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**BENBELLA BOOKS**



# Fall 2009

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# Queers in History

## The Comprehensive Encyclopedia of Historical Gays, Lesbians and Bisexuals

KEITH STERN

*Queers in History* is the only comprehensive biographical compendium of important historical and contemporary figures who were/are gay, lesbian, bisexual or transgender. From Egyptian pharaohs, Catholic popes and Abraham Lincoln to Bishop Gene Robinson, Neil Patrick Harris and Angelina Jolie, *Queers in History* brings these figures, from their work to their sexuality, to life.

The hundreds of people whose stories appear in this book are some of the most intriguing personalities of their times: actors and actresses, writers and musicians, businessmen and politicians, scientists and soldiers. But this irresistibly readable encyclopedia doesn't just report those details that get left out of the standard biographies; it reveals a fascinating picture of queer society and culture throughout recorded history, from the homosexual shudō tradition practiced by samurai in Japan to the modern struggles for equal rights in America. Sir Ian McKellen contributes the foreword.

This is history at its finest: surprising, absorbing and ultimately empowering.

### MARKETING

- ♦ National print and broadcast campaign
- ♦ Author has many popular Web sites where links/advertising for the book will be available
- ♦ Books to be sold at speaking engagements planned through various organizations such as PFLAG (Parents & Friends of Lesbians & Gays), GLAAD (Gay & Lesbian Alliance Against Defamation), ILGA (International Lesbian & Gay Association) and others

### OF NOTE

- ♦ Sir Ian McKellen wrote the foreword and will actively promote the book
- ♦ No similar book exists
- ♦ Cover design by Chip Kidd

978-1933771-87-8  
TRADE PAPERBACK ORIGINAL  
6 X 9, 456 PAGES  
\$19.95 US/\$25.00 CAN

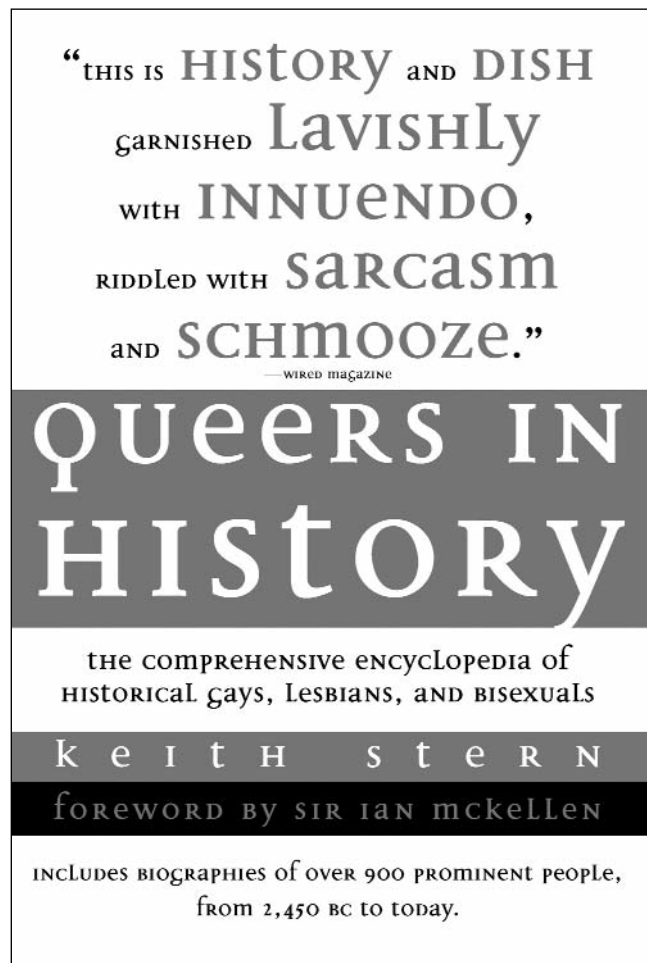
GAY STUDIES  
SELLING TERRITORY: WORLD  
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SEPTEMBER 2009



KEITH STERN has produced some of the most popular biographical Web sites on the Internet. Since 1997, he has been collaborating with Sir Ian McKellen on the actor's autobiographical Web site, McKellen.com. He has also produced official Web sites for Lynn Redgrave, Sean Astin, Andy Serkis, Spinal Tap, the film "Gods and Monsters" and others for movie stars and movies.

Stern started in the music business as a musician followed by several years with Warner Bros. Records in field promotion, public relations, A&R and IT. In 1979, in

“If you’re looking for  
some real information,  
plunk down some  
spare change and buy  
*Queers in History*.”  
—Dan Savage,  
“Savage Love”  
columnist



### Some of the People Profiled in *Queers in History*

Alexander the Great  
John Cage  
Margaret Cho  
James Dean  
Michel Foucault  
Judy Garland

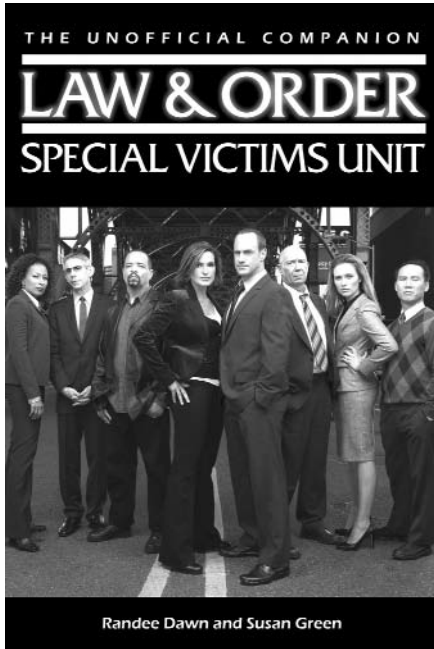
Cary Grant  
Neil Patrick Harris  
Pope Julius II  
Frida Kahlo  
Abraham Lincoln  
Michelangelo

Jean Molière  
Elvis Presley  
Eleanor Roosevelt  
Shakespeare  
John Travolta  
Andy Warhol

Charlotte, N.C., he transformed “The Milestone” into a showcase punk rock/new wave music venue and, in 1981, with Ben Clark, he opened a larger venue “Viceroy Park.” As an independent promoter, he produced many early concerts for punk/new wave acts including R.E.M., The Ramones, The Go-Go’s, Iggy Pop, Bow Wow Wow and Joan Jett. His screenplay “Freezing Time” will be filmed in 2009, starring Andy Serkis (“Lord of the Rings,” “King Kong”). Keith currently lives in Beverly Hills, Calif.

# The Law & Order: Special Victims Unit Unofficial Companion

SUSAN GREEN & RANDEE DAWN



Featuring interviews with your favorite *Law & Order: SVU* insiders, this guide offers a behind-the-scenes view of the popular crime show

*Law & Order: Special Victims Unit* is a spin-off of the original *Law & Order* series and is the highest-rated show of the *Law & Order* franchise. The show portrays sex crimes from the perspective of NYPD detectives and prosecutors. With the sort of ripped-from-the-headlines approach fans expect from the *Law & Order* franchise, *SVU* offers a gritty look at how justice works and when it unfortunately does not.

*The Law & Order: Special Victims Unit Unofficial Companion* is a comprehensive guide covering all 10 seasons (including the current 2008–2009 season) and includes a synopsis and an objective analysis for each episode, as well as commentaries or recollections from the people involved in crafting the one-hour tale. It goes after the heart of *SVU* through interviews with actors, writers, producers, casting agents, location scouts and others. Moreover, the authors peek behind the scenes of the bicoastal operation, observing the progress of an entire episode shot in New York City and a script fine-tuned in Los Angeles. The book will delight *SVU* devotees who love on-screen and backstage trivia. In addition, creator Dick Wolf offers readers a gripping foreword to the book.

For all those who turn on and tune in, *The Law & Order: Special Victims Unit Unofficial Companion* will serve as a healthy dose of facts about fiction. Cha-chang.

## MARKETING

- ♦ Traditional media campaign
- ♦ Heavy Internet outreach to fan sites and communities
- ♦ Selected cast members expected to appear at book signings

## OF NOTE

- ♦ The book is a sequel to *Law & Order: The Unofficial Companion*, which sold 37,000 copies
- ♦ Creator Dick Wolf wrote the foreword

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TRADE PAPERBACK ORIGINAL  
6 X 9, 416 PAGES  
\$17.95 US/\$22.50 CAN

TELEVISION  
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SEPTEMBER 2009



**SUSAN GREEN** is an award-winning journalist. With Kevin Courier, Green coauthored two editions of *Law & Order: The Unofficial Companion* (Renaissance/St. Martin's Press, 1998 and 1999). **RANDEE DAWN** is a New York–based journalist and a senior editor with *The Hollywood Reporter*. In the past 20 years, she has covered the entertainment industry for *Billboard*, *The Boston Phoenix*, *E! Online*, *New Musical Express* and other publications.

# Fake Alibis

## An Almost True Novel

FRANK SIBILA WITH ADAM-TROY CASTRO AND CAREN KENNEDY

*Fake Alibis* is a gut-busting novel about making a living out of deception, based on the real-life adventures of the creator of the wildly successful company, FakeAlibi.com

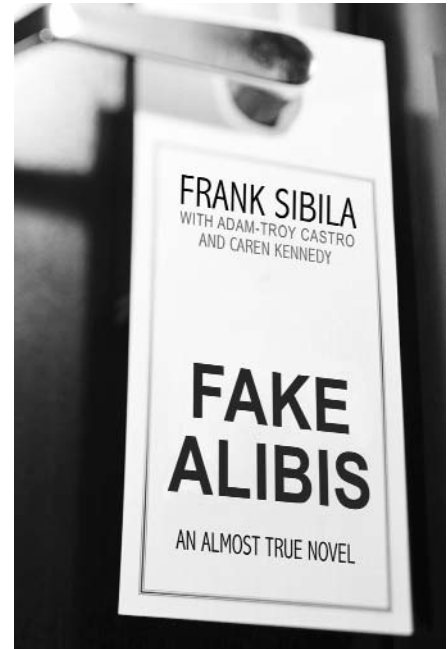
When Keith wants to keep his wife from finding out about a beautiful 20-something redhead, he calls the only person who he knows can find the perfect cover for him—Frank Sibila, a man whose clientele ranges from cheating housewives to diplomats with their political livelihoods at stake. Holed up in the men's room, a panicked Keith explains to Frank that his wife has just shown up at the restaurant where he and the redhead are dining. Frank assures him he will be there in 10 minutes. What Frank doesn't know is that 10 minutes from now, his already drama-packed life will get even more interesting.

Keith's case should be business as usual ... nothing out of the ordinary for the owner and operator of FakeAlibi.com, the real-life Web service that vouches for your "perfectly innocent" whereabouts. A master at the art of cock-and-bull storytelling, Frank twists believable tales to exonerate clients around the world, which he fortifies with agent testimony, receipts, fake news stories and whatever else is needed to tidy up his clients' messes and moral missteps.

In this hilarious novel inspired by his real-life exploits, Frank finds himself trapped between a hapless husband who has run into big trouble in Sin City and an implacable wronged woman determined to cause Frank grief. It's all just another day at the office for Frank and his slick operatives ... until he misplaces his client.

978-1933771-89-2  
TRADE PAPERBACK ORIGINAL  
6 X 9, 200 PAGES  
\$14.95 US/\$18.95 CAN

FICTION  
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### MARKETING

- Extensive national campaign

### OF NOTE

- Fake Alibi company has a 7,000-plus client base, 240,000-plus annual Web site visitors and 10,000 registered Web site users
- The company has garnered prominent international media attention and has been exposed to more than 100 million people worldwide

**FRANK SIBILA** (pseudonym) is educated to degree level and started FakeAlibi.com in 2005. He lives in the U.K.

**ADAM-TROY CASTRO** is a well-known author of science fiction, fantasy and horror.

**CAREN KENNEDY** is a freelance features writer and photographer living in Ireland.



# The Accidental Millionaire

## How to Succeed in Life Without Really Trying

GARY FONG

*The Accidental Millionaire* is the memoir of Gary Fong, would-be slacker who revolutionized wedding photography, inventor of popular photography aids, entrepreneur, contrarian, bon vivant and a man who really, really, didn't want to become a doctor. A first-generation Chinese-American, Gary was raised in one of Los Angeles' least-desirable neighborhoods and was forced to deal—in his own quirky and often very funny way—with the burdens of poverty, crime and his parents' relentless aspirations. These almost overwhelmed him until he had a dramatic epiphany. Spotting a bumper sticker that read "Since I gave up hope, I feel much better," Gary promptly did just that.

He stopped trying and started succeeding. At turns hilarious, insightful and instructive, *The Accidental Millionaire* is Horatio Alger—meets—David Sedaris. Turning the traditional self-help principles upside down, *The Accidental Millionaire* disdains the goal-oriented approaches of traditional self-help philosophies. Sometimes not knowing where you are going is the best possible way to get there.

### MARKETING

- Traditional media campaign with a targeted emphasis toward the photography and entrepreneur trades
- Heavy online campaign with direct marketing and promotion to the author's vast network of past and current students, buyers of his products and inventions and visitors to his blog
- The author lectures worldwide and will promote the book at these venues

### OF NOTE

- Author is the inventor of the modern-day "photo storybook," which revolutionized wedding photography. He is considered one of the most influential photographers and inventors of his generation
- Gary Fong also invented the Lightsphere, a lighting aid for photographers, which has sold more than 200,000 units worldwide
- Fong's blog has 250,000 impressions a month

978-1933771-91-5  
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6 X 9, 200 PAGES  
\$14.95 US/\$18.95 CAN

MEMOIR  
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OCTOBER 2009



**GARY FONG** is a globally renowned photographer, inventor and entrepreneur. He is the father of "story-booking," now the industry standard in wedding photography, in which candid shots are arranged in real time to tell a story, as opposed to the archaic method of taking posed, stilted shots. He is also the inventor of the Lightsphere, a specially colored dome that is held in place over the flash unit of a camera.

David Sedaris meets  
Horatio Alger in this  
fascinating memoir by  
one of the biggest names  
in photography

From *The Accidental Millionaire*:

I credit two very small events in my life, separated by many years, for changing my life. One occurred when I was 10 years old. I wrote in my journal, with oddly grown-up clarity, that I was going to become my own parent. I was no longer going to derive my sense of safety and wellbeing from Mom and Dad. I simply realized that they would never be able to provide it. This journal entry then became a mandate to take complete responsibility for my life's direction.

The second moment occurred when, as a grown man, I glanced at a bumper sticker on a car.

I was stuck in heavy L.A. traffic, feeling utterly frustrated with the fact that my life was not going according to Plan, mired in the depths of apathy and frustration, when I saw nine little words on the rear window of a Subaru wagon. Instantly, and I do mean instantly, my perspective changed.

The bumper sticker said, "Since I gave up hope, I feel much better." I read it, laughed myself sick and immediately felt the proverbial weight of the world lift from my shoulders.

In that one instant, I gave up all attachment to things going the way I wanted them to. Ever. I surrendered all of my goals, my visions, my fantasies, my expectations. My Plans. I was suddenly knocked from my inner railroad tracks and felt my perspective opening up like a morning glory in the sun.

That bumper sticker gave me my freedom.

—

Bride and groom stood at the bottom of this stage, not looking at one another, emitting waves of hostility so thick you could feel them in the back row. After the

the  
accidental  
millionaire



how to succeed in life  
without really trying

a memoir by

gary fong

rabbi said a few words, the two of them were supposed to go up the stairs together, to stand under the covered Chuppah for the balance of the ceremony. As they ascended the six steps, the groom accidentally stepped on the bride's veil. Her head jerked backward.

She started screaming at the groom, "You fucking idiot. Why are you always so stupid? Do you take pills for it?"

To which he replied, "I only stepped on your veil. Sor-ry!"

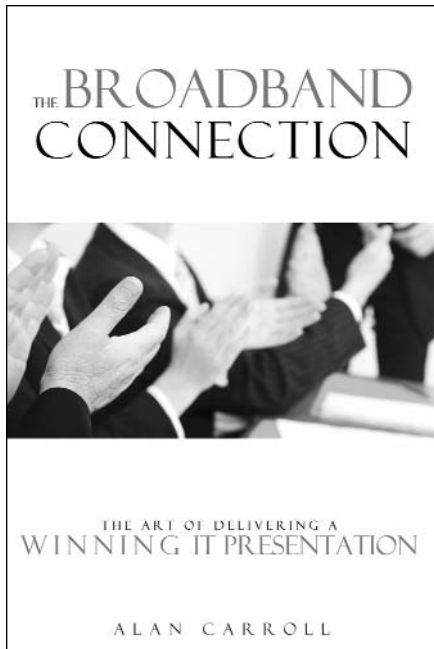
She wouldn't let it drop there. "You're going to wreck my hair! You're going to wreck my hair! Is that what you want?" And what was Mr. Right's response? He reached over and yanked her veil off, uncoiling her carefully coiffed hair. The hair she had agonized over in the magical mirror. He just pulled the veil off and threw it on the ground. Her hair stuck out in 37 directions. She looked like a cactus.

"That's what I think of your veil," he said.

# The Broadband Connection

## The Art of Delivering a Winning IT Presentation

ALAN CARROLL



### MARKETING

- ♦ A traditional media campaign with an emphasis on IT publications and sites
- ♦ Heavy Internet campaign, with direct marketing and promotion to the author's network
- ♦ Author presents to groups internationally, where the book will be promoted

The only guide to giving effective presentations targeted at IT professionals

Q: What is the difference between an IT presentation and a funeral?

A: You know why you're at the funeral.

It's no secret that many IT professionals hate presenting and are often very bad at it. Focusing on technical details and speaking in monotone, they can quickly lose their audiences' attention and interest. But it's no joke. Effective presentation skills are critical to the careers of IT professionals and the proper utilization of corporate resources.

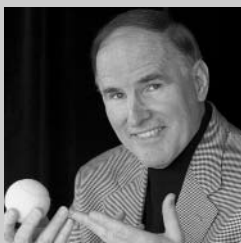
*The Broadband Connection* speaks to IT professionals in their own language, demonstrating how to:

- ♦ Effectively translate complex concepts into concrete, tangible ideas
- ♦ Vary their tone and style to ensure a compelling delivery
- ♦ Deliver information in a way that interests the audiences and addresses their needs

In *The Broadband Connection*, author and expert Alan Carroll, a transpersonal psychologist who has helped thousands of IT professionals worldwide evolve from nervous, insecure speakers into savvy, successful presenters, offers his proven strategies in this fresh and innovative step-by-step guidebook. Utilizing language and principles specific to the IT industry, the author teaches vital presentation skills in a familiar language the reader can identify with and understand. This book provides the tools to unleash the graceful speaker hidden inside every IT professional.

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BUSINESS & ECONOMICS  
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ALAN CARROLL is one of the pre-eminent authorities worldwide on teaching IT professionals the art of public speaking. A transpersonal psychologist who has combined his clinical study of the human mind with his natural talent as a speaker, he travels around the globe at the behest of such influential corporations as Cisco Systems, Lucent, Pfizer, Nortel, Avaya and Symantec Corporation, among many others, to work with their IT personnel.

# Immortal

## Love Stories With Bite

P. C. CAST

New York Times bestselling author P. C. Cast edits teen vampire romance from the hottest YA writers in the genre

The success of Stephenie Meyer's romantic vampire series *Twilight* has awakened a thirst in readers for more. In *Immortal: Love Stories With Bite*, edited by New York Times bestselling author of the *House of Night* series P. C. Cast, seven of today's most popular YA vampire and contemporary fantasy authors offer brand-new, inventive, captivating short stories that prove that when you're immortal, true love really is forever.

*Immortal* includes short stories by:

- ♦ Rachel Caine
- ♦ Cynthia Leitich Smith
- ♦ Claudia Gray
- ♦ Richelle Mead
- ♦ Nancy Holder
- ♦ Kristin Cast
- ♦ Tanith Lee



### MARKETING

- ♦ Traditional national media campaign
- ♦ Heavy online marketing to author fan sites and communities

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8.25 X 5.5, 200 PAGES  
\$8.95 US/\$11.00 CAN

YOUNG ADULT  
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OCTOBER 2009

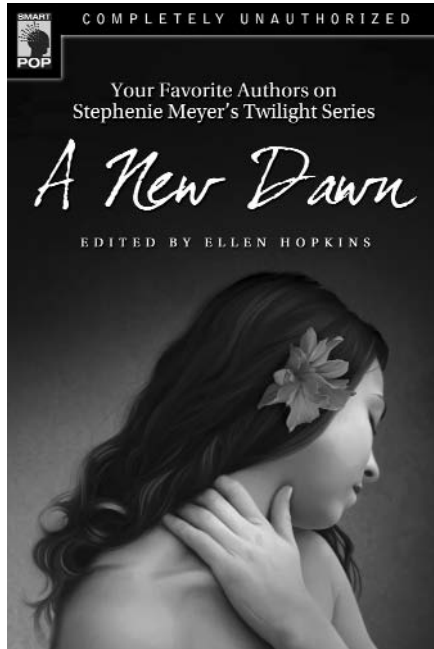
P. C. CAST is the New York Times bestselling author of the *House of Night* series (*Marked*, *Betrayed*, *Chosen*, *Untamed*) with her daughter, Kristin Cast. She lives in Tulsa, Okla.



# A New Dawn

## Your Favorite Authors on Stephenie Meyer's Twilight Series: Completely Unauthorized

ELLEN HOPKINS



A fascinating, highly entertaining journey through the Twilight series that devoted readers won't want to miss

Fans of the literary phenomenon known as the Twilight series can't help wanting more. *A New Dawn* gives it to them, inviting readers to join some of their favorite YA authors as they look at the series with fresh eyes and fall in love with Edward, Bella and the rest of Forks, Wash., all over again.

Edited by bestselling author Ellen Hopkins, *A New Dawn* is packed with the same debates readers engage in with friends: Should Bella have chosen Edward or Jacob? How much control do Meyer's vampires and werewolves really have over their own lives? The collection also goes further: Is Edward a romantic or a (really hot) sociopath? How do the Quileute werewolves compare to other Native American wolf myths? What does the Twilight series have in common with Shakespeare? With contributions from Megan McCafferty, Cassandra Clare, Rachel Caine and many more, *A New Dawn* answers these questions and more for a teen (and adult!) audience hungry for clever, view-changing commentary on their favorite series.

### MARKETING

- ♦ National print campaign with young adult emphasis
- ♦ Heavy online marketing to fan sites and communities

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6 X 9, 192 PAGES  
\$14.95 US/\$18.95 CAN

YOUNG ADULT  
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FOREIGN RIGHTS: WORLD  
OCTOBER 2009



**ELLEN HOPKINS** is a poet and award-winning author, with 20 published nonfiction books for children and five New York Times bestselling young adult novels-in-verse. Her sixth novel publishes August 2009. She is currently hard at work on her seventh and says she hopes for a Printz nomination before she reaches her expiration date. Hopkins lives with her husband, 11-year-old son, two dogs, one cat and a "whole mess of fish" on her hilltop estate near Carson City, Nev.

# Ardeur

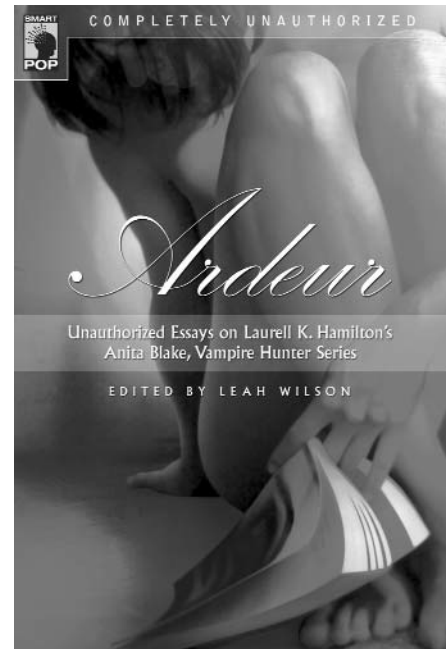
## Unauthorized Essays on Laurell K. Hamilton's Anita Blake, Vampire Hunter Series

LEAH WILSON

A scintillating collection of essays on the #1 New York Times bestselling Anita Blake, Vampire Hunter series

Laurell K. Hamilton's Anita Blake, Vampire Hunter series is a literary sensation, thanks to its strong female hero, well-fleshed (both literally and literarily) characters and unabashed attitude toward sex. The world Hamilton has created is powerfully compelling and stunningly complex—and it gets deeper and richer, and more perilous, with every book.

Straddling the series' dominant themes of sex and power, *Ardeur* gives Anita fans a deeper look into the dynamics, both personal and political, that have kept readers fascinated throughout the run of the series. Why is the ardeur the very best thing that could have happened to Anita, personally (aside from all the sex it requires her to have with hot men)? How is Anita's alternate United States a logical legal extension of our own? And as the series continues, what other bargains might Anita have to make with herself and others in order to keep the people she loves safe from harm?



### MARKETING

- Heavy Internet marketing to fan sites and communities

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\$14.95 US/\$18.95 CAN

LITERARY CRITICISM  
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DECEMBER 2009

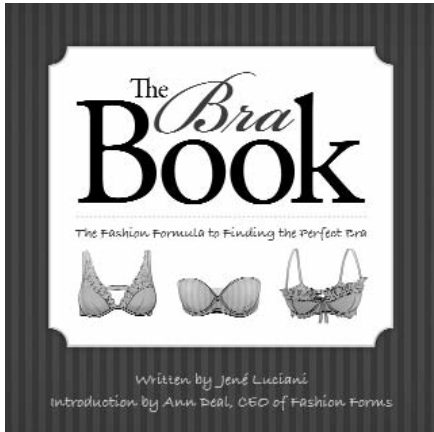
LEAH WILSON graduated from Duke University with a degree in Culture and Modern Fiction and is currently editorial director at BenBella Books in Dallas. Leah is the editor of *Perfectly Plum: Unauthorized Essays on the Life, Loves, and Other Disasters of Stephanie Plum*, *Trenton Bounty Hunter* and the co-editor on *Coffee at Luke's: An Unauthorized Gilmore Girls Gabfest* and *Serenity Found: More Unauthorized Essays on Joss Whedon's Firefly and Serenity*.



# The Bra Book

## The Fashion Formula to Finding the Perfect Bra

JENÉ LUCIANI



A trusted fashion and beauty expert tells women everything they need to know about choosing the right fashion support

According to a September 2006 episode of the “The Oprah Winfrey Show,” countless American women are in need of a serious “bra intervention.” Eighty-five percent of women are wearing the wrong bra. What else don’t we know about which one is the right one?

*The Bra Book* author Jené Luciani—a fashion expert and a go-to guide for beauty advice—once and for all arms women with the knowledge they need to find the right fashion support. From the best bra to wear under every outfit to important information about bras and breast health from puberty to retirement, from the physics behind bra design to how you can best ensure a proper fit, *The Bra Book* is the source for woman everywhere. With the help of corporate sponsor Fashion Forms, *The Bra Book* will have significant national visibility.

Luciani’s warm, supportive style guides the reader through a minefield of bra facts, fallacies and faux-pas in chapters like “The Herstory of Bras,” “Breast RX” and “Mountains vs. Molehills.” Each chapter offers expert advice alongside a plethora of full-color photographs and useful diagrams, witty quotes from real men and women, tons of tips and a tear-out guide to take the confusion out of bra shopping—and put the fun back in. *The Bra Book* doesn’t just tell women how bras work; it shows them how to make their bras work for them!

### OF NOTE

- ♦ Fashion Forms will be distributing 20,000 copies of *The Bra Book* to specialty boutiques, lingerie stores and department stores
- ♦ A new bra—The Formula Bra—has been developed to be released in conjunction with the book’s release
- ♦ Author Jené Luciani has a well-established media platform
- ♦ Luciani’s Web site and blog, [Jeneluciani.com](http://Jeneluciani.com), receive thousands of hits monthly
- ♦ Introduction by Ann Deal, CEO of Fashion Forms

978-1933771-94-6  
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BEAUTY & GROOMING  
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DECEMBER 2009



JENÉ LUCIANI is a fashion, beauty and lifestyle editor, expert, host and broadcast personality and can be seen regularly doling out tips and advice on local news outlets all around the country. She has appeared nationally on “The Daily Buzz,” Style Network, Discovery Channel, Better TV and on Fox’s “Good Day NY,” to name a few, and is a regular fashion commentator for “Fox 23 News” in Albany, N.Y. Jené lives in New York City with her husband.

# The Great American Heart Hoax

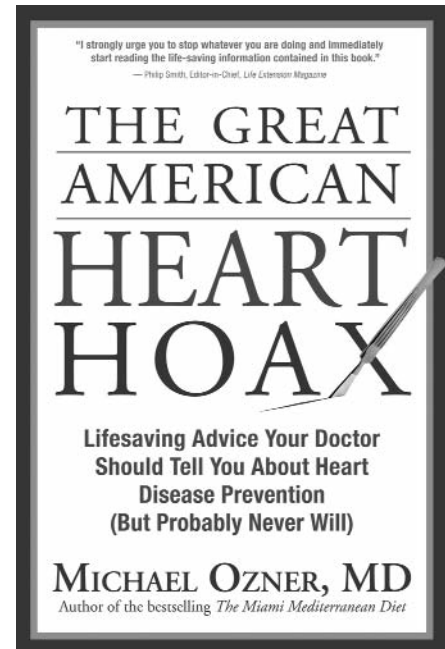
## Livesaving Advice Your Doctor Should Tell You About Heart Disease Prevention (But Probably Never Will)

MICHAEL OZNER, MD

A renowned cardiologist shows the way to heart health without stents or surgery

Clinical studies show that cardiovascular intervention does not prevent heart attacks or prolong life in stable patients with coronary artery disease ... so why are more than 1.5 million angioplasties and coronary bypass surgeries done annually in the United States alone? In *The Great American Heart Hoax*, esteemed cardiologist Michael Ozner, author of *The Miami Mediterranean Diet*, reveals groundbreaking truths about what actually helps prevent and reverse heart disease and what isn't worth the money or risk.

Discover disturbing realities from a cardiologist about the billion-dollar cardiovascular intervention industry. While a minority of patients may benefit from surgery, Ozner uncovers that the majority can employ much simpler methods, such as diet, exercise and medical therapy, to achieve better results—without stents or surgery. Most important, *The Great American Heart Hoax* provides a 10-step program to improve your heart health and reduce your risk of heart disease.



### MARKETING

- Build off of hardcover edition's media success, which includes mentions in *The New York Times* and *Newsweek*, with an author interview on CBS' "The Early Show"

### PREVIOUS EDITION ISBN

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HEALTH  
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FOREIGN RIGHTS: WORLD  
JANUARY 2010

MICHAEL OZNER, MD, FACC, FAHA, is one of America's leading advocates for heart disease prevention. Ozner is a board-certified cardiologist, a Fellow of the American College of Cardiology and of the American Heart Association and medical director of Wellness & Prevention at Baptist Health South Florida. He was the recipient of the 2008 American Heart Association Humanitarian Award.



# The Stem Cell Miracle

## The Healing Secret From Medicine's Future That's Saving Lives Today

WILLIAM C. RADER, MD

For decades you've been told that stem cells have the potential to improve the health of millions, cure a wide range of diseases and revolutionize medical science ... someday. You've been told that it would take decades of work with mice before, in some far-off day, we could begin human trials. But if, as most scientists agree, stem cells have this incredible potential, shouldn't we be doing everything we can to bring this technology to those suffering, right now?

Fortunately for all of us, Dr. William Rader felt the same way.

If you thought the time of medical breakthroughs was over, brace yourself for the untold story of a doctor who singlehandedly, in the face of disdain from his colleagues and threats from government bureaucrats, made a breakthrough scientific discovery. Dr. Rader discovered how to apply fetal stem cell technology to humans and has saved the lives and eased the suffering of more than 1,500 patients since 1995.

Dr. Rader, familiar to millions as a respected medical expert on ABC-TV, reveals the astounding truth about the most extensive fetal stem cell trials ever conducted on human patients—mostly so-called “hopeless” cases.

Now, the truth can be told, and it reads like an adventure story, spanning three continents as one doctor dared to defy the FDA, the medical establishment and the drug companies.

### MARKETING

- Traditional marketing to book trade, magazines (health, news), newspapers, broadcast (television/radio) and online outlets
- A documentary of Dr. Rader is currently being filmed
- Major national television is anticipated

### OF NOTE

- The author is the only American physician involved in the clinical application of human fetal stem cells
- The author has co-hosted and been a guest on several television talk shows
- In addition to his Naval Commendation, Dr. Rader is the recipient of the Sandoz Award (first in his psychiatric residency class, USC, 1971), and has received awards from Overeaters Anonymous (Man of the Year, 1982) and the National Council of Alcoholism

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HEALTH  
SELLING TERRITORY: WORLD  
FOREIGN RIGHTS: WORLD  
JANUARY 2010



WILLIAM C. RADER, MD, is the only American physician involved in the actual clinical application of human fetal stem cells. Over the past 12 years, he has successfully treated more than a thousand patients.

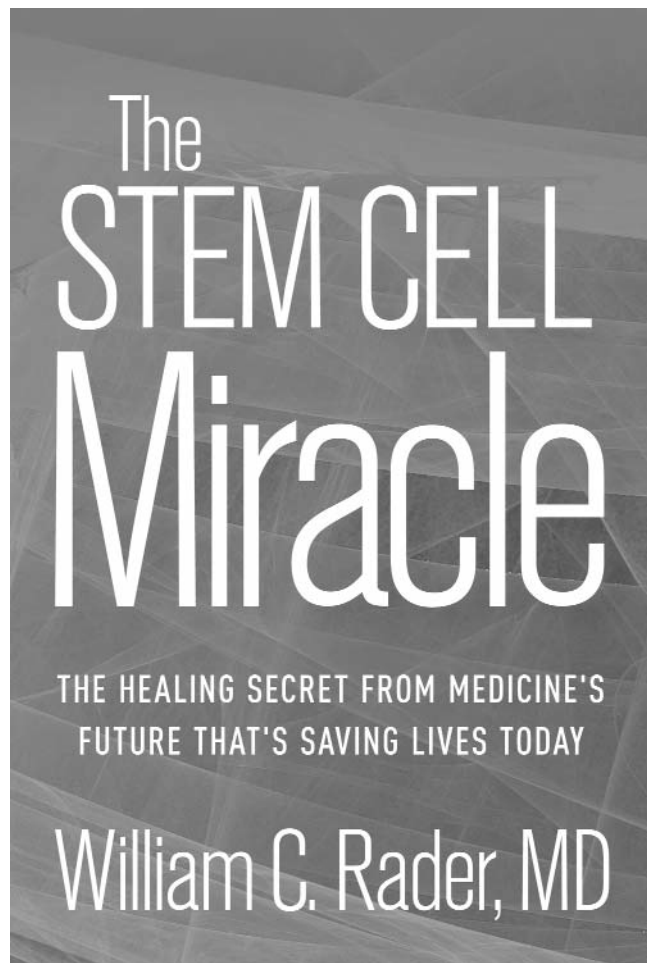
Dr. Rader earned his medical degree with honors from the State University of New York at Buffalo in 1967 and was first in his psychiatric residency class at the University of Southern California Medical Center in 1971.

For more than a decade, Dr. Rader was one of the first national medical experts on

For the first time, a doctor reveals the dramatic details of more than 1,500 successful stem cell treatments, many on patients considered “hopeless” cases

“I wasn’t interested in waiting for the results of endless experiments on mice after what I had learned,” Rader said. Even after Dr. Rader’s proven multiple successes in treating patients suffering from brain damage, cancer, Alzheimer’s, multiple sclerosis, epilepsy, AIDS, stroke, autism, spinal cord injury, cerebral palsy, down syndrome and numerous other major afflictions, the FDA and the medical establishment fought him with intimidation tactics and threats of serious repercussions. But Bill Rader never quit.

“They called me arrogant, impulsive and out of control. They said my results were fallacious because I did not follow the scientific method, which includes double-blind studies. I refused to do double-blind studies; giving one child who had a terminal illness a placebo and another fetal stem cells, knowing that I had successfully treated their disease in the past, would, to me, be tantamount to murder. In my experience, ignoring convention can bring new information and sometimes even remarkable results. They accused me of shooting in the dark—but I never shot from the hip. After over a year of due diligence in various parts of the world



including China, I understood what I was about to do. I just had to discover the exact method of actualizing it. And today the results—my patients—speak for themselves!”

*The Stem Cell Miracle* reveals the science behind Dr. Rader’s breakthroughs, the struggles with the medical establishment and, most important, the detailed results of his work with many hundreds of patients. Dr. Rader is ready—in fact anxious—with this book, to share his technologies and results with everyone, including the medical establishment. After more than 1,500 successful treatments, he believes this lifesaving technology should be available to the general public. Don’t you agree?

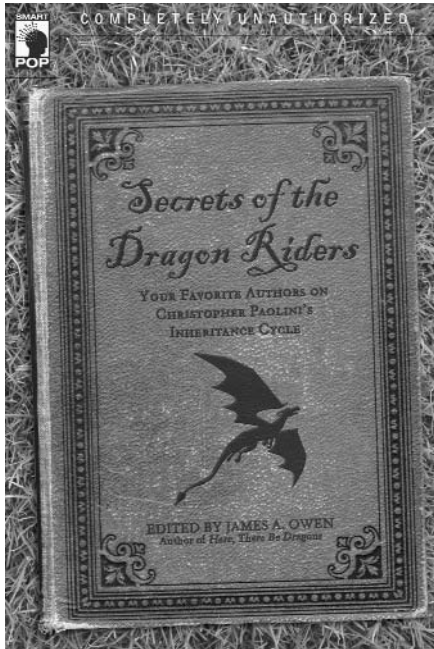
television. He appeared as a regular guest on “Donahue,” “Jenny Jones,” “Leeza,” “Montel Williams” and “The Sally Jesse Raphael Show.” He has also been published in the Journal of the American Medical Association (JAMA).

Dr. Rader served as a medical expert for ABC’s “Good Morning America.” In 1995, he founded Medra Inc., an international corporation dedicated to the research and development of the clinical application of fetal stem cells. He serves as chairman of the board, medical director and chief scientist, successfully treating patients suffering from a wide range of chronic degenerative diseases, a number of which heretofore were considered to be untreatable.

# Secrets of the Dragon Riders

## Your Favorite Authors on Christopher Paolini's Inheritance Cycle: Completely Unauthorized

JAMES A. OWEN



This must-have collection gives *Eragon's* fans a new appreciation of the books they love

Millions of readers adore Christopher Paolini's Inheritance Cycle: its earnest hero, its breathtaking battles and, of course, its awe-inspiring dragon Saphira. But there's so much more to the series than meets the eye—and *Secrets of the Dragon Riders*, edited by today's second hottest dragon-writer James A. Owen, shows readers what they're missing.

Why might Roran be the real hero of the Inheritance Cycle? What does Paolini's writing have in common with RPGs? Are teenage writers judged more harshly than their adult counterparts? The YA authors in *Secrets of the Dragon Riders*—some of them no older than Paolini when he wrote *Eragon*—each take on a different aspect of the series to engage and entertain Paolini fans.

### MARKETING

- ♦ Traditional media campaign
- ♦ Heavy online marketing targeting fan and teen lit sites

978-1933771-97-7  
TRADE PAPERBACK  
6 X 9, 192 PAGES  
\$14.95 US/\$18.95 CAN

YOUNG ADULT  
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FOREIGN RIGHTS: WORLD  
FEBRUARY 2010



JAMES A. OWEN is the author and illustrator of the Chronicles of the Imaginarium Geographica—which includes *Here, There Be Dragons*, *The Search for the Red Dragon* and *The Indigo King*—as well as the Starchild comic series. He lives and works in northeastern Arizona.

# Beauty Pageant Confidential

## Miss USA Reveals How You Can Take the Crown

CHELSEA COOLEY

A former Miss USA gives insider knowledge on how to win the crown

Chelsea Cooley has won a number of pageants—including Miss North Carolina, Miss United States Teen and Miss USA—and was a top-10 finisher in 2005's Miss Universe. Now she wants to help the estimated 3 million to 4 million women competing in the 700,000 pageants worldwide. A coach to more than 50 clients in more than a dozen states, Cooley has personally helped 16 women reach the Miss USA competition in 2008 alone and is sharing her secrets in one comprehensive guide.

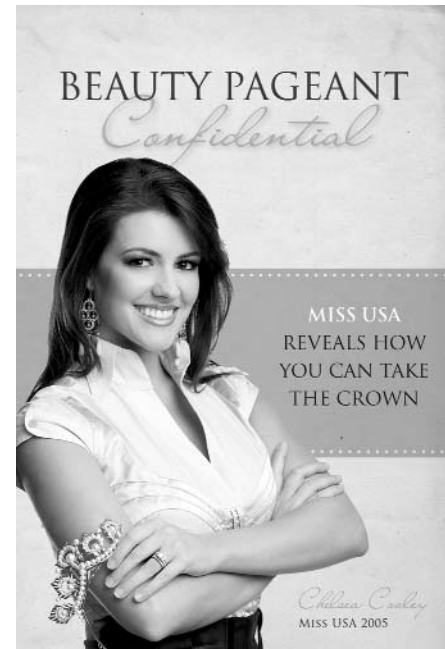
*Beauty Pageant Confidential* provides insider knowledge about the pageant world, including how to:

- Find the best advisers and professionals
- Turn dreams into goals and goals into winning
- Handle the financial aspects of competing
- Pick the right dress, hairstyle and makeup
- Survive disasters
- Feel confident and empowered

Full of personal anecdotes and inspiration from past pageant winners, judges and Cooley herself, *Beauty Pageant Confidential* gives sound advice to help women and girls everywhere come closer to the crown.

978-1933771-98-4  
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FEBRUARY 2010



### MARKETING

- National media campaign, leveraging author's name and company recognition and existing media relationships
- Books will be available at the dozens of lectures and seminars author gives nationwide
- Heavy online promotion focusing on social networking sites and pageant sites

### OF NOTE

- StandOut sponsors a dozen state USA preliminary pageants, garnering media attention
- Author is a successful TV spokesperson

CHELSEA COOLEY competed in the Miss Teen USA, Miss USA and Miss Universe pageants and held the Miss USA 2005 title. She was the first Miss North Carolina USA to win the Miss USA crown. Cooley's pageant consulting company, StandOut Productions, serves 50 clients across a dozen states, 16 of whom went on to compete in the 2008 Miss USA contest. She lives in Wilmington, N.C.



*BenBella Books' Backlist Phenomenon*

# The China Study

## Startling Implications for Diet, Weight Loss and Long-term Health

T. COLIN CAMPBELL, PHD, AND THOMAS M. CAMPBELL II

Even today, as new fad diets sweep the nation, two-thirds of adults are still obese and children are being diagnosed with Type 2 diabetes, typically an “adult” disease, at an alarming rate. If we’re eating healthier, why are Americans stricken with heart disease as often as we were 30 years ago?

In *The China Study*, T. Colin Campbell, PhD, details the connection between nutrition and heart disease, diabetes and cancer, as well as nutrition’s ability to reduce or reverse the risk or effects of these deadly illnesses. Campbell also examines the source of nutritional confusion produced by powerful lobbies, government entities and opportunistic scientists. The New York Times has recognized the study as the “Grand Prix of epidemiology” and the “most comprehensive large study ever undertaken of the relationship between diet and the risk of developing disease.”

*The China Study* is not a diet book. Consumers are bombarded with conflicting messages regarding health and nutrition; the market is flooded with popular titles about programs such as the Atkins Diet and the South Beach Diet. Dr. Campbell cuts through the haze of misinformation and delivers an insightful message to anyone living with cancer, diabetes, heart disease or obesity, and those concerned with the effects of aging. Additionally, he challenges the validity of low-carb fad diets and issues a startling warning to their followers.

### OF NOTE

• *The China Study* has sold more than 330,000 copies nationwide and 5,000–10,000 copies continue to sell each month

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FOREIGN RIGHTS: WORLD except Chinese Simple, Chinese Complex, Hungary, Japanese, Turkey, French, Romania, Poland, Czech, Australian, German, Bulgarian, Russian, Hebrew, Croatian

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HEALTH/NUTRITION  
JANUARY 2005

978-1932100-66-2  
**TRADE PAPERBACK**  
6 X 9  
440 PAGES

\$16.95 US/\$18.95 CAN  
HEALTH/NUTRITION  
JUNE 2006



For more than 40 years, **DR. T. COLIN CAMPBELL** has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University. He has received more than 70 grant-years of peer-reviewed research funding and authored more than 300 research papers. The China Study was the culmination of a 20-year partnership of Cornell University, Oxford University and the Chinese Academy of Preventive Medicine.

This national  
bestselling book that  
has sold more than  
330,000 copies reports  
on the most  
comprehensive  
nutritional study ever  
conducted

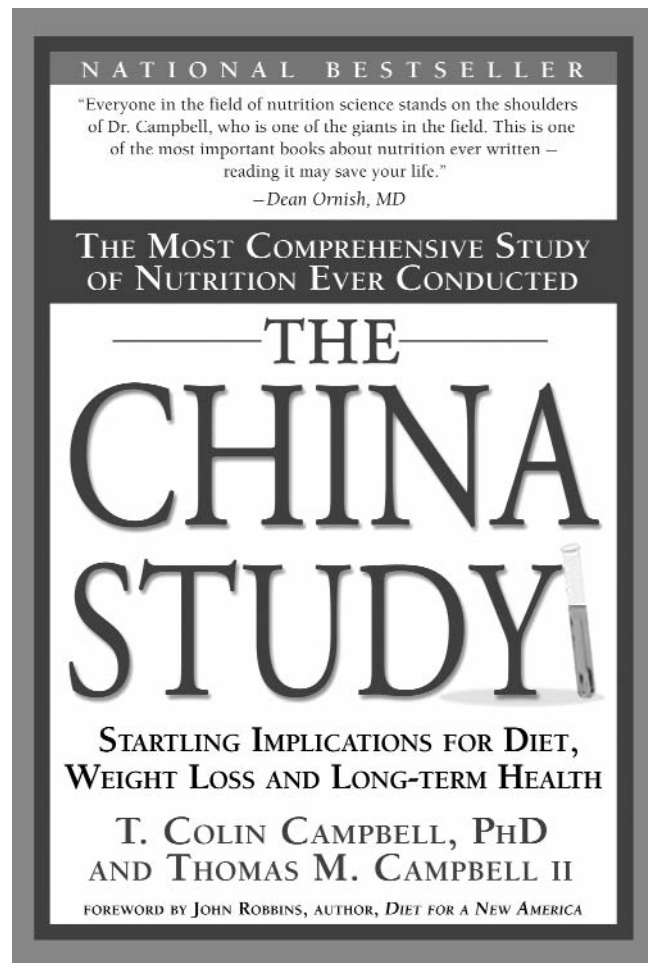
#### Praise for *The China Study*

“*The China Study* is the most important book on nutrition and health to come out in the last 75 years. Everyone should read it....” —David Klein, Publisher/Editor of Living Nutrition Magazine

“Dr. Campbell and his son, Thomas, have written a lively, provocative and important book that deserves widespread attention.” —Frank Rhodes, PhD, President (1978–1995) Emeritus, Cornell University

“Colin Campbell’s *The China Study* is an important book and a highly readable one. *The China Study* is a story that needs to be heard.” —Robert C. Richardson, PhD, Nobel Prize Winner, Professor of Physics and Vice Provost of Research, Cornell University

“Everyone in the field of nutrition science stands on the shoulders of T. Colin Campbell, who is one of the giants in the field. This is one of the most important books about nutrition ever written—reading it may save your life.” —Dean Ornish, MD, Founder & President, Preventive Medicine Research Institute, Clinical Professor of Medicine, University of California, San Francisco; author, *Dr. Dean Ornish’s Program for Reversing Heart Disease* and *Love & Survival*



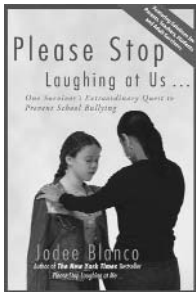
AVAILABLE IN CLOTH AND TRADE

“Clearly and beautifully written by one of the world’s most respected nutrition authorities, *The China Study* represents a major turning point in our understanding of health.” —Neal Barnard, MD, President, Physician’s Committee for Responsible Medicine

“*The China Study* is extraordinarily helpful, superbly written and profoundly important. Dr. Campbell’s work is revolutionary in its implications and spectacular in its clarity. [I]f you want to truly take charge of your health, read *The China Study* and do it soon! If you heed the counsel of this outstanding guide, your body will thank you every day for the rest of your life.” —John Robbins, author of the bestselling books, *Diet for a New America* and *The Food Revolution*

A 1999 graduate of Cornell University, **THOMAS CAMPBELL** is currently pursuing a degree in medicine. In addition, he is a writer, actor and three-time marathon runner. Born and raised in Ithaca, N.Y., he has appeared on stage in London, Chicago and most of the states east of the Mississippi River. He enjoys playing soccer, skiing and hiking.

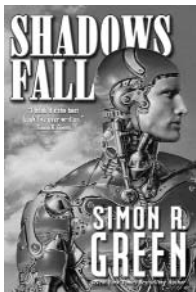
# Recent Highlights



## **Please Stop Laughing at Us ...** One Survivor's Extraordinary Quest to Prevent School Bullying JODEE BLANCO

In the sequel to the New York Times bestseller *Please Stop Laughing at Me ...*, Jodee Blanco responds to the overwhelming demand for more information from parents, students, educators and other adult survivors such as herself who have come to trust her as the champion of their cause.

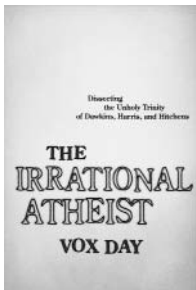
9781933771298 | TRADE PAPERBACK | \$14.95 US/\$18.95 CAN | MARCH 2008



## **Shadows Fall** SIMON R. GREEN

Considered by the author to be his finest work yet, this is a novel of realistic detail, heartfelt emotion and dazzling imagination that builds a world readers won't want to leave and spins a tale they won't want to end.

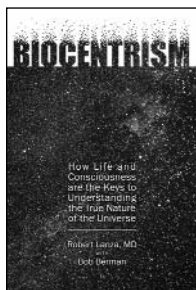
9781932100457 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | MAY 2005



## **The Irrational Atheist** Dissecting the Unholy Trinity of Dawkins, Harris and Hitchens VOX DAY

A perceptive examination of modern-day atheism, this book challenges the argument that religion and reason are fundamentally at odds—a contention made by three prominent scholars on atheism: Richard Dawkins, Sam Harris and Christopher Hitchens.

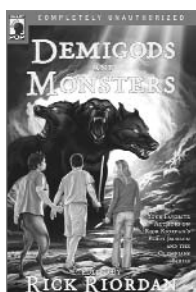
9781933771366 | CLOTH | \$24.95 US/\$27.95 CAN | FEBRUARY 2008



## **Biocentrism** How Life and Consciousness are the Keys to Understanding the True Nature of the Universe | ROBERT LANZA, MD, WITH BOB BERMAN

*Biocentrism* takes the reader on a seemingly improbable but ultimately inescapable journey through a foreign universe—our own. Switching perspective from physics to biology unlocks the cages in which Western science has unwittingly managed to confine itself. *Biocentrism* will shatter the reader's ideas of time, space, even life and death.

9781933771694 | CLOTH | \$24.95 US/\$29.00 CAN | MAY 2009



## **Demigods and Monsters** Your Favorite Authors on Rick Riordan's Percy Jackson and the Olympians Series RICK RIORDAN

In *Demigods and Monsters*, YA authors take on Greek gods, monsters and prophecy, to add insight and even more fun to Rick Riordan's page-turner Percy Jackson series. Its fresh, funny essays include the pros and cons of having a god as a parent and how to tell a monster when you see one. The book also includes an introduction by Percy Jackson series author Rick Riordan.

9781933771830 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | MARCH 2009

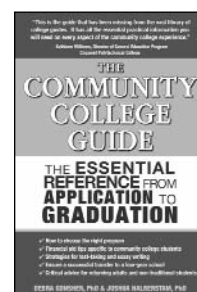
# The Community College Guide

## The Essential Reference from Application to Graduation

DEBRA GONSHER, PHD, AND JOSHUA HALBERSTAM, PHD

From how to apply to community colleges to what to expect from your courses, *The Community College Guide* offers a wealth of information for the millions of American students pursuing higher education at the community college level.

9781933771731 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | JULY 2009

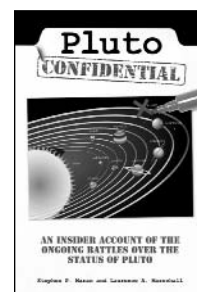


## Pluto Confidential

An Insider Account of the Ongoing Battles Over the Status of Pluto  
STEPHEN P. MARAN AND LAURENCE A. MARSCHALL

The controversy of whether Pluto is a planet continues years later, and passion about the decision remains, pitting scientist against scientist and invoking sentiments and nostalgia from the rest of the world. Written by an astronomer and educator, *Pluto Confidential* leaves no perspective out and no asteroid unturned in the Pluto debate.

9781933771809 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | AUGUST 2009



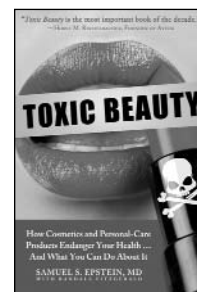
## Toxic Beauty

How Cosmetics and Personal-Care Products Endanger Your Health ... And  
What You Can Do About It

SAMUEL S. EPSTEIN, MD, WITH RANDALL FITZGERALD

Written by Dr. Samuel S. Epstein, founder and chairperson of the Cancer Prevention Coalition, *Toxic Beauty* gives the lowdown on salon safety, health risks hiding in everyday products, how we put our children in danger and more.

9781933771625 | CLOTH | \$24.95 US/\$29.00 CAN | APRIL 2009



## The Vision Revolution

How the Latest Research Overturms Everything We Thought  
We Knew About Human Vision  
MARK CHANGIZI

Scientist and neurobiologist Mark Changizi reveals the “why” of human vision in *The Vision Revolution* and answers a myriad of interesting and surprising vision-related questions. A radically new perspective of human vision is not emerging. *The Vision Revolution* is upon us.

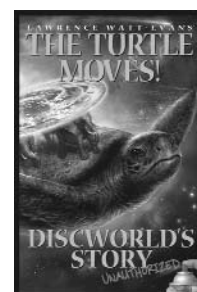
9781933771663 | CLOTH | \$24.95 US/\$29.00 CAN | JUNE 2009



The Turtle Moves!  
Discworld™'s Story Unauthorized  
LAWRENCE WATT-EVANS

In *The Turtle Moves!*, Lawrence-Watt Evans presents a story-by-story history of Terry Pratchett's Discworld series. Part breezy reference guide, part droll commentary, *The Turtle Moves!* will enlighten and entertain every Pratchett reader, from the casual browser to the most devout of Discworld's fans.

9781933771465 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | AUGUST 2008



# Recent Highlights



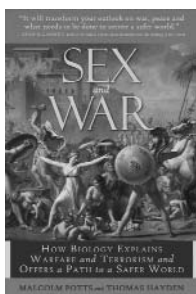
## Fit Soul, Fit Body

9 Keys to a Healthier, Happier You

BRANT SECUNDA AND MARK ALLEN

Legendary Ironman Mark Allen and world-renowned shaman Brant Secunda show you how to become truly fit from the inside out and take your life to the next level. Whether you're training for an athletic event or just want to improve how you feel about yourself, this book is about everything that makes you, well, *you*.

9781933771564 | CLOTH | \$24.95 US/\$27.95 CAN | DECEMBER 2008



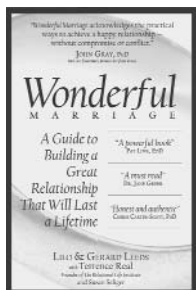
## Sex and War

How Biology Explains Warfare and Terrorism and Offers a Path to a Safer World

MALCOLM POTTS AND THOMAS HAYDEN

*Sex and War* draws on a wealth of archaeological, historical and biological sources to trace the origins of warfare, terrorism, slavery, sexual repression and the subjugation of women through history. While these violent impulses once gave successful warriors access to more resources—and ultimately more offspring to carry their own genes—today, these impulses have become wildly destructive.

9781933771571 | CLOTH | \$24.95 US/\$29.00 CAN | DECEMBER 2008



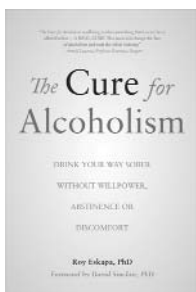
## Wonderful Marriage

A Guide to Building a Great Relationship That Will Last a Lifetime

LILO & GERARD LEEDS WITH TERENCE REAL AND SUSAN SELIGER

Married for 57 years, Lilo and Gerard Leeds provide a practical, down-to-earth guide to taking your marriage from ordinary to extraordinary. Bestselling co-author and relationship therapist Terrence Real adds insights from his work with couples nationally.

9781933771397 | CLOTH | \$19.95 US/\$21.95 CAN | APRIL 2008



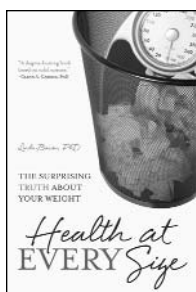
## The Cure for Alcoholism

Drink Your Way Sober Without Willpower, Abstinence or Discomfort

ROY ESKAPA, PHD | FOREWORD BY DAVID SINCLAIR, PHD

*The Cure for Alcoholism* delivers exactly what millions of alcoholics and families of alcoholics have been hoping for: a painless, dignified and medically proven cure for their addiction. Patients can drink themselves sober according to a simple-yet-powerful process outlined in this book.

9781933771557 | TRADE PAPERBACK | \$14.95 US/\$16.95 CAN | NOVEMBER 2008



## Health at Every Size

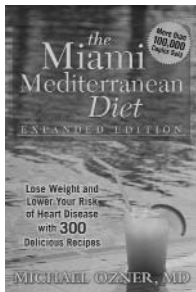
The Surprising Truth About Your Weight

LINDA BACON, PHD

Tune in to your body's expert guidance. Find the joy in movement. Eat what you want, when you want, choosing pleasurable foods that help you to feel good. You too can feel great in your body right now—and *Health at Every Size* will show you how. As featured in *The New York Times Magazine*.

9781933771588 | TRADE PAPERBACK | \$14.95 US/\$16.95 CAN | NOVEMBER 2008

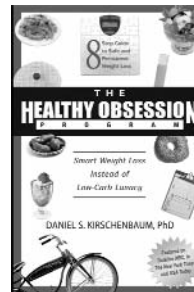
# Backlist Bestsellers



**THE MIAMI MEDITERRANEAN DIET**  
MICHAEL OZNER, MD  
9781933771656  
TRADE | \$16.95  
9781933771502  
CLOTH | \$24.95



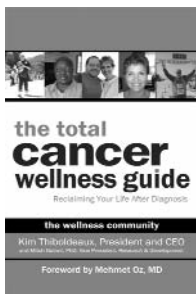
**SEE YOU IN A HUNDRED YEARS**  
LOGAN WARD  
9781933771151  
CLOTH | \$24



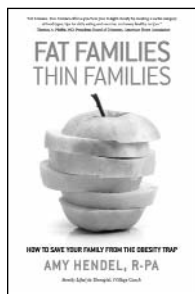
**THE HEALTHY OBSESSION PROGRAM**  
DANIEL S. KIRSCHENBAUM  
9781932100716  
CLOTH | \$24.95



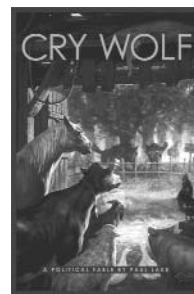
**YOU DO NOT TALK ABOUT FIGHT CLUB**  
SCHUCHARDT;  
FOREWORD BY CHUCK PALAHNIUK  
9781933771526  
TRADE | \$14.95



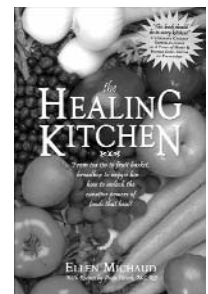
**THE TOTAL CANCER WELLNESS GUIDE**  
THIBOLDEAUX & GOLANT  
9781933771168  
CLOTH | \$24.95



**FAT FAMILIES, THIN FAMILIES**  
AMY HENDEL  
9781933771496  
CLOTH | \$24.95



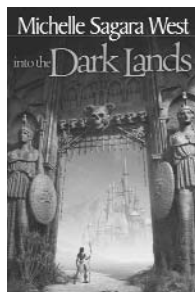
**CRY WOLF**  
PAUL LAKE  
9781933771427  
TRADE | \$12.95



**THE HEALING KITCHEN**  
ELLEN MICHAUD  
ANITA HIRSCH  
9781932100532  
TRADE | \$14.95



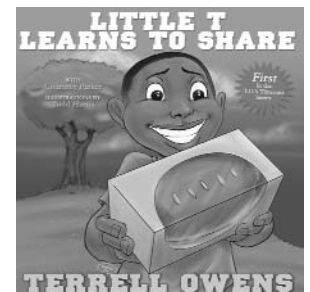
**THIS IS MY FUNNIEST**  
MIKE RESNICK  
9781932100952  
TRADE | \$14.95



**INTO THE DARK LANDS**  
MICHELLE SAGARA WEST  
9781932100587  
TRADE | \$14.95



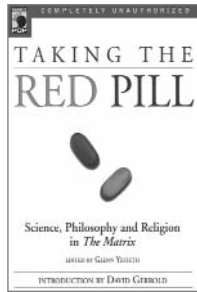
**DON'T CHEW JESUS!**  
SCHAAF & PRENDERGAST  
9781932100822  
CLOTH | \$20



**LITTLE T LEARNS TO SHARE**  
TERRELL OWENS  
WITH COURTNEY PARKER  
9781933771205  
CLOTH | \$14.95

# Smart Pop Series

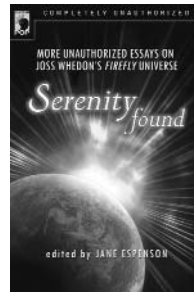
## FEATURED BACKLIST



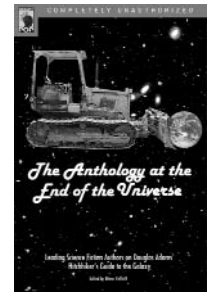
**TAKING THE RED PILL**  
GLENN YEFFETH  
9781932100020  
TRADE | \$17.95



**FINDING SERENITY**  
JANE ESPENSON  
9781932100433  
TRADE | \$17.95



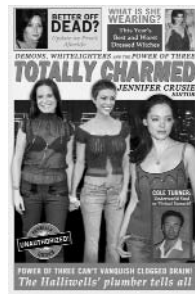
**SERENITY FOUND**  
JANE ESPENSON  
9781933771212  
TRADE | \$17.95



**THE ANTHOLOGY AT THE END OF THE UNIVERSE**  
GLENN YEFFETH  
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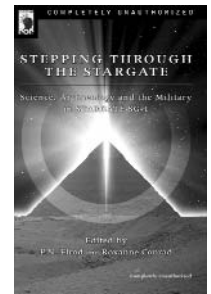
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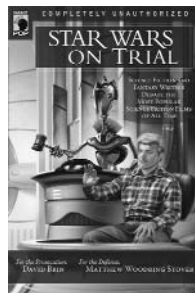
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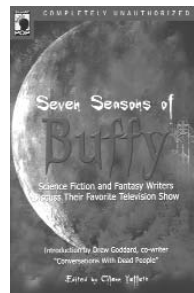
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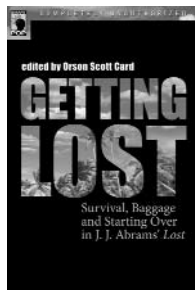
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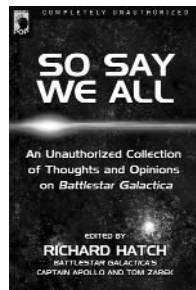
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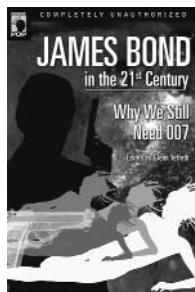
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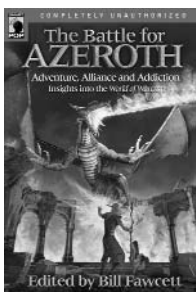
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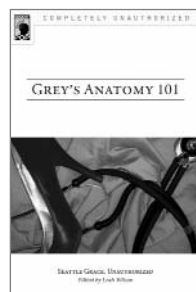
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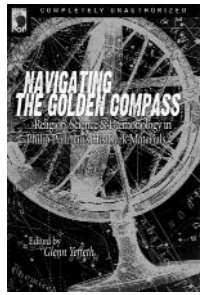
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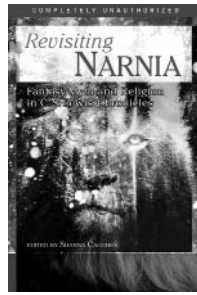
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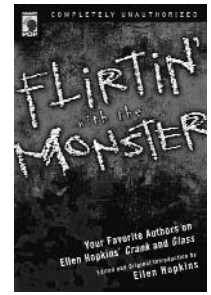
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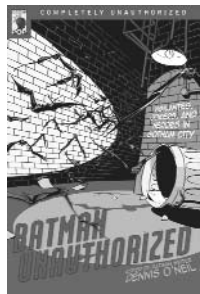
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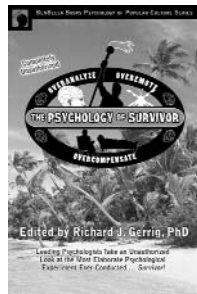
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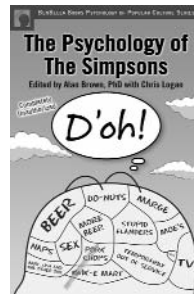
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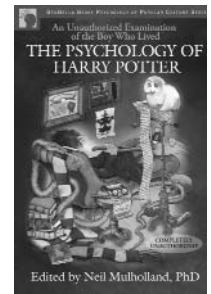
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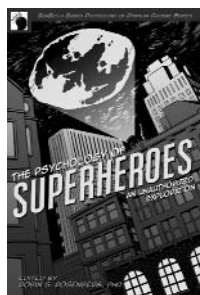
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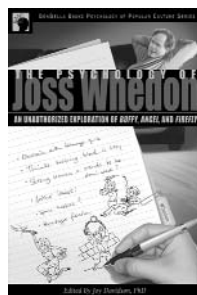
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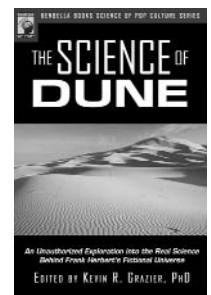
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