
Women's Health Healthy Meals for One or Two shares inventive, creative recipes that are healthy, simple, and delicious. Whether you are prepping batches of grab-and-go meals ahead of time or throwing together a single- or double-serving dinner from the ingredients you have in your pantry, this book will make the meals you eat alone tasty and nutritious.

Women's Health is an award-winning health, nutrition, fitness, and lifestyle magazine offering the latest expert-backed advice to women for more than 10 years.

Facebook: 8,255,778

Instagram: 1M

Twitter: 4.58M



The New Seed Starters Handbook

Nancy Bubel with Jean Nick

This revised version of the backlist bestseller is an easy-to-use reference for the most up-to-date information on how to raise healthy seedlings.

Everything cultivated begins with a seed, and with more than 50,000 copies sold, Rodale's *The New Seed Starters Handbook* has been the source for expert information on raising healthy seedlings since its release in 1988. This revised version of the staple seed book is an easy-to-use reference that gives readers the most up-to-date information on how to start seeds successfully and grow their favorite plants from year to year.

The New Seed Starters Handbook presents step-by-step guides to starting plants from seed, which allows for earlier harvests, greater variety, and healthier seedlings. It also presents an encyclopedia of more than 200 plants—including vegetables and fruits, garden flowers, wildflowers, herbs, trees, and shrubs—with details on how to start each from seed. This is the perfect guide for gardeners of every level—from novice to veteran.

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.

Nancy Bubel has written for *Organic Gardening*, *Mother Earth News*, *Country Journal Magazine*, *Horticulture*, *Family Circle*, *Woman's Day* and *New Shelter* magazines. A life member of both the Seed Savers Exchange and the Friends of the Trees Society, she lives in Wellsville, PA.

Jean Nick is a lifelong organic gardener, sustainable farmer, scientist, and author. She has written about healthy living for the better part of three decades from her organic sheep farm in rural Bucks County, Pennsylvania.

Roda...

GARDENING / TECHNIQUES

Rodale Books | 1/30/2018

9781635651041 | \$18.99 / \$21.99 Can.

Trade Paperback | 400 pages | Carton Qty: 22
9.1 in H | 6.5 in W

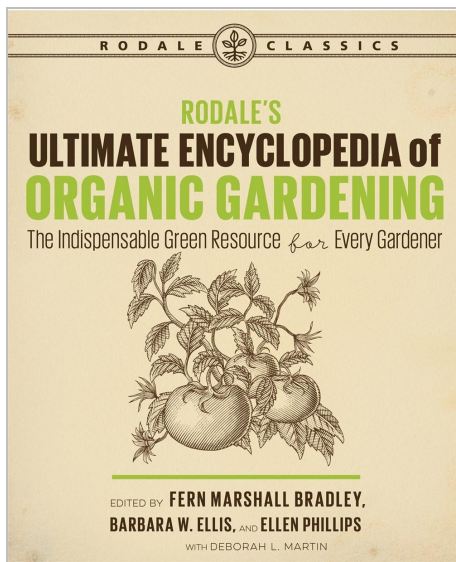
Subrights: World.

Other Available Formats:

Trade Paperback ISBN: 9780878577521

MARKETING

Content plan via RodaleWellness.com
National independent bookseller outreach
National librarian outreach
Goodreads Giveaways & Promotion



Rodale's Ultimate Encyclopedia of Organic Gardening

The Indispensable Green Resource for Every Gardener

Edited by Fern Marshall Bradley, Barbara W. Ellis, and Ellen Phillips with Deborah L. Martin

A steady backlist bestseller for decades, this updated and revised edition is bringing fresh new advice and new knowledge to gardeners everywhere.

With more than a hundred thousand copies sold, *Rodale's Ultimate Encyclopedia of Organic Gardening* has been the go-to resource for gardeners since its publication in 2009. Now, almost a decade later, this fully revised version provides the most up-to-date information and tips to plant, grow, care for, and enjoy nontoxic gardens in any part of the country.

The new *Rodale's Ultimate Encyclopedia of Organic Gardening* is the best tool gardeners can buy to start applying organic and chemical-free methods to everything from fruit and vegetable crops to herbs, trees and shrubs, perennials, annuals, and lawns. This book highlights innovative gardening techniques, organic soil practices, water reduction methods, and information on landscape design for gorgeous, sustainable gardens.

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.

FERN MARSHALL BRADLEY, BARBARA W. ELLIS, and ELLEN PHILLIPS are all former managing editors of Rodale Garden Books. The three coauthored the 1992 edition of this title, in addition to having written numerous books and articles individually.

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

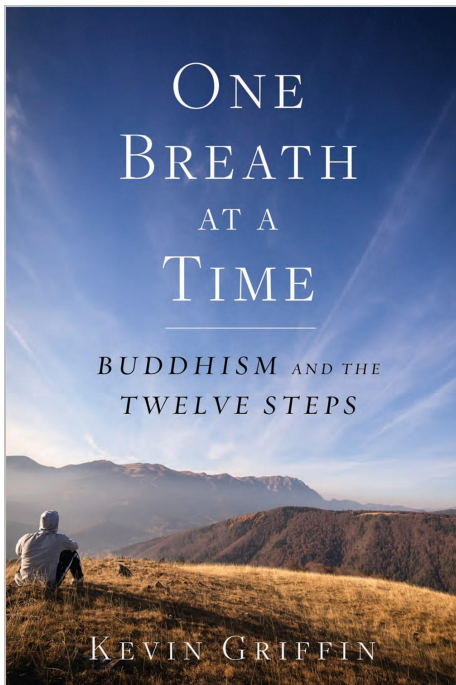
GARDENING / ORGANIC

Rodale Books | 1/30/2018
 9781635650983 | \$27.99 / \$32.50 Can.
 Trade Paperback | 720 pages | Carton Qty: 12
 9.1 in H | 7.5 in W
 75 illustrations

Subrights: World

MARKETING

Content plan via RodaleWellness.com
 National independent bookseller outreach
 National librarian outreach
 Goodreads Giveaways & Promotion



SELF-HELP / SUBSTANCE ABUSE & ADDICTIONS

Rodale Books | 2/6/2018

9781635651805 | \$16.99 / \$19.50 Can.

Trade Paperback | 304 pages | Carton Qty: 26
9 in H | 6 in W

Subrights: World exclusive

Other Available Formats:

Trade Paperback ISBN: 9781579549053

MARKETING

Online publicity and promotions
Paid advertising targeting addiction recovery and spirituality audiences
Social media promotion via author, Rodale Wellness, and Rodale Books
Goodreads Giveaway & promotion
Promotion via author website, www.kevingriffin.net

One Breath at a Time

Buddhism and the Twelve Steps

Kevin Griffin

Now with a new foreword and conclusion, *One Breath at a Time* combines the ancient traditions of Buddhism with the Twelve Step program for recovery.

Drug abuse, particularly opioid addiction, is more of a public health problem than ever before—so much so that in March 2018, the American College of Physicians will recommend that substance abuse disorders be treated as a chronic medical condition. They urge physicians to become more familiar with addiction, and as the epidemic rises, health professionals of all kinds are looking for alternative means of healing to treat those in need.

With its powerful and spiritual view on recovery, *One Breath at a Time* is more relevant now than ever before. Since its initial publication in 2004, the book has sold steadily—it's netted more than 62,000 copies mainly through the author's promotion and busy events and workshop schedule. The revised edition will include a new conclusion by the author describing how the book has been a cornerstone of his teachings over the past years and a new foreword by a contributor.

In *One Breath at a Time*, Griffin shares his own extraordinary journey to sobriety and how he integrated the Twelve Steps of recovery with Buddhist mindfulness practices. He examines each step and how it relates to Buddhist teachings and presents techniques for finding clarity and awareness. *One Breath at a Time* describes the convergence of two vital traditions—one ancient, the other contemporary—and shows how they work together to create a rich spiritual path.

Kevin Griffin is the author of *One Breath at a Time*, *Recovering Joy*, and *A Burning Desire*. A longtime Buddhist practitioner and Twelve Step participant, he is a leader in the mindful recovery movement and one of the founders of the Buddhist Recovery Network. Griffin teaches nationally in Buddhist centers, treatment centers, and academic settings. He specializes in helping people in recovery connect with meditation and a progressive understanding of the Twelve Steps. He lives in California.

LAURIE KILMARTIN

NEW YORK TIMES BESTSELLING AUTHOR OF SH*TTY MOM

DEAD PEOPLE SUCK

A Guide for Survivors of the
Newly Departed



SELF-HELP / DEATH, GRIEF, BEREAVEMENT

Rodale Books | 2/13/2018

9781635650006 | \$21.99 / \$24.99 Can.

Hardcover | 208 pages | Carton Qty: 22

8.4 in H | 5.5 in W

Subrights: World

Other Available Formats:

Audio ISBN: 9781427297976

Audio ISBN: 9781427297969

MARKETING

National television appearances

National print features and reviews

National radio and podcast campaign

Online publicity and promotions

Key author appearances

Support from author connections and influencers

National independent bookseller outreach

Goodreads Giveaways & Promotion

Major social media promotion

Pre-order promotion via author website

www.kilmartin.com

Dead People Suck

A Guide for Survivors of the Newly Departed

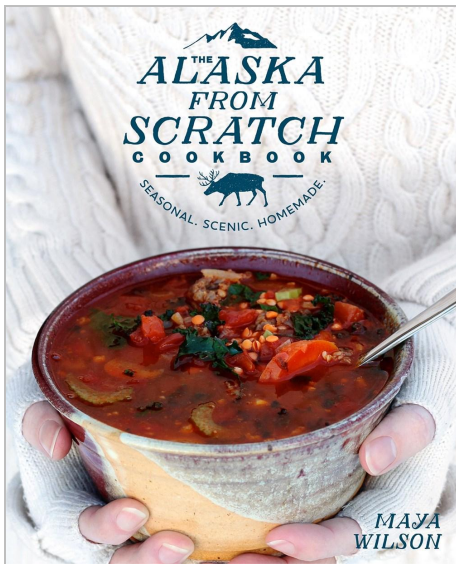
Laurie Kilmartin, New York Times bestselling author of *Sh*TTY Mom*

Comedian and *New York Times* bestselling author of *Sh*TTY Mom* Laurie Kilmartin presents a hilarious guide to coping with death and dying without losing your mind.

Laurie Kilmartin is an Emmy-nominated writer for *CONAN*, the coauthor of the *New York Times* bestselling book *Sh*TTY Mom*, a cohost of *The Jackie and Laurie Show*, and a stand-up comic. In 2014, she made headlines by live tweeting her father's time in hospice and her grieving process after he passed. Laurie's hilarious tweets took the world by storm, showing the need for a comic interpretation of grief.

Dead People Suck is an honest, irreverent, and laugh-out-loud guide to grief. Full of hilarity and very real advice, the book is broken down into six sections: a guide for the dying, a guide for loved ones, advice on the process of dying, the ins and outs of grief and funeral preparation, the various stages of mourning, and a bonus tips chapter for friends and bystanders. With chapters like "The Real Obit: He Died At Home, Surrounded by Loved Ones Who Were Texting On Their iPhones" and "The First Time You Tell a Telemarketer, 'She Can't Come to the Phone Right Now Because She Is Dead,'" this book will offer a necessary resource—full of pragmatic tips on everything from funeral preparation to condolences—without overwhelming the reader with sentiment. *Dead People Suck* is the perfect read for navigating life's most complicated moments with a sense of humor, humility, and perspective.

Laurie Kilmartin is an Emmy Award-nominated writer for *CONAN* and the cohost of *The Jackie and Laurie Show*. As a stand-up comedian, she has appeared on *CONAN*, *Last Comic Standing*, *Jimmy Kimmel Live*, and Comedy Central.



The Alaska from Scratch Cookbook

Seasonal. Scenic. Homemade.

Maya Wilson

Based on a wildly popular blog of the same name, this gorgeous and cozy cookbook showcases the beauty and seasonal ingredients of Alaska.

When Maya Wilson and her three kids transplanted to Alaska in 2011, she didn't know what to expect. But what she ended up finding was home—and she turned her love for the gorgeous landscapes and fresh, seasonal cuisine into the now hugely popular blog Alaska from Scratch.

This love letter to Alaska highlights the region's backyard-to-table, homemade food culture and seasonal ingredients. In addition to recipes for small bites, salads, soups, and desserts, the book is arranged into Alaska Mornings and Alaska Evenings—mornings are crisp and lend themselves to substantial breakfast fare like a quinoa and egg enchilada skillet, while evenings call for nourishing and warming chilis and jambalayas. While the book showcases Alaska's famous wild berries, salmon, halibut, and even moose, all the recipes are designed to be simple and adaptable—Wilson provides substitutions that can be found everywhere. *The Alaska from Scratch Cookbook* also captures the beauty of Alaska with gorgeous, cozy photography and beautifully written essays throughout.

With the success of her blog—her recipes have been covered everywhere from Today.com and BuzzFeed to the *Huffington Post*—Wilson is a new voice to watch in the blogging world. She'll include 60 newly developed recipes along with 15 blog favorites. With *The Alaska from Scratch Cookbook*, she'll give readers a taste of both the food Alaska is known for and the feeling that being there creates.

Maya Wilson launched the Alaska from Scratch blog in 2011. Since then, it has grown to be Alaska's premier food blog, reaching a global audience in the millions each year. She is a food columnist for the *Alaska Dispatch News*, a chef, and a recipe developer. She lives on Alaska's Kenai Peninsula.

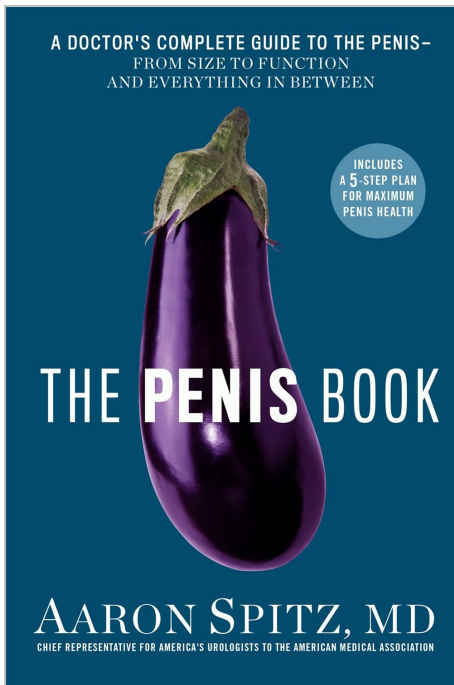
COOKING / REGIONAL & ETHNIC / AMERICAN

Rodale Books | 2/20/2018
9781635650631 | \$27.99 / \$32.50 Can.
Hardcover | 272 pages
9.1 in H | 7.5 in W
100 color photos

Subrights: World exclusive

MARKETING

National print features and reviews
National radio and podcast campaign
Online publicity and promotions
Support from author connections and influencers
National independent bookseller outreach
National librarian outreach
Major social media promotion
Pre-order promotion via author website
www.alaskafromscratch.com



HEALTH & FITNESS / MEN'S HEALTH

Rodale Books | 2/20/2018
 9781635650297 | \$16.99 / \$19.50 Can.
 Trade Paperback | 304 pages
 9 in H | 6 in W
 25 illustrations

Subrights: World/Translation

MARKETING

National television appearances
 National print features and reviews
 National radio and podcast campaign
 Online publicity and promotions
 Tie-in to author's speaking schedule
 Promotion via American Medical Association
 Support from author connections and influencers
 Rodale brand support via *Men's Health*
 Content plan via RodaleWellness.com
 Major social media promotion

The Penis Book

A Doctor's Complete Guide to the Penis—From Size to Function and Everything in Between

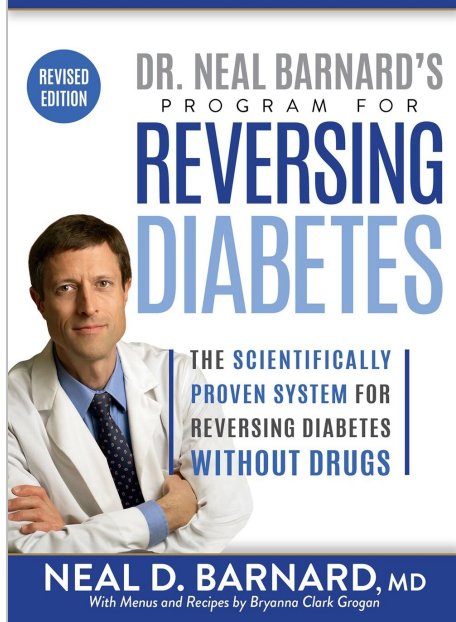
Aaron Spitz, MD, Chief Representative for America's Urologists to the American Medical Association

Dr. Aaron Spitz—regularly featured expert on *The Doctors* and a leading urologist—presents a much-needed guide on penis health and well-being.

The Penis Book is the comprehensive guide to everything you need to know about the penis, for men and women alike. Written by Dr. Aaron Spitz—one of America's top urologists and a regular on *The Doctors*—the book is full of in-depth information, expert medical advice, and even humor to put the reader at ease. In addition to information on everything from sexually transmitted infections to the science of blood flow, Dr. Spitz presents an easy-to-follow five-step plan for holistic penis health, including advice on eating a plant-based diet, meditation, and heart-healthy workouts. This book will be the essential guide to caring for the penis in anyone's life.

Aaron Spitz, MD, is a leading expert in male sexual health and fertility. He is an assistant clinical professor at UC Irvine's Department of Urology, serves as the lead delegate representing all of America's urologists to the American Medical Association, and is the President of the California Urological Association. He has appeared on *Dr. Phil* and *The Real Housewives of Orange County* and is a regularly featured expert on *The Doctors*.

"Dr. Neal Barnard is one of the most responsible and authoritative voices in American medicine today."—Andrew Weil, MD



HEALTH & FITNESS / DISEASES / DIABETES

Rodale Books | 2/27/2018
9781635651270 | \$18.99 / \$21.99 Can.
Trade Paperback | 224 pages
9 in H | 6 in W
32 photos

Subrights: WORLD

MARKETING

National print features and reviews
Online publicity and promotions
Promotion via physicians groups and author's organization, Physicians Committee for Responsible Medicine
Support from author connections and influencers
Content plan via RodaleWellness.com
Major social media promotion
Pre-order promotion via author website
www.pcrm.org

Dr. Neal Barnard's Program for Reversing Diabetes

The Scientifically Proven System for Reversing Diabetes Without Drugs

Neal D. Barnard, MD

Revised and updated, this new edition of Dr. Neal Barnard's bestselling program to reverse diabetes through diet features the latest research, fresh success stories, and an all-new preface.

The original *Dr. Neal Barnard's Program For Reversing Diabetes* is one of Rodale's strongest backlist sellers with nearly two hundred thousand copies sold since 2006 and several hundred copies continuing to be sold per month. By following Dr. Barnard's revolutionary plan, readers have been able to cut back on or eliminate medications and reduce the risk of complications, while experiencing weight loss, increased energy, and a new lease on life. Before Dr. Barnard's scientific breakthrough, most health professionals believed that once you developed diabetes, you were stuck with it—and could anticipate one health issue after another, from worsening eyesight and nerve symptoms to heart and kidney problems. But as Dr. Barnard's groundbreaking work has revealed, this simply is not true. Dr. Barnard has shown that it is often possible to improve insulin sensitivity and tackle type 2 diabetes by following his step-by-step plan, which includes a healthful vegan diet with plenty of recipes to get started, an exercise guide, advice about taking supplements and tracking progress, and troubleshooting tips.

The scientifically proven, life-changing program introduces a style of eating that will improve how people with type 2 diabetes respond to insulin, addressing the defining symptom of diabetes and allowing people with diabetes to control blood sugar more effectively than with conventional dietary regimens for people with diabetes.

Neal Barnard, MD, FACC, is the founder and president of the Physicians Committee for Responsible Medicine. He has authored more than 70 scientific publications and 18 books, including the bestsellers *Power Foods for the Brain*, *21-Day Weight Loss Kickstart*, and *Dr. Neal Barnard's Program for Reversing Diabetes*. Dr. Barnard is a frequent lecturer appearing across the country and an adjunct professor of medicine at the George Washington University School of Medicine. He lives in Washington, DC.

Dr. Neal Barnard's Cookbook for Reversing Diabetes

150 Recipes Scientifically Proven to Reverse Diabetes Without Drugs

Neal D. Barnard, MD

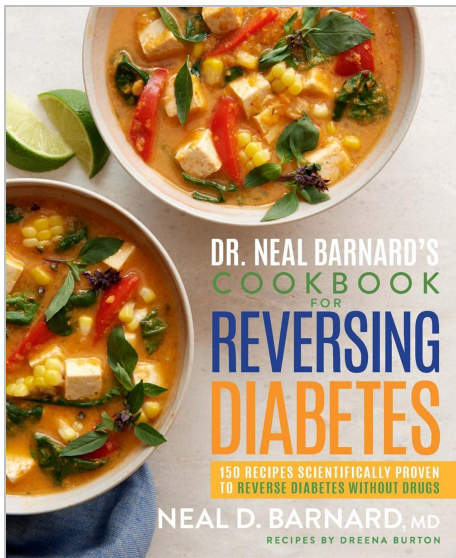
A highly anticipated companion cookbook to the bestselling *Dr. Neal Barnard's Program for Reversing Diabetes*, with 150 delicious recipes designed to tackle diabetes and its complications.

Finally there is an approach to managing diabetes that is not based on pills or injections, but on food—the most delicious “prescription” you could imagine. Accompanying the release of the newly updated and revised edition of *Dr. Neal Barnard's Program for Reversing Diabetes*, which has sold nearly two hundred thousand copies since 2006 and continues to move several hundred copies per month, this plant-based cookbook is filled with 150 easy and delicious recipes that Dr. Barnard's fans and followers can't wait to get their hands on.

In addition to providing mouthwatering recipes, Dr. Barnard explains the scientific relationship between nutrition and diabetes, identifying ingredients in the book by their vitamins, nutritional properties, and health power in a simple and easy-to-understand way.

The recipes include favorites like Crispy Un-fried Onion Rings, Fresh Raspberry Pudding, and Cheesy Caesar Dressing all approached from a healthful angle—focusing on vegetables, fruits, whole grains, and legumes. *Dr. Neal Barnard's Cookbook for Reversing Diabetes* is a treasury of meals that are as tasty as they are powerful for health.

Neal Barnard, MD, FACC, is the founder and president of the Physicians Committee for Responsible Medicine. He has authored more than 70 scientific publications and 18 books, including the bestsellers *Power Foods for the Brain*, *21-Day Weight Loss Kickstart*, and *Dr. Neal Barnard's Program for Reversing Diabetes*. Dr. Barnard is a frequent lecturer appearing across the country and an adjunct professor of medicine at the George Washington University School of Medicine. He lives in Washington, DC.

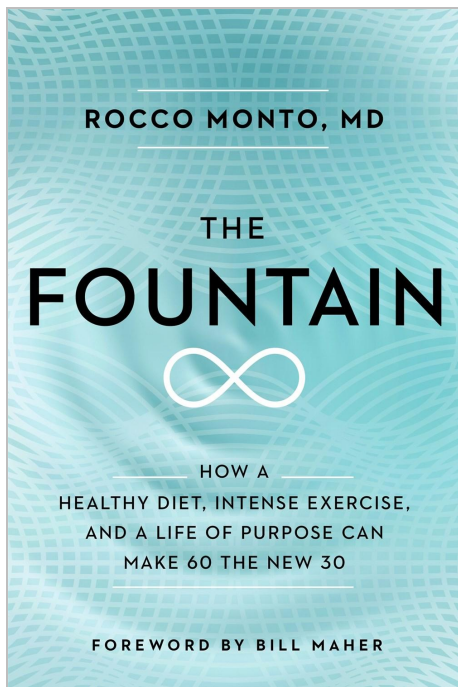


COOKING / HEALTH & HEALING / DIABETIC & SUGAR-FREE

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The Fountain

How a Healthy Diet, Intense Exercise, and a Life of Purpose Can Make 60 the New 30

Rocco Monto, MD

This anti-aging toolkit is packed with essential information—from diet and fasting plans to the latest medications and supplements—to help readers hack their age using safe and effective techni...

The Fountain: How to Make 60 the New 30 is a sensible, comprehensive, and scientifically based approach to aging that includes the diet, supplements, exercise, mental training, and new medications to help us all live longer, happier, healthier, and more productive lives. Written by a top national health expert and media pundit, board-certified orthopedic surgeon Rocco Monto, MD, with a foreword from Bill Mahr, it explains why we age so poorly now and how the latest breakthroughs in science and medicine can help change this.

Through a blending of fascinating stories with new research findings, illustrations, infographics, and exclusive interviews, readers will learn how aging really works and discover practical ways to hack the system. The book debunks long-held diet and fitness myths while highlighting safe, effective therapies backed by cutting-edge research. Interlacing the clinical with the cultural, this reference is as entertaining as it is helpful.

A compass to navigating life's challenges, *The Fountain* will ignite a satisfying and meaningful approach to living for readers of all ages. Dr. Monto's common sense, actionable advice, biting humor, and savvy insight will make him a trusted source and media favorite while he cultivates a broad, enthusiastic audience that will follow him for many years to come.

Rocco Monto, MD, is an award-winning board-certified orthopedic surgeon and a leading expert in sports medicine, stem cells, and aging. A national leader in health policy for orthopedists across the nation, he serves as a media spokesperson for the American Academy of Orthopedic Surgeons and frequently consults with professional athletes and sports teams around the United States and the globe. He has been featured in the *New York Times*, *Time*, the *New Yorker*, and the *Wall Street Journal*.

HEALTH & FITNESS / LONGEVITY

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THE UNEXPECTED JOURNEY
FROM THE LIFE YOU HAVE TO
THE LIFE YOU WANT

UNLOCKING GREATNESS



CHARLIE HARARY
WITH MARK DAGOSTINO

SELF-HELP / PERSONAL GROWTH / SUCCESS

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Unlocking Greatness

The Unexpected Journey from the Life You Have to the Life You Want

Charlie Harary with Mark Dagostino

A guide to successfully clearing a pathway from the life you have to the life you want by changing your perspective, discovering your ideal self, and controlling how you experience life.

You have the extraordinary capacity to transform your life. And it's easier to do than you might think—in order to get what you want, to achieve that sense of life satisfaction, all you need to do is change your relationship to *what you already have*.

Charlie Harary, business executive, professor, speaker, and radio host, combines the wisdom of science, spirituality, and personal growth in a way that is both understandable and practical. Based on the latest research into the brain's neuroplasticity, analysis of ancient wisdom, and exploration of the practices of today's greatest achievers, Harary offers guidance, inspiration, and instruction on taking the life you have and making it the life you want. More often than not, our own mental obstacles are holding us back from the joy, fulfillment, and meaning that we all crave; by rewiring our views, we can gain the ability to see the path toward the life we truly desire.

To help you on the road to getting the life you want, Harary asks provocative questions and provides tools like visualization techniques to show you how to break through the clutter and confusion of your life and find your true purpose. Based on Harary's popular "Principles of Success" course and *Unlocking Greatness* podcast, *Unlocking Greatness* is an uplifting guide to discovering your Ideal Self—and your Ideal Life.

Charlie Harary is a business executive in New York. He is a clinical professor at the Sy Syms School of Business at Yeshiva University and hosts the radio shows *The Charlie Harary Show* and *The Boardroom* and the *Unlocking Greatness* podcast. Harary is a sought-after speaker for subjects ranging from business to spiritual and personal growth.

Mark Dagostino is a #1 *New York Times* bestselling coauthor who has worked with Chip and Joanna Gaines, Hulk Hogan, and Rudy Ruettiger, among others.



Green Enough

Eat Better, Live Cleaner, Be Happier (All Without Driving Your Family Crazy!)

Leah Segedie, Green living expert & founder of mamavation.com

In *Green Enough*, Mamavation blogger Leah Segedie offers an irreverent, entertaining take on making smart, healthy choices for you and your family and detoxifying your home, diet, and lifestyle.

After becoming a parent, Leah Segedie decided to investigate what, exactly, was in the food and household products she was buying. It turns out that many of them were filled with dangerous chemicals and toxins that have been shown to negatively impact human health. From that moment on, she embarked on a path of non-toxic living and became determined to help others. As a marketing expert and creator of the hit blog Mamavation, Segedie researched thousands of products and health claims to evaluate their safety.

Segedie shows readers how to make the best choices possible about what they bring into their homes—from furniture to packaged food—all without losing their minds! It's not about being "perfect," it's about being armed with the right information so that you can put your family on the path to better health. Segedie includes:

- Delicious, kid-approved recipes for readers looking to detoxify their cooking routine
- The brands that contain toxic chemicals and dangerous additives
- How to choose organic produce that's pesticide-free (it's harder than it seems)
- Instructions on making the move to meat, dairy, and eggs that don't contain GMOs, growth hormones, and dangerous pathogens

Leah Segedie is the creator of Mamavation.com, which reaches 4.4 million unique visitors a year, and CEO of the eco-wellness conference ShiftCon. She has spent the last decade uncovering the deceptive marketing and fallacious propaganda embedded in our everyday lives from corporations and the food industry. Through her blog, thousands of moms have detoxified their lives and the lives of their children. She lives in Simi Valley, California.

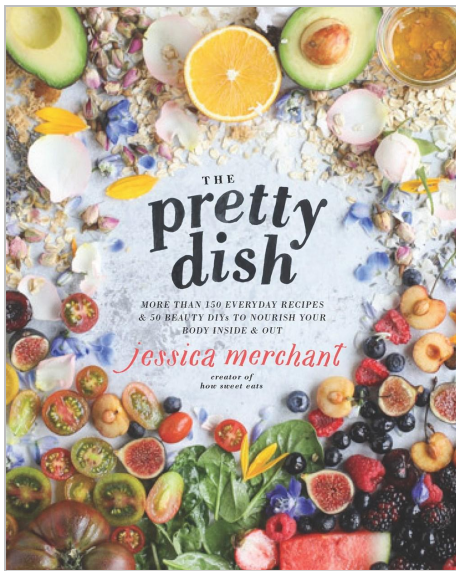
HOUSE & HOME / SUSTAINABLE LIVING

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The Pretty Dish

More than 150 Everyday Recipes and 50 Beauty DIYs to Nourish Your Body Inside and Out

Jessica Merchant

From prolific blogger Jessica Merchant comes a playful cookbook dishing advice on the best recipes and natural beauty remedies, including party ideas and playlists to jam out to while you cook.

Jessica Merchant, the blogger behind How Sweet Eats, is everyone's favorite best friend. For 7 years, she's been in her readers' inboxes, in their feeds, and on their cell phone screens every single day. She's been there for her audience consistently in the way that only your most reliable girlfriend can be—that is, if your girlfriend were a passionate cook, a talented baker, and all-around great at planning parties.

The Pretty Dish has the fun, personable voice that Merchant's readership has grown to love, and the recipes are for you to cook for and with your very best friends. Her first book, *Seriously Delish*, covered all of Jessica's favorite food, but her new book is much more than a cookbook: It's filled with 150 brand-new recipes, along with themed menus, DIY beauty projects, party ideas, and killer playlists. It's an extra hand guiding you in the kitchen suggesting the perfect side dish for your Korean short rib tacos (mango salsa, of course), showing you how to make a boozy root beer mojito, and telling you the coolest way to make a DIY avocado face mask while you plan your weekly menu on Saturday morning. The mouthwatering recipes (think: falafel pizza, toasted quinoa chocolate bark, pistachio iced latte) are all quick and easy, are family—and weeknight—friendly, and, most importantly, are made with the unique but relatable flavor palate that How Sweet Eats has become famous for.

Jessica Merchant is a full-time recipe developer and writer who happens to be crazy passionate about all things food. She is the author of *Seriously Delish* and details her adventures in and out of the kitchen on her popular blog, How Sweet Eats, which is read by millions. She lives in Pittsburgh, Pennsylvania, with her family.

COOKING

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Microbia



A JOURNEY INTO
THE UNSEEN WORLD
AROUND YOU

Eugenia Bone
AUTHOR OF MYCOPHILIA

Microbia

A Journey into the Unseen World Around You

Eugenia Bone

In the vein of Mary Roach, Michael Pollan, and *The Hidden Life of Trees*, this is a vivid, touching journey to understand the hidden world of microbes and our relationship to the natural world.

While researching her critically acclaimed first book *Mycophilia*, Eugenia Bone became entranced with microbes. In an effort to gain a better understanding of these single-celled organisms, Bone decided to go back to school. She enrolled at her alma mater, Columbia University, to study Ecology, Evolution, and Environmental Biology, and so begins a touching, and at times hilarious, journey. The stories she tells about being a middle-aged mom in a room full of undergrads and her observations about college life provide a fantastic backdrop for the larger story—her discovery that microbes are truly at the center of all life. We are intimately connected to the hidden microbial world, and our ability to reap the benefits of our ancient partners is predicated on how much we understand them.

This insightful armchair science book takes us on a broad survey of the role of microbes in nature and their importance to the health of soil, plants, and us. For anyone who has struggled through the murky news about your gut microbiome or what's happening to the soil on industrial farms, *Microbia* provides the ecological context that helps it all make sense. With a lyrical mix of memoir, reportage, and vivid writing, Bone provides readers with an approachable, highly personal look at a complex and timely scientific topic.

Eugenia Bone is a nationally recognized journalist, food writer, and former president of the New York Mycological Society. She is the author of *Mycophilia*, *The Kitchen Ecosystem*, *At Mesa's Edge*, *Italian Family Dining*, and *Well Preserved*. Her books have been nominated for a variety of awards, including a James Beard award. And her work has appeared in *The New York Times*, *The Wall Street Journal*, *Saveur*, *Food & Wine*, and *Gourmet*, among others. She lives in New York City and Colorado.

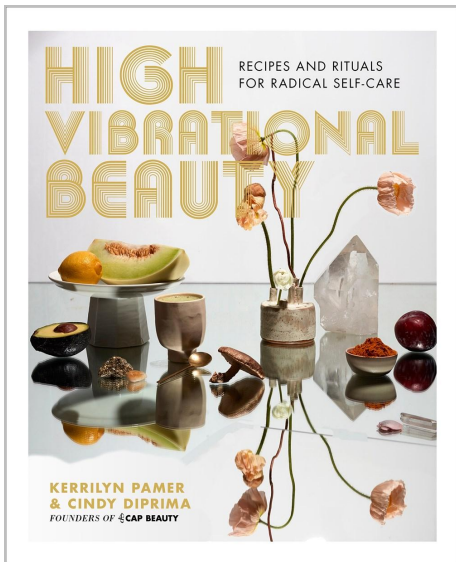
BIOGRAPHY & AUTOBIOGRAPHY / PERSONAL MEMOIRS

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Hardcover | 272 pages
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High Vibrational Beauty

Recipes & Rituals for Radical Self-Care

Kerrilyn Pamer and Cindy DiPrima, Founders of CAP Beauty

The comprehensive guide to natural beauty and radical self-care featuring rituals and recipes from the founders of CAP Beauty, the popular New York City-based all-natural beauty store.

Natural beauty is about making choices that create true radiance—from the foods we eat to the way we move to how we care for ourselves and our planet. Women everywhere are purifying their meals, workouts, and bodies by returning to clean naturals and are finally aligning their beauty routines with the other wellness practices they follow. What we put on our skin is easily as important as what we put in our mouths—but natural beauty is about much more than just products. Through routines, recipes, and rituals, *High Vibrational Beauty* addresses beauty from the perspective of wellness.

Divided into seasons, each leading with an overview of authors Kerrilynn Pamer and Cindy DiPrima's philosophy for that time of year, the program is one of self-care and rejuvenation, combining mantras, meditations, and natural skincare regimens. With a broad scope and decadent visual appeal, this book allows Pamer and DiPrima to share their deep knowledge of the benefits of natural beauty with an audience that's eager to learn. Including everything from cheeky and mouthwatering recipes such as Life-force Bon Bons to restorative rituals like Spring Energy Clearing, it's the guidebook to creating true and lasting beauty for the mind, body, and soul.

Before launching CAP Beauty, **Kerrilynn Pamer** and **Cindy DiPrima** were deeply entrenched in the worlds of style, lifestyle, food, and design. While working at Martha Stewart Living, they quickly bonded over a shared love of fashion, cooking, interiors, and wellness. They founded CAP Beauty in 2014 and live by the motto "Beauty is Wellness." They hope to share the power of natural beauty (and all that it encompasses) to as many as possible. Both authors reside in New York City.

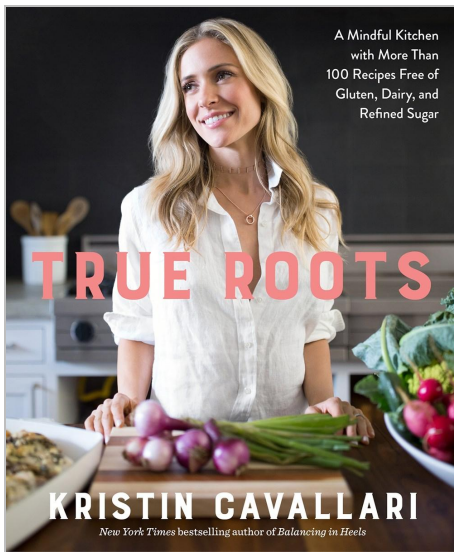
HEALTH & FITNESS / BEAUTY & GROOMING

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**COOKING / SPECIFIC
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True Roots

A Mindful Kitchen with More Than 100 Recipes Free of Gluten, Dairy, and Refined Sugar

Kristin Cavallari

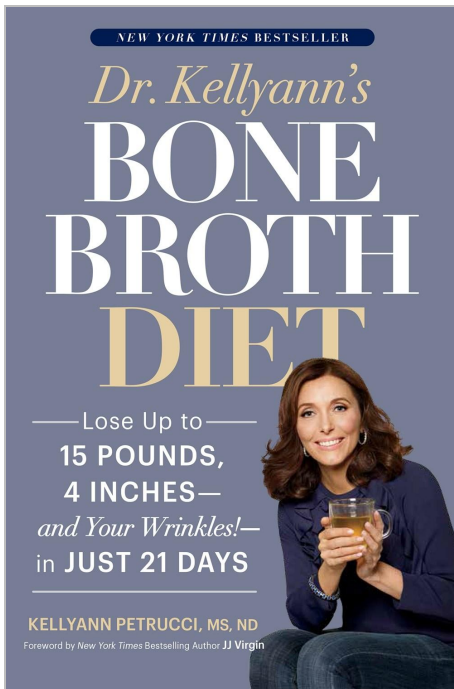
From Kristin Cavallari, author of the *New York Times* bestselling *Balancing in Heels* and star of *Laguna Beach* and *The Hills*, comes a cookbook focused on clean eating and a chemical-free lifestyle.

When Kristin Cavallari eats at home, she eats clean. That means organic as much as possible, wild-caught fish, grass-fed beef, fresh fruits and vegetables, and nothing white—no white flour, sugar, or salt. She avoids anything heavily processed and anything that has been stripped of natural nutrients. She maintains a lifestyle free of toxic chemicals and is passionate about creating delicious and hearty food from healthy ingredients.

In her first book, *Balancing in Heels*, Cavallari shared her personal journey along with her tips on everything from style to relationships. With *True Roots*, Cavallari shows us that improving the way we eat doesn't have to be difficult—a fully healthy lifestyle can and should be fun, easy, and enjoyable.

Her recipes—green banana muffins, bison and veggie kabobs, and even zucchini almond butter blondies—are proof. Cavallari shares that eating clean is the ticket to feeling and looking better both inside and out.

Kristin Cavallari is a television host, designer, entrepreneur, and author of the *New York Times* bestseller *Balancing in Heels*. She starred in MTV's hit series *Laguna Beach* and *The Hills*. Cavallari has a recurring role on E! cohosting the preshow during award season. She designs a shoe line with Chinese Laundry and a jewelry line with Uncommon James. Cavallari lives in Nashville with her husband, former Chicago Bears quarterback Jay Cutler, and their three children.



Dr. Kellyann's Bone Broth Diet

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

Kellyann Petrucci, MS, ND

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

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

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

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

HEALTH & FITNESS / DIET & NUTRITION / DIETS

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MARKETING

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EVEN THE STIFFEST PEOPLE CAN DO THE SPLITS

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FIT IN 10: SLIM & STRONG—FOR LIFE!

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MEN'S HEALTH THE METASHRED DIET

Michael Roussell, PhD

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WOMEN'S HEALTH TAKE IT OFF, KEEP IT OFF

Lesley Rotchford

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WOMEN'S HEALTH HEALTHY MEALS FOR ONE (OR TWO) COOKBOOK

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