

S P R I N G 2 0 0 9



BENBELLA BOOKS



SPRING 2009

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The Tax Lady's Guide to Beating the IRS and Saving Big Bucks on Your Taxes

Are You Ready to Rumble? I Am!

RONI LYNN DEUTCH

Call it dread, confusion or indifference, American's avoidance of tax planning is costing them plenty. By postponing or ignoring the impact taxes have on their lives, taxpayers passively hand over billions of dollars to Uncle Sam every year. And given the state of our economy, you need more of your hard-earned money now.

Enter the Tax Lady. Part tax code savant, part force of nature—and full-time tax brawler—Roni Deutch is the tax expert the IRS does not want America to know about. Well, she's got news for them—*too frickin' bad!* For two decades, Roni Deutch has led the nation's largest tax resolution law firm into battle against the IRS and won. She saves American taxpayers tens of millions of dollars every year. She also owns the hottest new tax preparation franchise business in the country. And now, she is here to strip away the fears, myths and complexities that surround taxes and show you how you can save hundreds if not thousands of dollars along the way.

In *The Tax Lady's Guide to Beating the IRS and Saving Big Bucks on Your Taxes*, the Tax Lady will show you how to:

- ♦ Avoid problems with the IRS
- ♦ Dramatically reduce your IRS tax debt
- ♦ Organize your tax-planning portfolio
- ♦ And—most importantly—save money on your taxes

This is an approachable self-help book for everyone who has to pay taxes. It will give you the tools and confidence to step into the ring and kick butt. And with the Tax Lady in your corner, you will end up with more money in your pocket and the IRS down for the count.

978-1933771-77-9

TRADE PAPERBACK ORIGINAL

6 X 9

288 PAGES

\$16.95 US/\$18.95 CAN

FINANCE

WORLD

FEBRUARY 15, 2009

MARKETING

- ♦ National media campaign, leveraging Roni Deutch's name recognition and existing media relationships

OF NOTE

- ♦ Roni Deutch is known by name to one out of three Americans age 18 and over, second only to the leading tax firm of H&R Block
- ♦ Roni Deutch is a regular contributor to "Money for Breakfast" (FOX Business) and "The Thom Hartmann Program" (Air America)
- ♦ Roni Deutch's extensive Internet assets and franchise locations (190+) will support the title

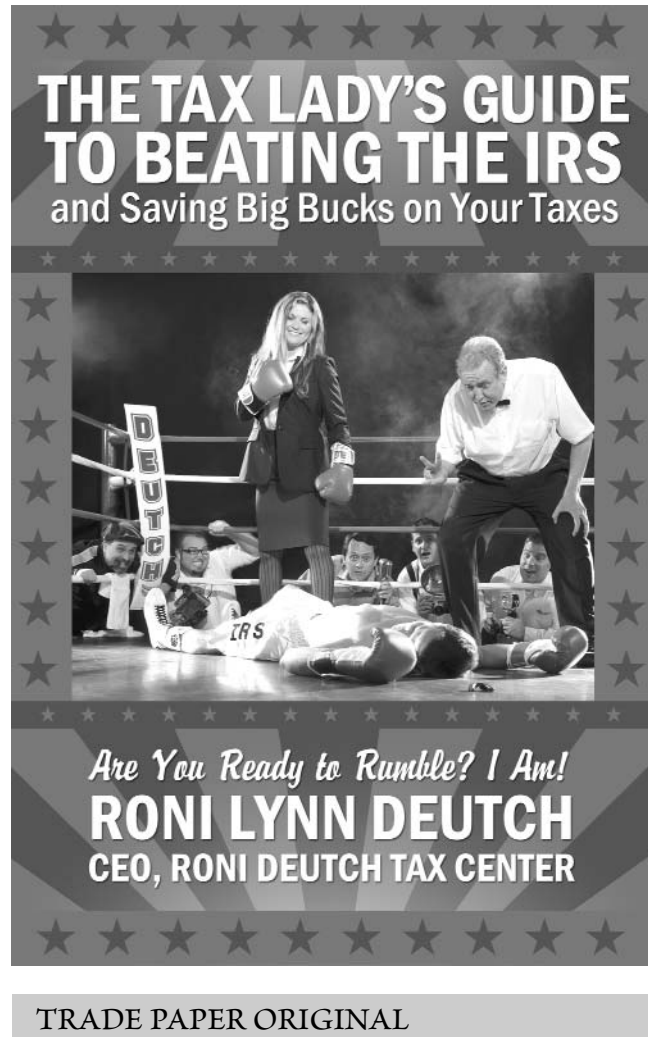


RONI LYNN DEUTCH is one of the most recognizable tax experts in America, known by name to one out of every three over the age of 18. The founder of the largest tax resolution firm in the nation, she is recognized as an experienced tax debt attorney dedicated to resolving IRS back taxes. Her tax law firm, which began as a one-person practice in a small condo, has grown to employ hundreds and has assisted thousands of taxpayers across the country in finding relief from the IRS. Today her competitive spirit continues as she reaches out to those in need of help with IRS tax debts.

Take on the IRS—
and win—with “Tax
Lady” Roni Deutch
in your corner

*The Tax Lady’s Guide to Beating the IRS
and Saving Big Bucks on Your Taxes*
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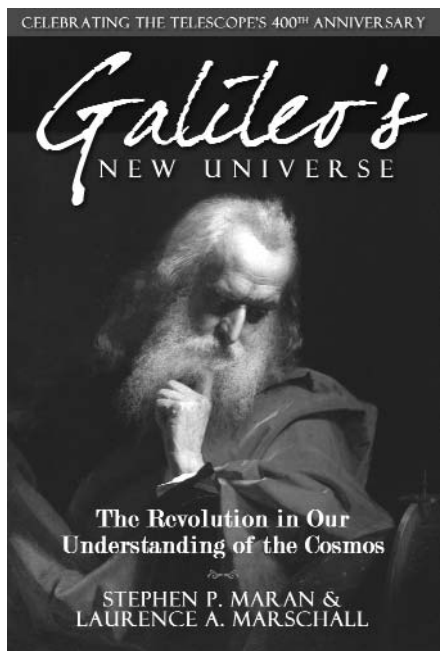
- Introduction: Let’s Fight Back
- Round 1: Feeling Intoxicated? Dude, You Are Paying
Way Too Much in Taxes
- Round 2: First Steps: Mama, Don’t Let Your Kids
Grow Up to Be Sloppy Record Keepers
- Round 3: Armed & Dangerous: The More You Know,
the Less You Pay
- Round 4: 1040 Treasure Map or 1040 Survival
Guide—*You* Decide
- Round 5: Addition by Subtraction: The Sweet Science
of Tax Deductions, Exemptions and Credits
- Round 6: The New American Dream—Tax Tips for the
Self-Employed
- Round 7: Fight for Your Tax Savings Diploma
- Round 8: Answer the Bell: Keep the IRS Out of Your
Investment Portfolio
- Round 9: The Main Event—*Now* You’re Ready to
Rumble!
- Round 10: *Boom!* Eliminating Tax Debt ... Or
Surviving an IRS Audit
- Round 11: Help in the Ring: Should You Hire a Tax
Trainer?
- Round 12: Tax-Cutting Tips You Can Take to the Bank
- Appendix: Roni’s Tax Glossary
- Index: Resources



Galileo's New Universe

The Revolution in Our Understanding of the Cosmos

STEPHEN P. MARAN AND LAURENCE A. MARSCHALL



Galileo's New Universe offers differences in technology and society between Galileo's time and ours—just in time for the 400th anniversary of the telescope!

Four hundred years ago Galileo looked to the sky with his spyglass and changed how we see the universe around us forever. The seemingly flat moon was suddenly full of craters, the creamy Milky Way was dotted with stars and the large black sky held more than just the Earth and its moon.

Fast forward to the 21st century, when humans have walked on the moon half a dozen times and telescopes are several hundred times larger and gather images of phenomena Galileo couldn't fathom.

Galileo's New Universe doesn't just document astronomical advances, it compares and contrasts Galileo's world with today's. Find out what has changed in astronomy and what—surprisingly—hasn't evolved since the 17th century. Co-written by NASA scientist and author of *Astronomy for Dummies* and an award-winning astronomy educator, this book offers two centuries' differing views on the planets, sun, meteors and much more.

TRADE PAPER ORIGINAL

MARKETING

- ♦ National campaign targeting science press
- ♦ Promotion around the telescope's 400th anniversary
- ♦ Promotion of the book to astronomical and space organizations/societies

ALSO AVAILABLE

PLUTO CONFIDENTIAL (see page 23)

Praise for *Galileo's New Universe*

"As a confirmed Galileo groupie, I applaud the way Maran and Marschall have taken the long view of our hero's achievements in celebration of the International Astronomical Year. Their book makes the perfect link between telescopes then and now." —Dava Sobel, author of *Galileo's Daughter*

"*Galileo's New Universe* is an entertaining anniversary tribute to all those who have used the telescope to 'see,' rather than merely look, into the depths of the [u]niverse that spawned us all." —Kathy Sawyer, author of *The Rock From Mars*

978-1933771-59-5

TRADE PAPERBACK ORIGINAL

6 X 9

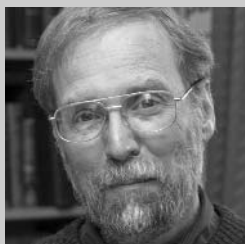
192 PAGES

\$14.95 US/\$16.95 CAN

SCIENCE

WORLD

MARCH 2009



STEPHEN P. MARAN, PhD, spent more than 35 years in NASA, working on the Hubble Space Telescope and other projects. He was awarded the NASA Medal for Exceptional Achievement and the George Van Biesbroeck Prize of the American Astronomical Society. **LAURENCE A. MARSCHALL**, PhD, is an award-winning physics professor at Gettysburg College and a contributing editor of *Smithsonian Air and Space*. Marschall has written for *Sky and Telescope*, *Astronomy*, *Natural History* and *Discover*.

In the Hunt

Unauthorized Essays on *Supernatural*

SUPERNATURAL.TV | FOREWORD BY KEITH R. A. DECANDIDO

In the Hunt demonstrates what intelligent *Supernatural* fans have always known: there's way more to this smart, scary, heart-wrenching show than meets the eye

The television show *Supernatural* is the focal point for a group of deeply committed, thoughtful fans who have pushed the show into renewal with their clever, impassioned campaigns. They love their show: the actors and the writers/producers; the stories and the characters; the affection, the laughs and the chills.

In the Hunt delivers appreciative, insightful essays to an audience eager for thoughtful work on their favorite television show—including pieces by *Supernatural* tie-in writer Keith R. A. DeCandido and hugely popular fantasy author Tanya Huff. Put together in cooperation with Supernatural.tv, a top online fan site for the show, the collection touches on everything fans love about *Supernatural*, and more.

The anthology will also include essays by fans, winners of a Supernatural.tv/Smart Pop contest, making this a must-have collection for any *Supernatural* fan.

"[*Supernatural* has] the smartest, most passionate, most intelligent fans of any show on television." —Eric Kripke, creator of *Supernatural*

978-1933771-63-2
TRADE PAPERBACK ORIGINAL
6 X 9
256 PAGES

\$14.95 US/\$16.95 CAN
TELEVISION
WORLD
MARCH 2009



TRADE PAPER ORIGINAL

MARKETING

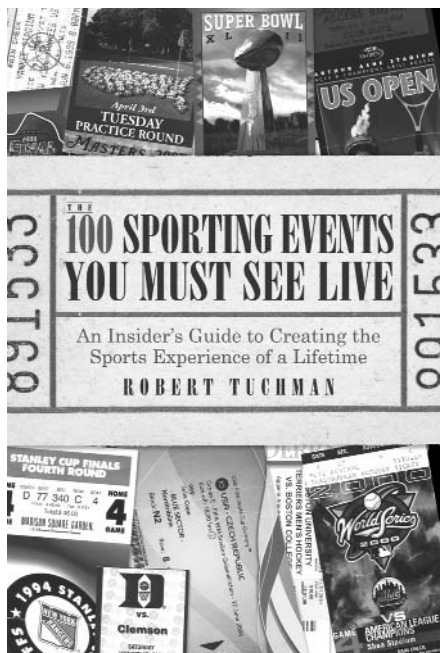
- ♦ Web promotion in conjunction with Supernatural.tv and its parent company, buddytv.com
- ♦ Heavy online pitching to *Supernatural* fan sites and communities

SUPERNATURAL.TV is one of the biggest *Supernatural* sites on the Web, offering news updates, episode guides, multimedia and a forum of more than 25,000 committed posters.

The 100 Sporting Events You Must See Live

An Insider's Guide to Creating the Sports Experience of a Lifetime

ROBERT TUCHMAN



A detailed travel guide from Robert Tuchman, founder and president of the global leader in sports and entertainment promotion, TSE Sports & Entertainment, replete with insider knowledge and expert advice for every sports fan

For the casual armchair fan to the fan who dreams of a front row seat at the games, *The 100 Sporting Events You Must See Live* provides invaluable information about tickets and travel as well as the parties and the pageantry for the top games across the sporting landscape.

We are a list-obsessed people and sports-obsessed to boot, so this is a book that quenches our insatiable appetites for both. From the obvious to the obscure, Tuchman's list of must-see events is as thorough as it is controversial. What events made the top 100 and where did they rank? This book is sure to fire up sports fans everywhere.

But more than a mere list, for each event the reader learns a detailed history of his or her favorite contests and all the background information to make a successful pilgrimage. Featuring also a list of honorable mentions that just missed the cut and a list of the top sports cities with arguments for what makes each city the perfect sports mecca, *The 100 Sporting Events You Must See Live* is a must for every sports fan's library.

TRADE PAPER ORIGINAL

MARKETING

- ♦ National sports-talk radio pitch
- ♦ Arena and venue special sales
- ♦ Strategic corporate placement and giveaways

OF NOTE

- ♦ Readers can win tickets to the Masters, Kentucky Derby and US Open

"Some people are really into sports. Then there's Robert Tuchman."—Michael Kane, *New York Post*

978-1933771-45-8

TRADE PAPERBACK ORIGINAL

6 X 9

352 PAGES

\$17.95 US/\$19.95 CAN

SPORTS

WORLD

APRIL 2009

ROBERT TUCHMAN is the founder and president of New York-based TSE Sports & Entertainment, a global leader in sports and entertainment promotion. He is a contributing writer for ESPN.com and has been featured in publications including *The Wall Street Journal*, *USA Today*, *The New York Times*, *BusinessWeek*, *Entrepreneur* and Southwest Airlines' *Spirit* magazine.

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

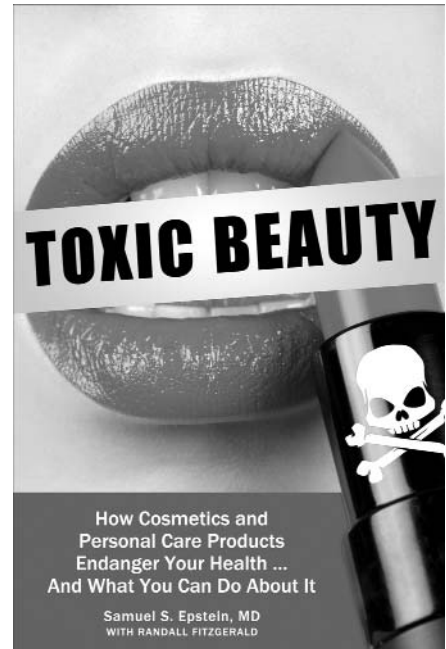
A renowned consumer advocate who has made a large impact on reducing and removing toxins in the environment warns of the dangers of everyday personal care products in this riveting essential volume

Splashy ads and commercials for personal care products are everywhere we turn, promising to keep our appearances fresh and our partners satisfied.

But do consumers really know what they're applying to their faces and bodies in their quests for youth and beauty? Do they know the health risks they're taking by simply applying lipstick, face moisturizer or deodorant? Toxic cosmetics and personal care products clutter the shelves at retail stores everywhere, and consumers don't know the avoidable risks they're taking by following a simple beauty regimen.

Written by Dr. Samuel S. Epstein, a 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. *Toxic Beauty* will also educate you and your family on easily implemented solutions through the use of a variety of positive alternatives.

Through the help of Dr. Epstein and *Toxic Beauty*, you can protect yourself from the possible long-term effects of simple beauty products.



CLOTH

MARKETING

- ♦ National and local print campaign
- ♦ Heavy online campaign: green- and health-related sites
- ♦ Academic promotion planned
- ♦ Active promotion planned by naturalnews.com

978-1933771-62-5

CLOTH

6 X 9

256 PAGES

\$24.95 US/\$27.95 CAN

HEALTH/BEAUTY

WORLD

APRIL 2009

SAMUEL S. EPSTEIN, MD, D. Path., D.T.M&H, Professor Emeritus of Environmental and Occupational Medicine at the University of Illinois at Chicago, has authored or co-authored 15 books. Epstein has appeared on major national TV including *60 Minutes*, *Face the Nation*, *Meet the Press*, *Good Morning America* and the *Today* show. **RANDALL FITZGERALD** has been an investigative newspaper and magazine reporter and book author for 37 years.



The Optimal Health Revolution

How inflammation is the root cause of the biggest killers and how the cutting-edge science of nutrigenomics can transform your long-term health

DUKE JOHNSON, MD

Cutting-edge science is coming to a startling realization. The bulk of our most lethal diseases have a common underlying cause: persistent inflammation, an over-active reaction of our natural immune system function that results in cell and tissue destruction. This persistent inflammation is triggered by our industrial lifestyles, including exposure to chemicals, synthetic food ingredients, pollution and processed foods. “Researchers are linking inflammation to an ever-wider array of chronic illnesses,” reports *Newsweek’s* Anne Underwood. “Suddenly medical puzzles seem to be fitting together, such as why hypertension puts patients at increased risk of Alzheimer’s, or why rheumatoid-arthritis sufferers have higher rates of sudden cardiac death. They’re all connected on some fundamental level.”

But inflammation, and the risks of chronic diseases it brings, can be managed. Lifestyle and nutritional change is part of the answer. But the other part of the answer lies with ground-breaking information from the newest field of science—nutrigenomics. Nutrigenomics is the science of how your genes interact with nutrients. It is the study of how DNA and the genetic code affect a person’s need for certain nutrients and can help maintain optimal health throughout life.

The Optimal Health Revolution combines cutting-edge science—including 600 scientific references—with an easy-to-read, conversational writing style that make this critical information accessible to every reader. Relevant to both the researcher and medical doctor interested in the latest science and the casual reader looking to improve his or her health, *The Optimal Health Revolution* makes a critical contribution to our understanding of health.

978-1933771-82-3

TRADE PAPERBACK ORIGINAL

6 X 9

280 PAGES

\$17.95 US/\$19.95 CAN

HEALTH

WORLD

MAY 2009

MARKETING

- ♦ An aggressive national marketing campaign
- ♦ An active grassroots campaign in coordination with Nutrilite/Amway
- ♦ An online campaign targeting health Web sites and leveraging Nutrilite/Amway’s online resources



DR. DUKE JOHNSON has dedicated more than 20 years of his life to stopping the epidemic spread of chronic diseases around the world. He is an expert on the different medical traditions practiced globally and on the state of world health, with patients living in more than 30 different countries. Through the multibillion-dollar corporation Nutrilite, his preventive health teaching regularly reaches more than 3 million people in 55 countries.

A science-based but very accessible work explains the deadly impact of persistent inflammation and how the cutting-edge science of nutrigenomics provides a real solution

From *The Optimal Health Revolution*

The most difficult weeds I have battled are those that spread by rhizomes, like Johnsongrass. Rhizomes are plant stems that extend horizontally, usually underground. They terminate in new, above-ground plants with new root systems, which in turn produce new rhizomes. Johnsongrass can produce seven tons of rhizomes per acre. To rid an acre of Johnsongrass, you pretty much have to pull up all seven tons of rhizomes.

There is a single, insidious, underlying factor in most chronic disease. It attacks our health the way a Johnsongrass rhizome network undermines a garden, sending up new shoots at its ends—in this case chronic diseases such as heart disease and cancer.

This is still news to much of the medical profession. Most doctors still focus their work on outlying shoots of the weed, thinking they are separate, single plants. When they make some progress in killing off a few of those shoots, there is great rejoicing, followed by publication in medical

Dr. Johnson is Medical Director of the 30,000-square-foot, \$14 million Nutrilite Health Institute Center for Optimal Health in Southern California and is a highly requested lecturer, having spoken to hundreds of thousands of people in 30 different countries on five continents. He has significant media experience with articles in *Elle*, *Success at Home* magazine, *Inspiration* magazine and many large international newspapers.

"The science is clear. Nutrigenomics is the state of the art science in fighting the hidden killer of inflammation. *The Optimal Health Revolution* is a must for anyone who wants a long and healthy life." — FORREST BIRD, MD, PhD, ScD

the
**OPTIMAL
HEALTH
REVOLUTION**

How inflammation is the root cause of the biggest killers

How the cutting-edge science of nutrigenomics can transform your long-term health

DUKE JOHNSON, MD

CLOTH

journals and popular media. And yet we continue to ignore the root cause. And people continue to get sick.

A few years ago, I had an epiphany. A brilliant flash of light knocked me off my horse. I felt as if I had struck buried treasure while rooting around in my garden.

Suddenly the jumble of thousands of scientific facts accumulated over 17 years of preventive medicine research began to fall neatly into place.

What I began to see was that underneath the cacophony of conflicting expert opinions, **there are common elements in the scientific literature that point the way to reducing the risk of chronic disease.** And that way is a lifestyle that is surprisingly simple and easy to live.

The Miami Mediterranean Diet

Lose Weight and Lower Your Risk of Heart Disease
(Expanded Edition; With 300 Delicious Recipes)

MICHAEL OZNER, MD

Obesity, diabetes, heart disease and cancer—all diseases that have been scientifically linked to diet—are at an all-time high, and the recent popularity of low-carb, high-fat diets has only made things worse. But there's a way to fight them that's been successful for millions of people for thousands of years: the Mediterranean diet.

In *The Miami Mediterranean Diet*, noted Miami cardiologist Michael Ozner updates the traditional Mediterranean diet—clinically proven to reduce your risk of heart disease, cancer and numerous other diseases—with the latest scientific findings in health and nutrition to create a diet that's easy to follow.

Following a Mediterranean diet can help you lower your risk of heart disease and cancer, live a longer and healthier life, lose weight steadily and keep it off, maintain or jumpstart an active lifestyle and eat delicious foods that are easy to prepare.

With more than 300 delicious recipes, from soups to omelets and salads to desserts, as well as an abundance of evidence supporting the Mediterranean diet's incredible health benefits, *The Miami Mediterranean Diet* shows you how and why to change your habits for a longer, healthier, happier life.

MARKETING

- Author gives about 115 lectures a year in various parts of the United States

OF NOTE

- More than 100,000 copies sold in hardcover
- Hardcover was heavily publicized and received several mentions and reviews in the press, including a syndicated *Washington Post* column, *Oxygen* magazine, *Women's World* and *Life Extension* magazine

ALSO AVAILABLE

THE GREAT AMERICAN HEART HOAX
(see page 26)

978-1933771-65-6
TRADE PAPERBACK
6 X 9
432 PAGES

\$16.95 US/\$18.95 CAN
NUTRITION
WORLD
APRIL 2009

PREVIOUS EDITION ISBN
978-1933771-50-2



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.

A well-known and trusted cardiologist provides sound cardiac advice and hundreds of heart-healthy recipes based on the most researched and validated diet ever, the Mediterranean diet

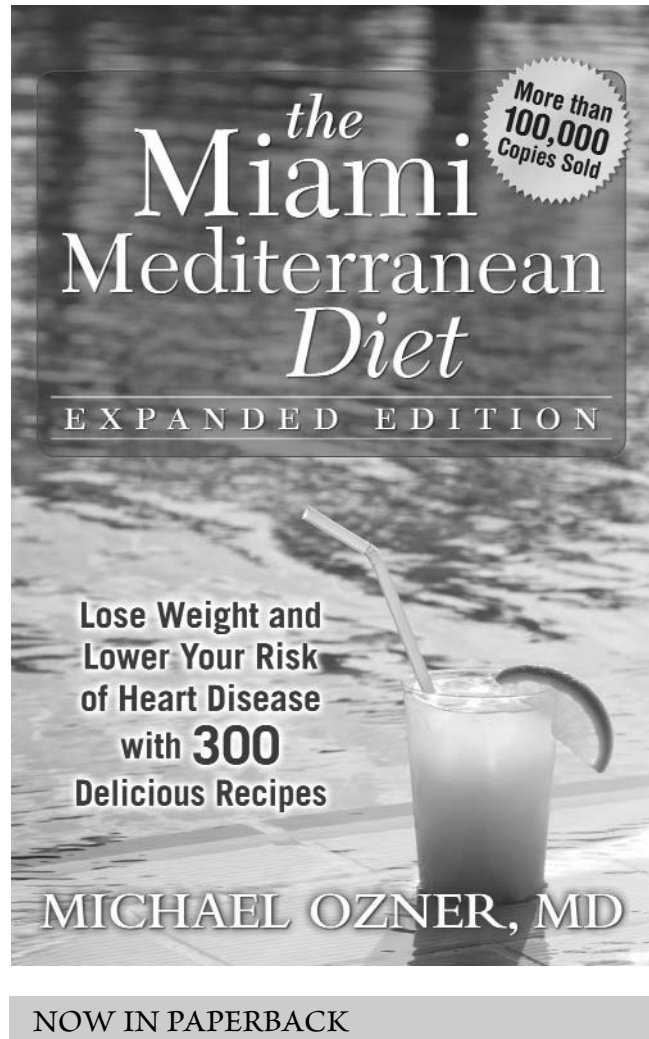
Praise for *The Miami Mediterranean Diet*

“In *The Miami Mediterranean Diet*, Dr. Michael Ozner, a noted cardiologist, not only makes a compelling argument for the importance of the Mediterranean diet and lifestyle for overall health, but gives a comprehensive guide to incorporating this diet into all our lives.” —Randolph P. Martin, MD, Director, Noninvasive Cardiology, Emory University Hospital

“*The Miami Mediterranean Diet* ... has allowed me to reduce my weight, my blood pressure and my cholesterol. I have a greater sense of well-being and I feel that I will live a longer and healthier life.” —Jerrold Young, MD

“*The Miami Mediterranean Diet* is a must-read for anyone interested in controlling their weight and improving their long-term health.” —David MacGregor, MD, Cardiovascular Surgeon

“A valuable resource from preventive cardiologist Michael Ozner providing heart-healthy dietary information, sample meal plans and an exciting array of recipes.” —Nanette K. Wenger, MD, Professor of Cardiology, Emory University School of Medicine



“This book is a direct path to the visceral pleasure of well-prepared food and cardiovascular health ... a sane alternative to the faddist and extremist diets that lead to short-term weight loss and long-term weight gain.” —Joseph L. Izzo, MD, Clinical Director of Medicine, Erie County Medical Center

“I strongly recommend Dr. Ozner’s book for anyone who is interested in living a long and healthy life. *The Miami Mediterranean Diet* is a concise, no-nonsense approach for heart disease prevention.” —Barry J. Katzen, MD, Medical Director, Baptist Cardiac & Vascular Institute of Miami

The Vision Revolution

How the Latest Research Overturns Everything We Thought We Knew About Human Vision

MARK CHANGIZI



The Vision Revolution reveals cutting-edge new research into the field of human vision from leading evolutionary scientist and neurobiologist Mark Changizi

Primates evolved binocular vision (both eyes facing forward) so that they could see in three dimensions, critical as they jumped from branch to branch. Higher primates developed color vision to better hunt out ripe fruit. Optical illusions succeed because they exploit the limitations of our visual processing. Wrong!

All of these beliefs are false, as groundbreaking research by evolutionary scientist and neurobiologist Mark Changizi now reveals. Changizi's research centers on the "why" of human vision. Why do we have binocular vision? Why do we see in color the way we do? Why do optical illusions work? And why are we able to absorb information by reading—a very new invention from an evolutionary perspective—more readily than by hearing, which we've evolved to do over hundreds of thousands of years?

The Vision Revolution answers these questions, and proves, with the detailed results of Changizi's fieldwork, that the answers are very different than traditionally believed. A radically new perspective of human vision is now emerging. *The Vision Revolution* is upon us.

CLOTH

MARKETING

- ♦ National campaign to science publications and media

OF NOTE

- ♦ *The Vision Revolution* mentioned in the May 2008 issue of *Scientific American*
- ♦ 85 interior illustrations (18 full-color)

978-1933771-66-3

CLOTH

6 X 9

304 PAGES

\$24.95 US/\$27.95 CAN

SCIENCE

WORLD

MAY 2009



Rensselaer/Mark McCarty

MARK CHANGIZI is an assistant professor of cognitive science at Rensselaer Polytechnic Institute. Dr. Changizi's research has been written up in more than 75 magazines and newspapers worldwide including *Time*, *Newsweek*, *USA Today*, *Discover*, *New Scientist*, *Financial Times*, *Daily Telegraph*, *Scientific American*, *The Times of London*, *Natural History Magazine*, *Reuters*, *ABC News*, *MSNBC* and *FOX News*.

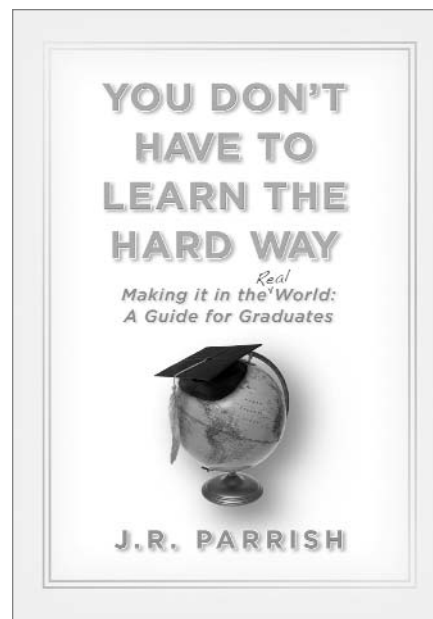
You Don't Have to Learn the Hard Way

Making it in the *Real* World: A Guide for Graduates

J. R. PARRISH

An engaging guidebook with interesting self-discovery quizzes and clever advice for high school and college graduates that preps them for the reality check of the adult world

Chock-full of practical advice for teen and college age readers on everything from how to nail that first big job interview to avoiding dangerous relationship mistakes, from mastering the art of managing your finances to circumventing the typical pitfalls of adjusting to the adult world, this valuable guidebook synthesizes a life's worth of wisdom into one engaging volume. The author, a self-made multimillionaire who did learn the hard way, offers to young people what he wishes someone would have given him when he was starting out—a no-nonsense blueprint for personal and professional success. Told with self-deprecating humor and grace, this book is never preachy and features irresistible self-discovery quizzes that guide young readers to deeper self-understanding.



CLOTH

MARKETING

- ♦ Print and broadcast publicity and marketing campaign
- ♦ Essay competition to win a \$15,000 college scholarship
- ♦ Intensive Internet marketing campaign targeting teens and graduates
- ♦ Gift round-up publicity placements in major newspapers, magazines and Web sites
- ♦ National review copy mailing

OF NOTE

- ♦ Two-color interior

978-1933771-74-8

CLOTH

5.25 X 7.5

224 PAGES

\$19.95 US/\$21.95 CAN

GRADUATION

WORLD

MAY 2009

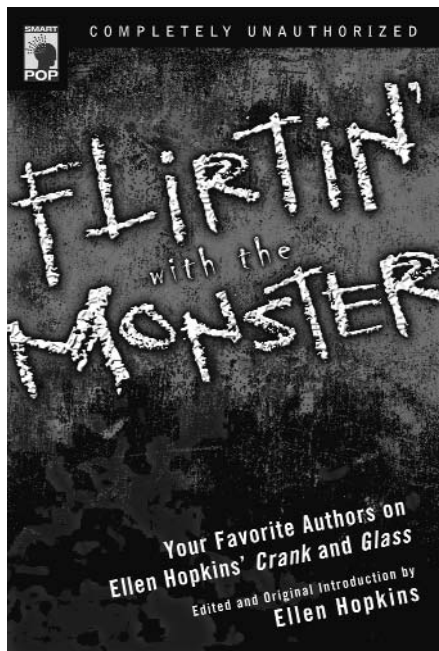
J. R. PARRISH went from a milkman to a multimillionaire. In 1974 he founded J. R. Parrish, Inc., a commercial real estate company in Silicon Valley. He ran the company based on what his mentor taught him—that to succeed in life you must learn to effectively deal with people.



Flirtin' with the Monster

Your Favorite Authors on Ellen Hopkins' *Crank* and *Glass*

EDITED AND ORIGINAL INTRODUCTION BY ELLEN HOPKINS



Smart and original unauthorized anthology comments on the bestselling young adult titles *Crank* and *Glass*

Ellen Hopkins doesn't shy away from serious yet crucial teen topics, whether homosexuality, suicide or drug addiction, as in *Crank* and *Glass*. *Flirtin' with the Monster* pulls back the curtain on Hopkins' *Crank* and *Glass*, exploring their appeal and originality through a compilation of smart, fascinating essays.

In addition to essays written by other young adult writers, *Flirtin' with the Monster* takes a deeper look at the issues behind Hopkins' bestselling novels by allowing the real teenage girl who inspired the meth-addicted main character, Kristina, to contribute her side of the story. Other family members who appear in the books also contribute.

With an introduction by Hopkins herself, *Flirtin' with the Monster* is the definitive voice on what makes *Crank* and *Glass* page-turners for teens everywhere.

978-1933771-67-0

TRADE PAPERBACK ORIGINAL

6 X 9

224 PAGES

\$14.95 US/\$16.95 CAN

YOUNG ADULT

WORLD

MAY 2009

TRADE PAPER ORIGINAL

MARKETING

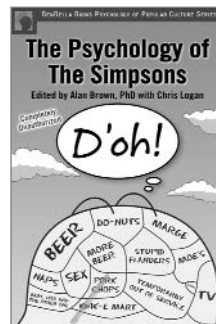
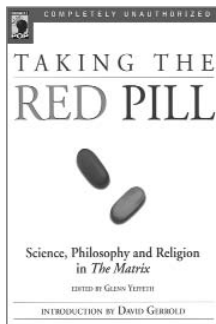
- ♦ National print campaign
- ♦ Heavy Internet marketing to fan sites and communities

OF NOTE

- ♦ Ellen Hopkins' books have sold more than one million copies worldwide

ALSO AVAILABLE IN THE SMART POP SERIES

See pages 32-34 for more information



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. Hopkins lives with her husband and 11-year-old son near Carson City, Nev.

Mind Rain

Your Favorite Authors on Scott Westerfeld's Ugliers Series

EDITED AND ORIGINAL INTRODUCTION BY SCOTT WESTERFELD

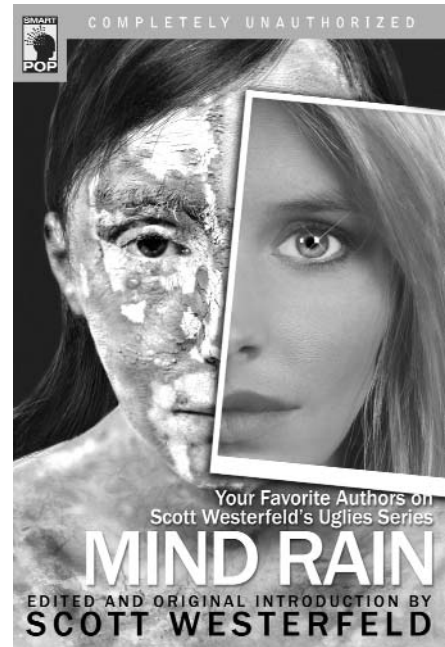
This insightful unauthorized anthology on Scott Westerfeld's bestselling Ugliers series is perfect for his very large and devoted fan base

Set in a future where cosmetic surgery is a requirement at age 16 and attractiveness is mandated, Scott Westerfeld's popular Ugliers series has received critical acclaim from the press and public alike. Chock-full of action, adventure and teenage rebellion, there's no question why Ugliers has attracted thousands of fans.

In *Mind Rain*, popular authors examine the series and delve into the underlying themes. What sort of critiques are *Ugliers*, *Pretties*, *Specials* and *Extras* making about the real world? What else might lie behind the choices made by Tally, David and Shay?

In addition, Westerfeld's written introduction gives readers insight from the person who knows the series best!

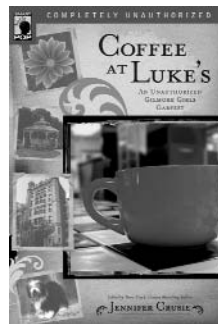
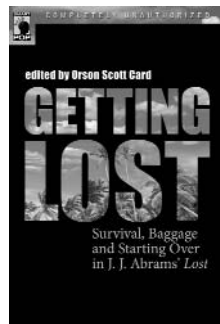
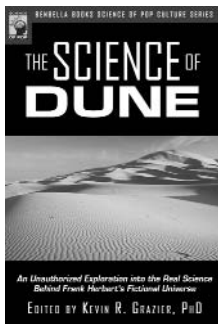
978-1933771-34-2	\$14.95 US/\$16.95 CAN
TRADE PAPERBACK ORIGINAL	YOUNG ADULT
6 X 9	WORLD
224 PAGES	JUNE 2009



TRADE PAPER ORIGINAL

ALSO AVAILABLE IN THE SMART POP SERIES

See pages 32-34 for more information



MARKETING

- ♦ National print campaign
- ♦ Heavy Internet marketing to fan sites and communities

OF NOTE

- ♦ Scott Westerfeld's Ugliers series has sold more than one million copies

SCOTT WESTERFELD is the author of five science fiction novels for adults and three sets of books for young adults, including the *Midnighters* and *Ugliers* series. Born in Texas, Westerfeld splits his time between New York City and Sydney, Australia.



Biocentrism

How Life and Consciousness are the Keys to Understanding the True Nature of the Universe

ROBERT LANZA WITH BOB BERMAN

Robert Lanza, trailblazing pioneer in stem cell research, is one of the most respected scientists in the world. Lanza has teamed with Bob Berman, the most widely read astronomer in the world, to produce *Biocentrism*, a revolutionary new view of the universe.

Every now and then a simple yet radical idea shakes the very foundations of knowledge. The realization that the world was not flat challenged and ultimately changed the way people perceived themselves and their relationship with the world; for most humans of the 15th century, the notion of Earth as a ball of rock was nonsense. The whole of Western, natural philosophy is undergoing a sea of change again. This change is increasingly being forced upon us by the experimental findings of quantum theory, and a realization of the limitations of the accepted physical explanations of the universe's genesis and structure. *Biocentrism* completes this shift in worldview, turning the planet upside down again with the revolutionary view that life creates the universe instead of the other way around.

In this paradigm, life is not an accidental byproduct of the laws of physics. *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. At the same time it will release us from the dull belief that life is merely the activity of an admixture of carbon and a few other elements and it suggests the exhilarating possibility that life is fundamentally immortal.

978-1933771-69-4
CLOTH
6 X 9
224 PAGES

\$24.95 US/\$27.95 CAN
SCIENCE
US & CANADA
MAY 2009

MARKETING

- National print and broadcast campaign with science publication emphasis
- Discover* magazine has already expressed interest

OF NOTE

- Bob Berman has more than 1,000 published articles to his name, many of which he's penned as a columnist for *Discover* and *Astronomy*



ROBERT LANZA, MD, is considered one of the leading scientists in the world. He is currently Chief Scientific Officer at Advanced Cell Technology and Adjunct Professor at Wake Forest University School of Medicine. He has hundreds of publications and inventions and 20 scientific books, among them *Principles of Tissue Engineering*, which is recognized as the definitive reference in the field.

How we understand
the universe is
completely
revolutionized in
this brilliant title,
written by two of
the most important
scientists of our time

**Praise for Robert Lanza's essay on which
Biocentrism is based**

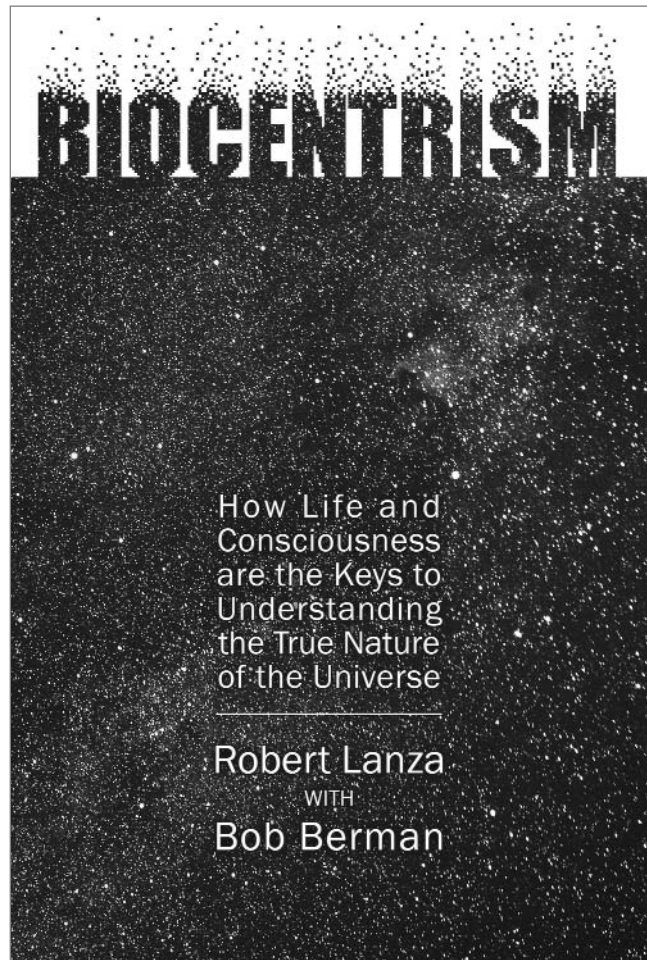
"[S]timulating and brings biology into the whole. The book will appeal to an audience of many different disciplines because it is a new way of looking at the old problem of our existence. Most importantly, it makes you think." —E. Donnall Thomas, 1990 Nobel Prize recipient, Physiology and Medicine

"It is genuinely an exciting piece of work." —Ronald Green, Eunice and Julian Cohen Professor for the Study of Ethics and Human Values, and Director, Dartmouth College Ethics Institute

"This new theory is certain to revolutionize our concepts of the laws of nature for centuries to come." —Anthony Atala, W.H. Boyce Professor, Chair and Director of the Wake Forest Institute for Regenerative Medicine, Wake Forest University School of Medicine

"Reading Robert Lanza's work is a wake-up call...." —David Thompson, astrophysicist, NASA Goddard Space Flight Center

"I like to see books published that challenge my own ideas and thoughts in ways that make me think, but



CLOTH

not ones that simply throw dogma at me. The essay is definitely of the former kind." —R. Stephen Berry, James Franck Distinguished Service Professor Emeritus, Department of Chemistry, University of Chicago

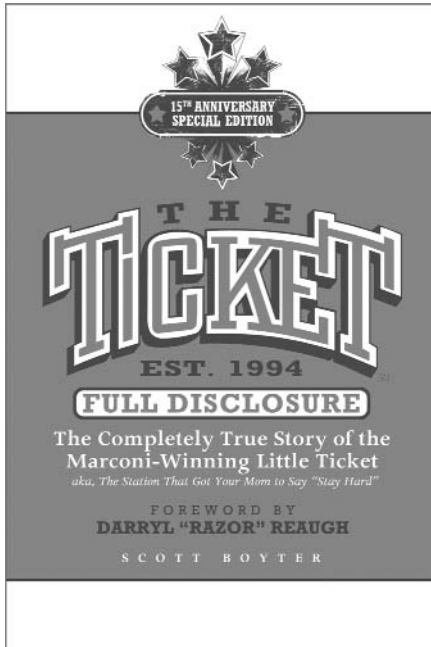
"It's a masterpiece — truly...magnificent. Bob Lanza is to be congratulated for a fresh and highly erudite look at the question of how perception and consciousness shape reality and common experience....[M]ost will find his writing eminently readable and his arguments both convincing and challenging. Bravo." —Michael Lysaght, Professor of Medical Science and Engineering, Brown University, and Director of the Brown Center for Biomedical Engineering

BOB BERMAN is one of the best-known and most widely read astronomers in the world. He's *Astronomy* magazine's "Strange Universe" columnist as well as *Discover* magazine's astronomy columnist since 1989 and is responsible for the astronomy section of the *Old Farmer's Almanac*. He is uniquely able to translate complex scientific concepts into language that is understandable to the casual observer yet meaningful to the most advanced.

The Ticket: Full Disclosure

The Completely True Story of the Marconi-Winning Little Ticket (aka, The Station That Got Your Mom to Say “Stay Hard”)

SCOTT BOYTER | FOREWORD BY DARRYL “RAZOR” REAUGH



The Ticket: Full Disclosure commemorates the 15th anniversary of Dallas-Fort Worth’s radio sports talk giant, The Ticket

The Ticket: Full Disclosure chronicles the colorful history of the radio sports talk giant that has solidly dominated the Arbitron ratings in Dallas-Fort Worth for the last 15 years. The Dallas Cowboys’ flagship station and its hosts have been profiled hundreds of times by local and national media, are local celebrities in their own rights and nationally renowned for their no-holds-barred brand of humorous, and sometimes serious, guy talk that includes a mix of the hosts’ own daily personal minutia, politics, entertainment news, women’s anatomies and, of course, sports.

Tens of thousands of listeners, men *and* women, tune their dials to 1310-AM or 104.1-FM, and stream online at theticket.com, all hours of the day to get their Ticket fix. The station’s unique mix of real content and fake “bits” has created an unprecedented legion of loyal listeners, making the Marconi award-winning station a nationally coveted ratings juggernaut.

On the occasion of The Ticket’s 15th anniversary, Ticketheads finally have a book revealing all the history and behind-the-scenes hi-jinks of the station they have come to obsess over.

The true story of how Mike Rhyner, Craig Miller, George Dunham and Greg Williams evolved from press box yuk monkeys to forming the core of one of the nation’s most popular radio stations is a must-read for every “good, strong P1.”

TRADE PAPER

MARKETING

- ♦ On-air promotion of the book
- ♦ Collaborating with The Ticket to promote and sell books at all Ticket events
- ♦ Local signings with the station’s hosts

PREVIOUS EDITION ISBN

978-1933771-84-7

978-1933771-68-7
TRADE PAPERBACK
6 X 9
224 PAGES

\$16.95 US/\$18.95 CAN
RADIO
WORLD
JUNE 2009



SCOTT BOYTER is editor of the weekly *Dallas Sports Page*. He resides in Dallas.

Get Your Business to Work!

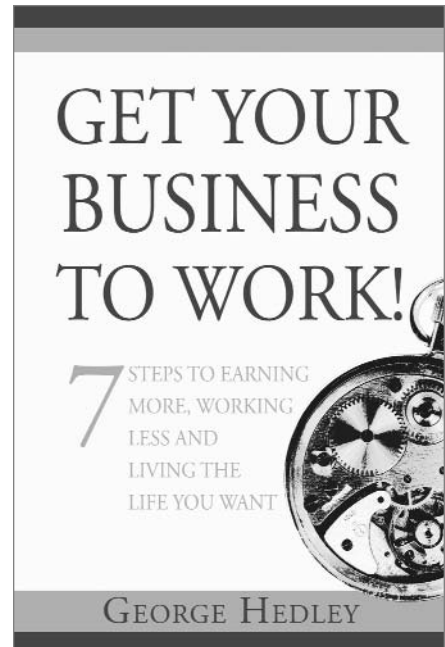
7 Steps to Earning More, Working Less and Living the Life You Want

GEORGE HEDLEY

A fantastic blueprint for small-business owners to get the life they want and the money to fund it

When entrepreneurs start their companies, they're excited to be on their own, land some customers and start making money. But as they grow, things get more difficult, and pretty soon they are working harder and harder to keep the business afloat. They've been in business for several years but don't have much to show for their efforts except sour attitudes, tired bodies, more wrinkles, lots of aches and pains, less hair and more stress. In fact, they've lost their passion and have forgotten the real reason they went into business years ago—to get paid for doing something they love to do.

Get Your Business to Work! offers the small-business owner a complete step-by-step guide to realizing profits, wealth and freedom. Written in a fun, visually exciting style, *Get Your Business to Work!* provides an easy-to-follow approach to systematizing and managing your business, with a focus on building your business into a vehicle for achieving your personal goals and building personal wealth. Stop working for your business, and let your business work for you!



CLOTH

MARKETING

- ♦ National print and broadcast campaign
- ♦ Books to be sold at conventions and author speaking engagements

978-1933771-71-7

CLOTH

6 X 9

224 PAGES

\$24.95 US/\$27.95 CAN

BUSINESS

WORLD

JUNE 2009

GEORGE HEDLEY owns a \$50 million construction and real estate development business as well as **HARDHAT** Presentations. Over the last five years, as a much requested popular professional speaker, George speaks 50 times per year to business audiences, conventions, associations and at company meetings. As many as 25,000 people see him present keynote speeches or seminars every year. George is based in Costa Mesa, Calif.



Why Loyalty Matters

The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work

TIMOTHY KEININGHAM & LERZAN AKSOY WITH LUKE WILLIAMS

Why Loyalty Matters provides compelling insight into how our loyalties, large and small, lay the foundation for our happiness, and determine the kind of world we live in. Businesses across the country are suffering in today's rocky economic times, and *Why Loyalty Matters* offers a convincing call for revolutionary change in the way we view and conduct our professional and personal lives. Renowned loyalty experts Timothy Keiningham and Lerzan Aksoy combine their own groundbreaking research with the leading thinking in philosophy, sociology, psychology, economics and management to provide breakthrough insight into the role that loyalty can and should play in our lives, at home and at work. The book presents evidence that loyalty is the prescription to the emptiness we feel in our lives, and to the increasing fragmentation we see in our communities through countless failing businesses.

Why Loyalty Matters offers a comprehensive guide to understanding what loyalty is, what it isn't and how to unlock its power. Examining the role of loyalty in all aspects of our lives, *Why Loyalty Matters* offers a new and potentially life-changing way to understand our innate need for loyalty, as well as our ability to sustain loyal relationships throughout our lives. *Why Loyalty Matters* is both a powerful contribution to the science of loyalty research, and a gift to all those who lament the decline in loyalty we witness all around us and seek to build the foundation for lasting fulfillment.

978-1933771-72-4
CLOTH
6 X 9
224 PAGES

\$24.95 US/\$27.95 CAN
BUSINESS
WORLD
JULY 2009

MARKETING

- ♦ A \$200,000-funded national publicity campaign
- ♦ Ipsos will distribute 4,000 books to customers and media

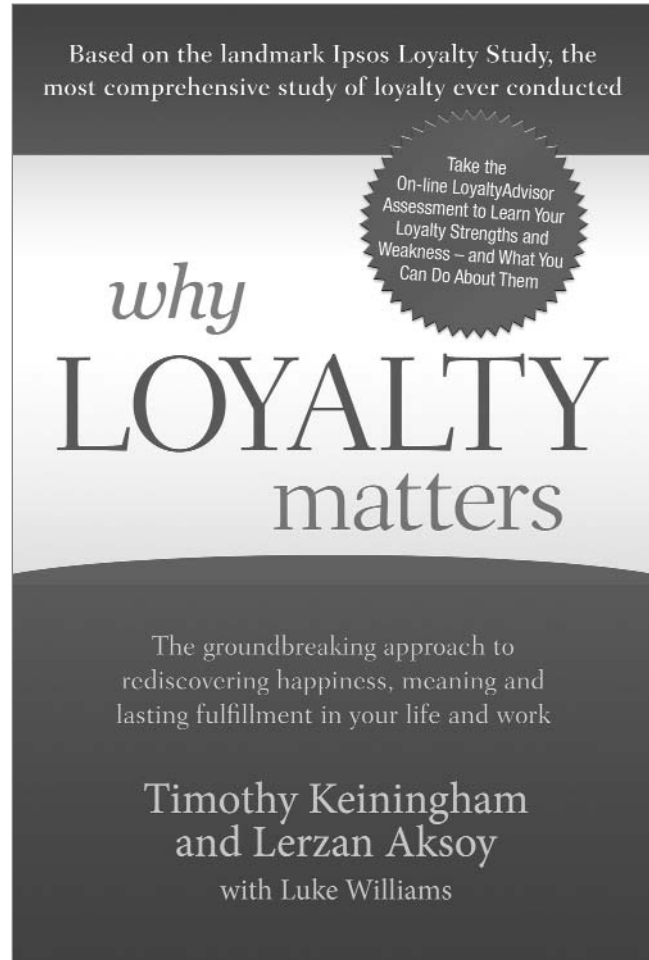
OF NOTE

- ♦ Includes one-time access to LoyaltyAdvisor, a self-evaluation tool
- ♦ Authors contribute a regular column to *Strategy Magazine*



TIMOTHY KEININGHAM is a world-renowned authority in the field of loyalty measurement and management. He is Chief Strategy Officer and Executive Vice President for Ipsos Loyalty, one of the world's largest research organizations. A prolific writer, Tim has coauthored numerous books on loyalty and service: *Loyalty Myths*, *The Customer Delight Principle*, *Service Marketing* and *Return on Quality*. Tim resides in Wayne, N.J.

Based on extensive consumer surveys, *Why Loyalty Matters* demonstrates the breakdown of loyalty in our society, why it matters and what we can do about it, with the support of Ipsos, one of the world's largest research companies



CLOTH

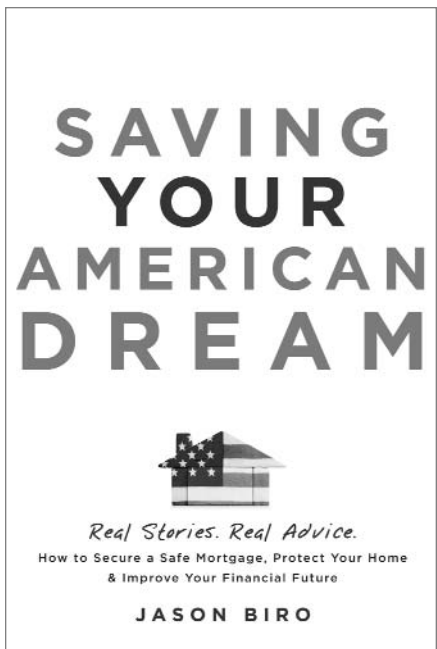
LERZAN AKSOY is an acclaimed expert in the science of loyalty management. She is Associate Professor of Marketing at Fordham University, New York, N.Y. Lerzan has coauthored and co-edited several books on loyalty and service: *Loyalty Myths*, *Customer Lifetime Value* and *Profit Maximization Through Customer Relationship Marketing*.



Saving Your American Dream

Real Stories. Real Advice. How to Secure a Safe Mortgage, Protect Your Home & Improve Your Financial Future

JASON BIRO



Saving Your American Dream explores an important topic for millions of Americans: recovering from the housing collapse

Saving Your American Dream is intended to help individuals and families who have been impacted by the mortgage and real estate collapse. The world of home finance is changing daily. Now more than ever, homeowners need assistance when it comes to purchasing a home—and keeping their homes safe from foreclosure. Many homeowners know that they need help, but don't know where to turn, what steps they should take or what assistance is even available in today's confusing marketplace.

Saving Your American Dream provides important guidance and clear action steps from a down-to-earth industry expert. Packed with real stories about real people, insider advice and easy-to-understand explanations of the housing and lending industries, *Saving Your American Dream* provides the information you need now. From what to do if you think you're in danger of defaulting on your mortgage to how to avoid getting scammed by builders and lenders, Jason Biro gives you the benefit of his years of experience in the brokerage industry.

In addition, *Saving Your American Dream's* companion Web site will keep readers up-to-date on the latest developments, assistance programs and more as we recover from the housing crisis.

CLOTH & TRADE

MARKETING

- ♦\$70,000 promotional budget
- ♦Heavy online promotion to Web sites, social media and blogs
- ♦Commercial and non-profit partnerships
- ♦National 20-city book tour

978-1933771-75-5

CLOTH

6 X 9

256 PAGES

\$24.95 US/\$27.95 CAN

FINANCE

WORLD

JULY 2009

978-1933771-79-3

TRADE PAPERBACK

6 X 9

256 PAGES

\$16.95 US/\$18.95 CAN

FINANCE

WORLD

JULY 2009



JASON BIRO has more than 12 years of lending experience. Unlike a typical corporate executive, Jason works hands-on with homeowners from all backgrounds. Jason is Vice President/CFO of Team One Lending, a residential and commercial firm located in Wellington, Florida. He also conducts classes and training for local mortgage brokers. Jason is the exclusive mortgage expert for WFLX-TV, Fox 29 News. Jason lives with his wife in Lake Worth, Florida.

Pluto Confidential

An Insider Account of the Ongoing Battles Over the Status of Pluto

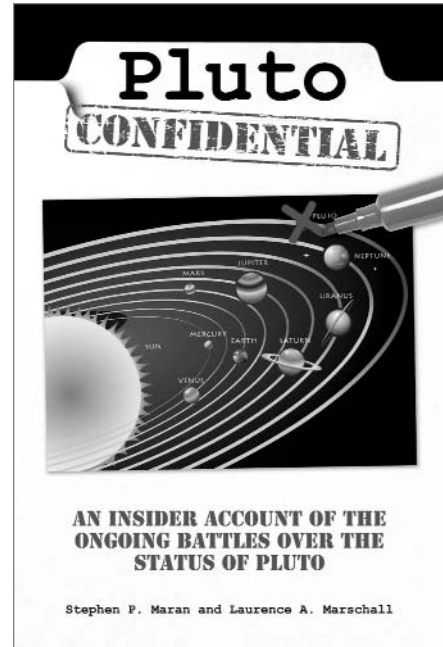
STEPHEN P. MARAN AND LAURENCE A. MARSCHALL

Two renowned astronomers take opposing sides in the highly publicized debate over Pluto's status

When the International Astronomical Union adopted a new definition of a "planet" in August 2006, Pluto became a dwarf planet, drawing a divisive line in science and public opinions. 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.

With the IAU definition, the future of space objects is forever changed. Learn how this resolution came to be and what it means for astronomy, who implemented it and who is against it and whether it's the first or millionth time the world's view of astronomy has rotated on its axis.

Written by an astronomer and educator who voted for the IAU resolution—Laurence A. Marschall—and a NASA scientist who supported the opposing petition that resulted—Stephen P. Maran—*Pluto Confidential* leaves no perspective out and no asteroid unturned in the Pluto debate.



TRADE PAPER ORIGINAL

MARKETING

- ♦ Traditional media campaign, emphasis on science press and leveraging the publicity surrounding the reopening of Pluto's status
- ♦ Academic promotion to physics and astronomy professors

OF NOTE

- ♦ In August 2009, the IAU (which demoted Pluto in 2006), will meet in Rio de Janeiro to reconsider Pluto's status as a planet

ALSO AVAILABLE

GALILEO'S NEW UNIVERSE (see page 4)

978-1933771-80-9

TRADE PAPERBACK ORIGINAL

6 X 9

224 PAGES

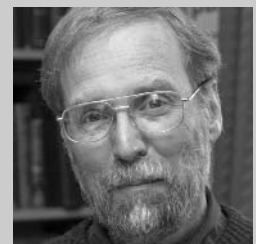
\$14.95 US/\$16.95 CAN

SCIENCE

WORLD

AUGUST 2009

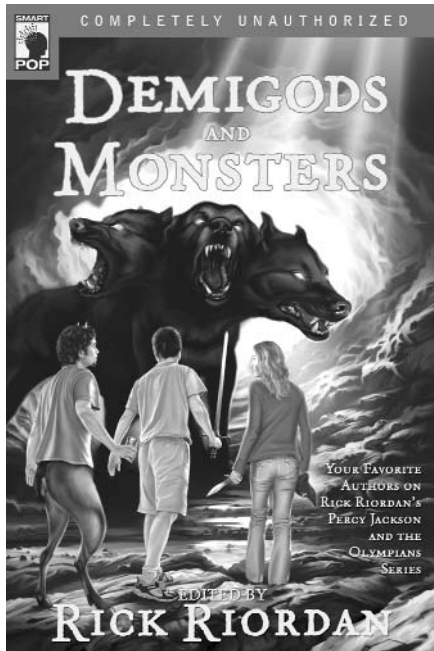
STEPHEN P. MARAN, PhD, spent more than 35 years in NASA, working on the Hubble Space Telescope and other projects. He was awarded the NASA Medal for Exceptional Achievement and the George Van Biesbroeck Prize of the American Astronomical Society. **LAURENCE A. MARSCHALL**, PhD, is an award-winning physics professor at Gettysburg College and a contributing editor of *Smithsonian Air and Space*. Marschall has written for *Sky and Telescope*, *Astronomy*, *Natural History* and *Discover*.



Demigods and Monsters

Your Favorite Authors on Rick Riordan's Percy Jackson and the Olympians Series

EDITED BY RICK RIORDAN



This fresh and funny unauthorized essay collection is a must-buy for the millions of Rick Riordan, Percy Jackson and the Olympians fans

The #1 *New York Times* bestselling Percy Jackson series—including *The Lightning Thief*, *The Sea of Monsters*, *The Titan's Curse* and *The Battle of the Labyrinth*—has sold more than 4 million copies. It features a 12-year-old dyslexic boy who discovers he is the son of a Greek god, the target of mythical Greek monsters and the center of a prophecy that could change the balance of power in the world forever.

In *Demigods and Monsters*, YA authors take on Greek gods, monsters and prophecy to add insight and even more fun to Riordan's page-turner series.

The book is guest edited and prefaced by Rick Riordan, author of the Percy Jackson and the Olympians series, giving further insight into the series. *Demigods and Monsters* also includes a glossary of ancient Greek myths, with plenty of information on the places, monsters, gods and heroes that appear in the two series.

TRADE PAPER

MARKETING

- ♦ Traditional national media campaign in conjunction with final Percy Jackson book release
- ♦ Heavy online pitching to fan sites and communities

OF NOTE

- ♦ The series' final title, *The Last Olympian*, will be released May 2009

PREVIOUS EDITION ISBN

978-0979233-14-2

Praise for *Demigods and Monsters*

"... essays that are humorous, clever, odd and just plain great. Percy Jackson fans will love this book."—teensreadtoo.com

"a great gift for [Riordan's] fans, and for community library literature collections."—midwestbookreview.com

978-1933771-83-0
TRADE PAPERBACK
6 X 9
224 PAGES

\$14.95 US/\$16.95 CAN
YOUNG ADULT
WORLD
MARCH 2009



RICK RIORDAN is the #1 *New York Times* bestselling author of the Percy Jackson and the Olympians series, and the author of the upcoming first installment in The 39 Clues series. For 15 years, Riordan taught English and history at public and private middle schools in the San Francisco Bay Area and in Texas. He lives in San Antonio with his wife and two sons.

The Community College Guide

The Essential Reference from Application to Graduation

DEBRA GONSHER, PHD, AND JOSHUA HALBERSTAM, PHD

The only general book of advice written specifically for the more than 11 million students who attend community college

Bookstore shelves are crowded with books offering advice to college students, yet—astonishingly—none of these books offer needed advice to the majority of college students in the United States ... those attending community college. Of the approximately 21 million full- and part-time college students, 11 million attend community college.

The Community College Guide aims to help fill this huge gap. The authors of this book have decades of experience between them as professors and administrators in both two-year and four-year colleges, have written numerous books for a general readership and thoroughly understand what community college students need to know to succeed in their college careers.

From how to apply to community colleges to what to expect from your courses, from the truth about what you'll pay to actual financial aid opportunities, *The Community College Guide* offers a wealth of information for the millions of American students pursuing higher education at the community college level.

Praise for *The Community College Guide*

"This is the guide that has been missing from the vast library of college guides. It has all the essential practical information you will need on every aspect of the community college experience." —Kathleen Williams, Director of General Education Program, Cogswell Polytechnical College

978-1933771-73-1

TRADE PAPERBACK ORIGINAL

6 X 9

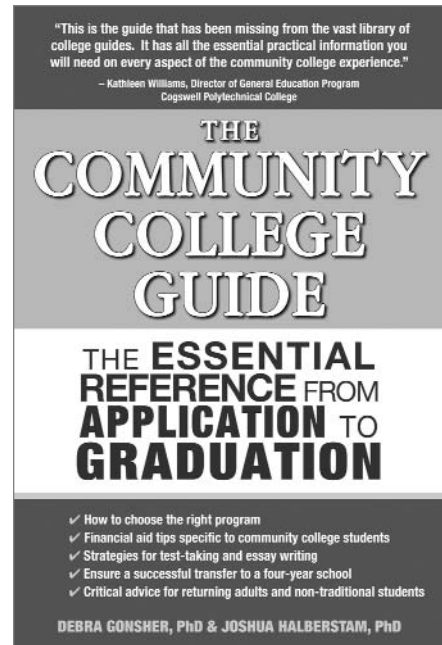
244 PAGES

\$14.95 US/\$16.95 CAN

EDUCATION

WORLD

AUGUST 2009



TRADE PAPER ORIGINAL

MARKETING

- ♦ National media campaign, emphasis on education-related outlets
- ♦ Grassroots marketing targeting the high school and college advising communities

DR. DEBRA GONSHER is the head of the Humanities Division at Bronx Community College of the City University of New York. A documentary filmmaker, her most recent documentary won a 2006 Emmy Award. DR. JOSHUA HALBERSTAM is an adjunct professor at Teacher's College (Columbia University) and at a New York City community college. Dr. Halberstam has published books including *Acing College* and has been a four-time guest on *Oprah*.



2008 Highlights



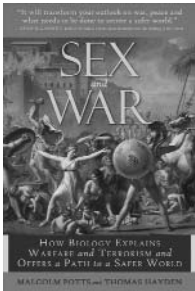
Fit Soul, Fit Body

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



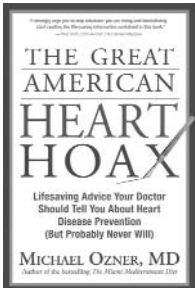
Sex and War

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/\$27.95 CAN | DECEMBER 2008



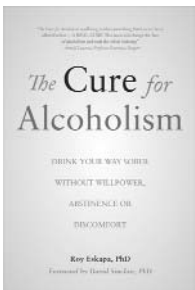
The Great American Heart Hoax

Lifesaving Advice Your Doctor Should Tell You About Heart Disease Prevention ...

MICHAEL OZNER, MD

In a time when we look for time- and energy-saving tools for everything, from a drive-thru for food to a pill for weight loss, there's one thing a quick fix will never solve—your heart health. After years of extensive and substantial clinical trials, there is no evidence that bypass surgery or stents prevent heart attacks or prolong lives in the vast majority of patients who undergo these risky and expensive procedures.

9781933771540 | CLOTH | \$24.95 US/\$27.95 CAN | DECEMBER 2008



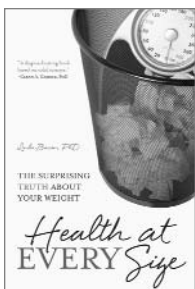
The Cure for Alcoholism

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

You Do Not Talk About *Fight Club*

I Am Jack's Completely Unauthorized Essay Collection

EDITOR: READ MERCER SCHUCHARDT | FOREWORD: CHUCK PALAHNIUK

At long last, the first cardinal rule has been broken. We're here to talk about *Fight Club*. Featuring a foreword by Chuck Palahniuk, this anthology extends its middle finger in defiance of the rules, canvassing the spectrum of interpretations of *Fight Club* from sacred to profane.

9781933771526 | TRADE PAPERBACK | \$14.95 US/\$16.95 CAN | SEPTEMBER 2008



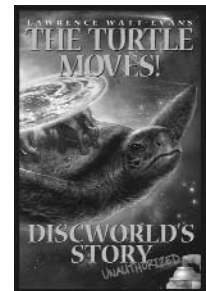
The Turtle Moves!

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/\$16.95 CAN | AUGUST 2008



Cry Wolf

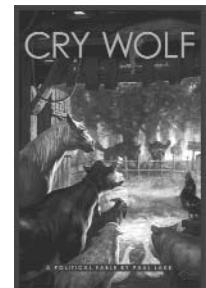
A Political Fable

PAUL LAKE

Cry Wolf is an *Animal Farm* for the 21st century: a brilliant allegory of the political challenges we face in post-9/11 America.

"A charming and chilling fable"—Rev. Richard John Neuhaus, editor-in-chief of *First Things*

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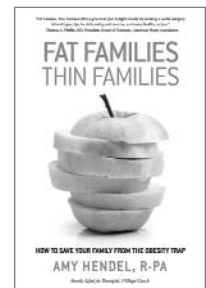
Fat Families, Thin Families

How to Save Your Family from the Obesity Trap

AMY HENDEL

In *Fat Families, Thin Families*, Amy Hendel offers an easy-to-read guide to transforming the health of your family—for life. Amy shows readers how to make healthy new habits a part of everyday living, with sensible time- and budget-saving tips that can work for any family.

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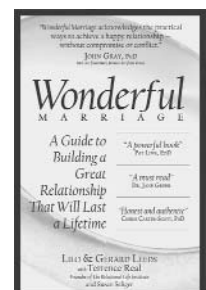
Wonderful Marriage

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.

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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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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

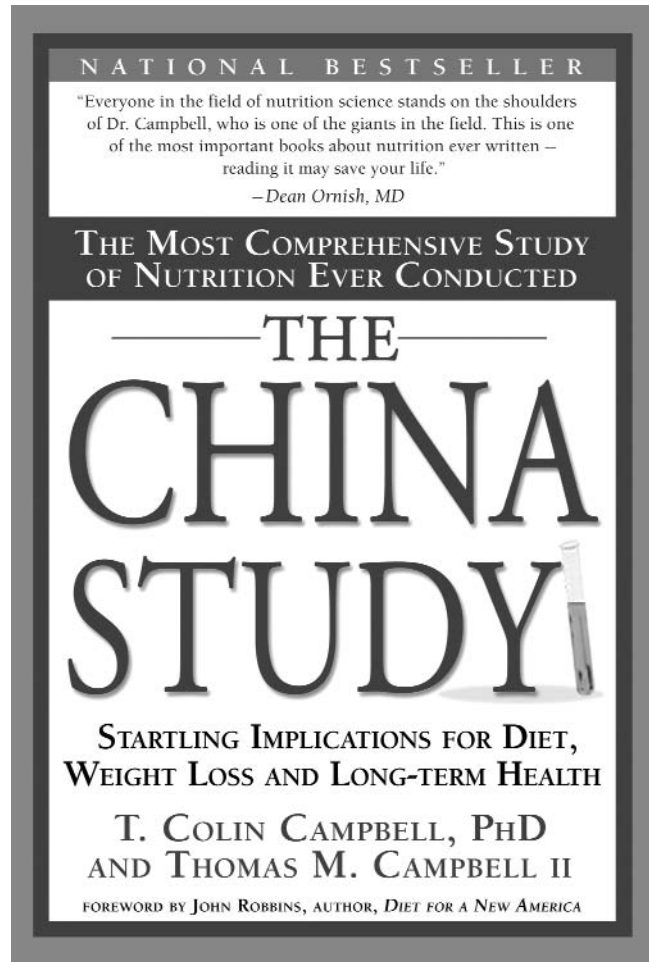
Praise for *The China Study*

“*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*



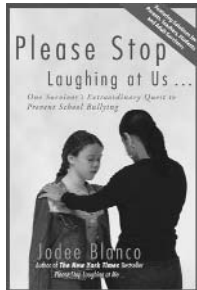
“Clearly and beautifully written by one of the world’s most respected nutrition authorities, *The China Study* represents a major turning point in our understanding of health.” —Neal Barnard, MD, President, Physician’s Committee for Responsible Medicine

“*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.

Backlist

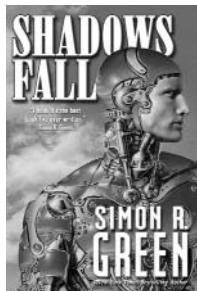
Bestsellers



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.

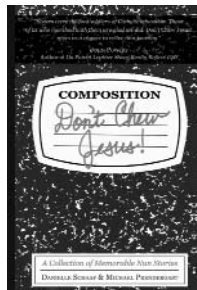
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Shadows Fall SIMON GREEN

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.

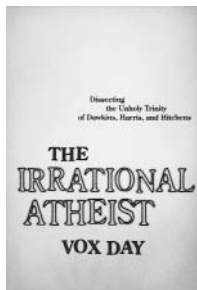
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Don't Chew Jesus! A Collection of Memorable Nun Stories DANIELLE SCHAAF AND MICHAEL PRENDERGAST

Filled with fond recollections and touching stories, *Don't Chew Jesus!* offers tales from hundreds of contributors that pay tribute to nuns—those monochromatically clad monitors of the right, the wrong and the holy. The brief, descriptive anecdotes cover subjects ranging from religious training, habits and devotion to discipline, pranks and the always-dicey sex education.

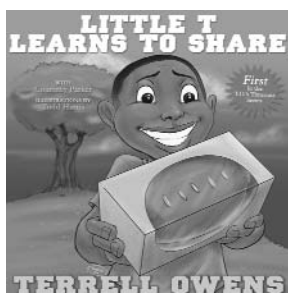
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The Irrational Atheist Dissecting the Unholy Trinity of Dawkins, Harris and Hitchens VOX DAY

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.

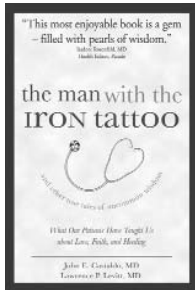
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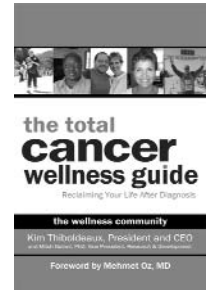
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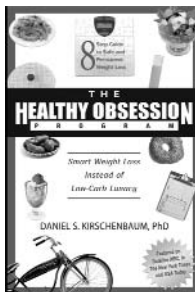
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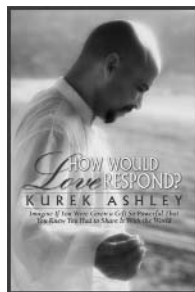
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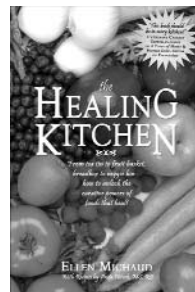
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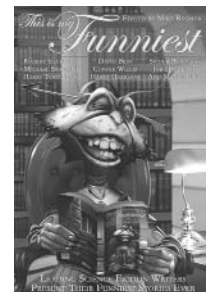
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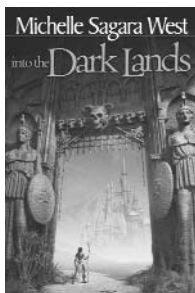
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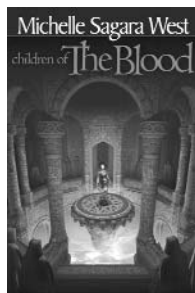
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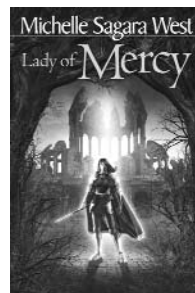
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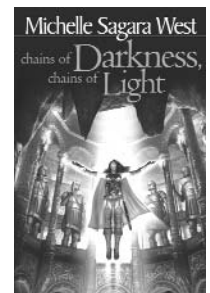
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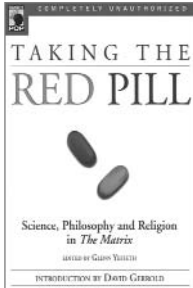
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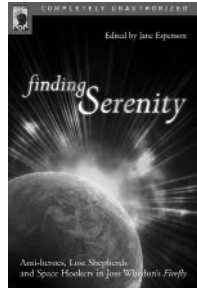
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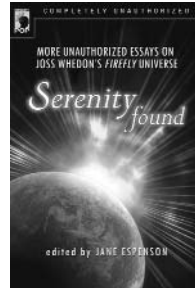
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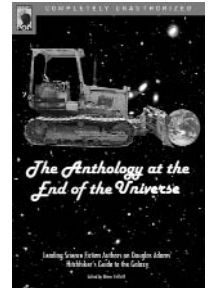
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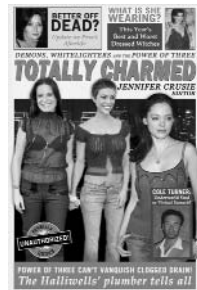
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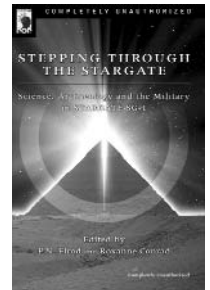
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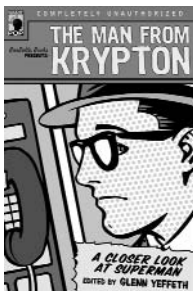
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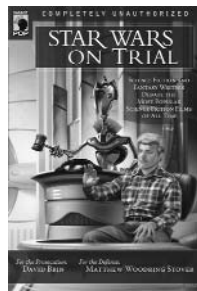
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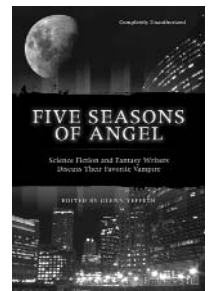
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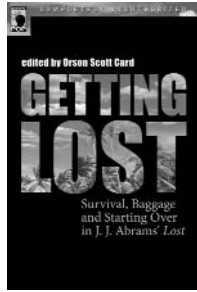
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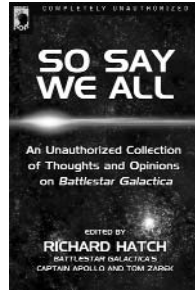
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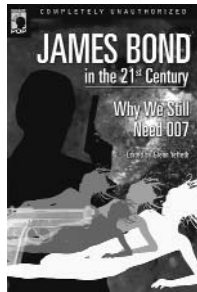
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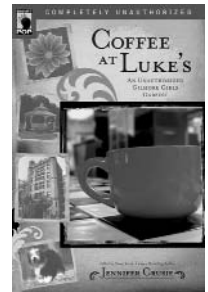
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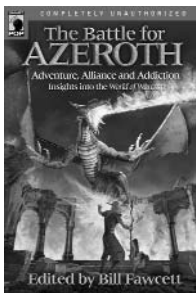
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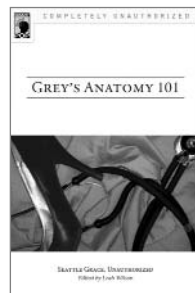
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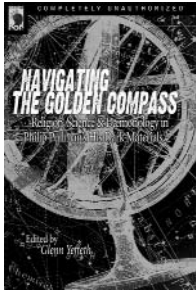
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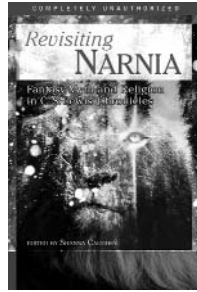
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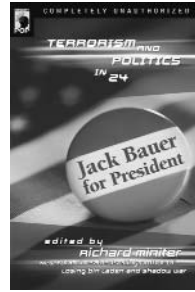
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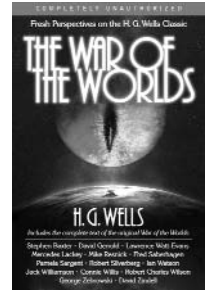
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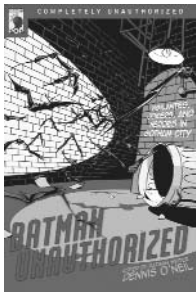
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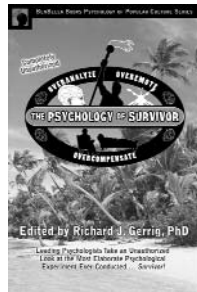
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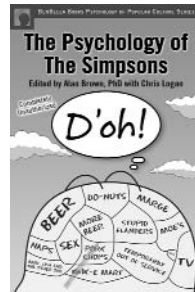
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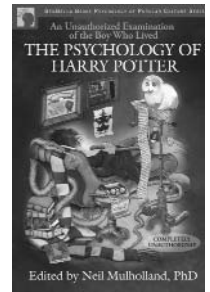
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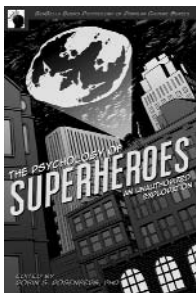
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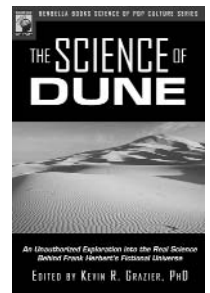
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