

RODALE
SPRING
2012





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Spring 2012

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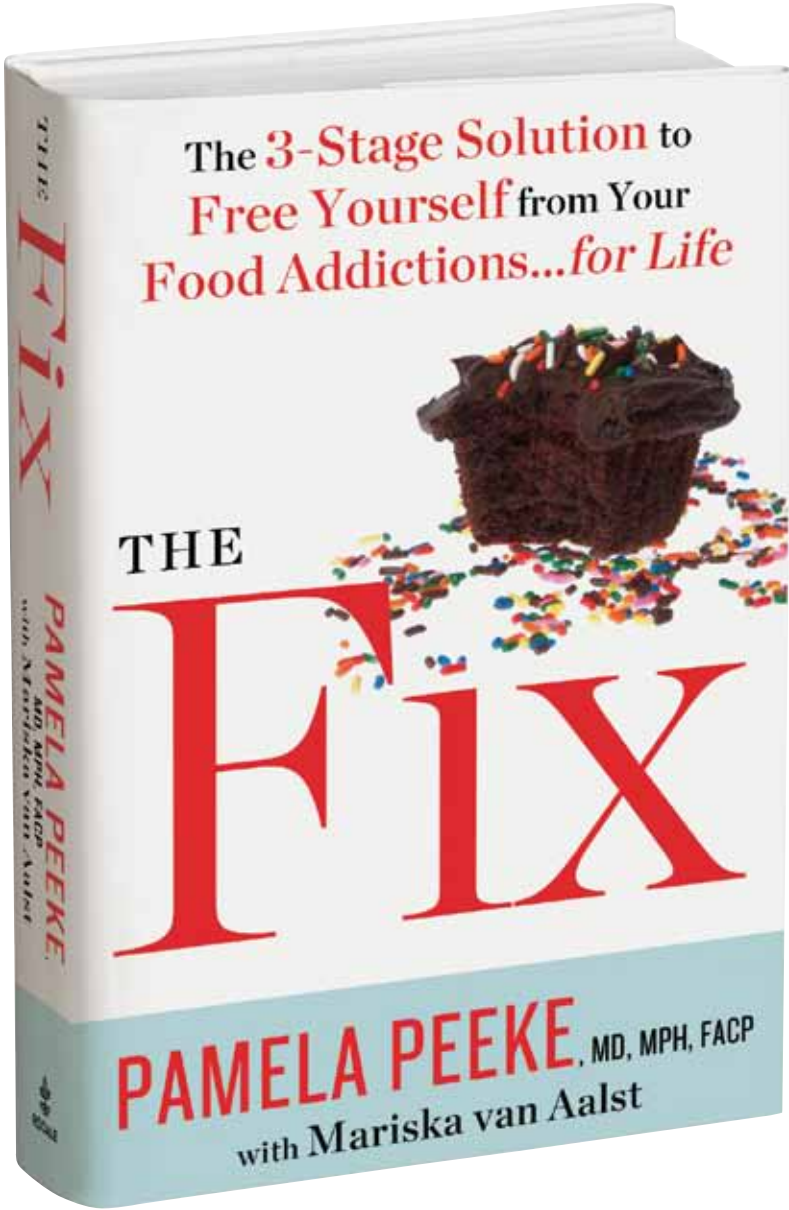
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The Fix

The 3-Stage Solution to Free Yourself from Your Food Addictions . . . *for Life*

PAMELA PEEKE, MD, MPH, FACP

WITH MARISKA VAN AALST

The author of *New York Times* bestseller *Body-for-Life for Women* presents a groundbreaking, neuroscience-based program to rewire your food-addicted brain and get the body you deserve

The body's built-in reward system, driven by the chemical dopamine, is a fascinating adaptation: It tells us to do more of the things that give us pleasure. Creative energy, falling in love, entrepreneurship, and even the continued propagation of the human race are driven by this system . . . just as is, unfortunately, the urge to overeat.

In *The Fix*, Dr. Pamela Peeke uses the latest neuroscience to explain how unhealthy food and behavioral "hooks" have gotten us ensnared; indeed, she shows that dopamine rushes in the body work exactly the same way with food as with cocaine. Luckily, we are all capable of rewiring, and the very same dopamine-driven system can be used to reward us for healthful, exciting, and fulfilling activities. *The Fix* makes this possible by laying out a lifelong, 3-stage plan that starts with a 3- to 4-week jump start to break so-called heinous hooks and replace them with healthier actions. Fitness guides, meal plans, and recipes are constructed to bolster the growth of new neurons and stimulate the body's reward system. Gradually, healthy hooks like playing games, meditating, having sex, going for a run, laughing, and learning a new language will replace the junk food, couch time, and other bad habits that leave us unhappy and overweight.

DR. PAMELA PEEKE is the author of *Fight Fat after Forty* and *Fit to Live*. An internationally renowned physician, scientist, and expert on nutrition, metabolism, stress, and fitness, she is also a medical advisor to the White House's "Let's Move" campaign. She lives in Bethesda, MD.

MAY

ISBN 978-1-60961-452-2

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6" × 9"

304 pages

E-book ISBN: 978-1-60961-453-9

Also available:

Body-for-Life for Women

Fit to Live

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Social media via author
- Tie-in with author's speaking engagements
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted through author's Web site, DrPeeke.com

SIMPLE DOS AND DON'TS
FOR EVERYDAY INTERACTIONS

MODERN manners



DOROTHEA JOHNSON
with LIV TYLER

MODERN MANNERS / DOROTHEA JOHNSON

Modern Manners

Simple Dos and Don'ts for Everyday Interactions

DOROTHEA JOHNSON WITH LIV TYLER

Etiquette counselor Dorothea Johnson, founder of the Protocol School of Washington, teams with her granddaughter Liv Tyler for an amusing and accessible guide to manners today

In the age of Facebook, text messages, e-mail, and business meetings conducted via conference call, the social and professional etiquette of 20 years ago can seem irrelevant. Our new fast-paced, digital world, says Dorothea Johnson, has brought about the need for more flexible, more relaxed, and generally more enjoyable guidelines for acting with respect and consideration in the electronic space and beyond.

In *Modern Manners*, Dorothea takes readers of all ages from the business meeting to the neighborhood bar to the formal dinner party to social media sites, and more—each section including a box with the clear-cut Do's and Don'ts of each situation or practice to bring the lesson home. Her discussion of handshakes includes the greeting protocol for every continent, and she devotes a full section to the art of tipping at restaurants, at salons, and for personal services, all presented in small, digestible chunks perfect for the graphic-novel generation. Liv Tyler contributes sidebars and anecdotes recounting how her grandmother's tutelage has served her flawlessly in social and business settings throughout her media career.

Fresh, funny, and decidedly straightforward, this handy little guidebook takes the stuffiness out of old-school etiquette and updates the phrase "mind your manners" for the 21st century.

DOROTHEA JOHNSON is the founder of the Protocol School of Washington and president of Dorothea Johnson Productions, Inc. She currently serves as the resident etiquette expert for *The Ellen DeGeneres Show*. She lives in Yarmouth, ME.

MAY

ISBN 978-1-60961-391-4

HARDCOVER \$19.99 / \$22.99 Can.

ETIQUETTE

5½" × 8⅞"

192 pages

35 color photographs

E-book ISBN: 978-1-60961-392-1

MARKETING

- National author publicity
- Select author appearances
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Social media outreach
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, DorotheaJohnsonInc.com
- Timed to publish for graduation season

MAY

ISBN 978-1-60961-754-7

PAPERBACK ORIGINAL \$22.99 / \$26.50 Can.

GARDENING / BIRDS

7½" × 9½"

352 pages

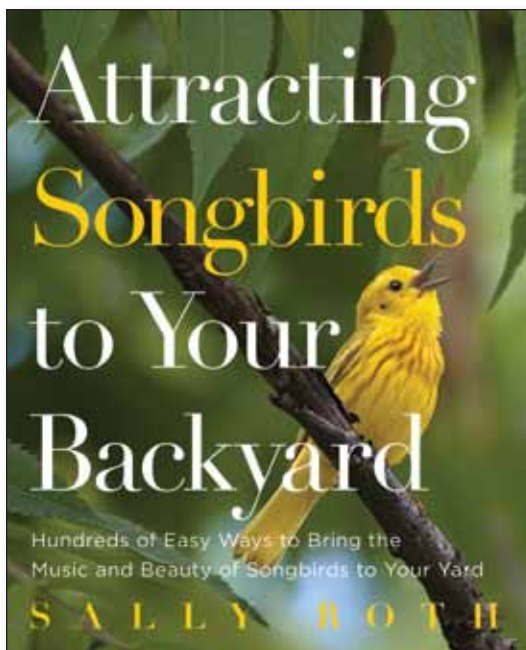
125 color photographs

E-book ISBN: 978-1-60961-755-4

Also Available: *The Backyard Bird Feeder's Bible*, *The Backyard Bird Lover's Ultimate How-To Guide*, *Secrets of Backyard Bird-Feeding Success*

MARKETING

- Print feature campaign
- Online publicity and promotions
- Promotional support from *Organic Gardening*
- Promoted on author's Web site, SallyRoth.com
- Direct-marketing campaign beginning in Winter 2012



Attracting Songbirds to Your Backyard

Hundreds of Easy Ways to Bring the Music and Beauty of Songbirds to Your Yard

SALLY ROTH

The best ways to attract melodic birds, with insight into their rapidly changing habits

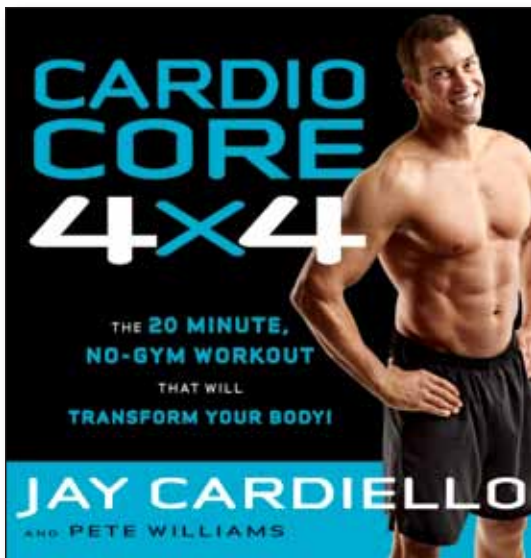
The American robin and northern cardinal are two of the best-loved songbirds, but newer backyard arrivals, like rose-breasted grosbeaks and scarlet tanagers, quickly captivate with their vivid colors and unique songs. Bird lovers will learn to attract new visitors by offering treats that songbirds like best, such as soft, easy-to-peck foods that closely mimic caterpillars, their top food preference. And planting just a few carefree perennials and shrubs can provide opportunities for cover and nesting.

Sally Roth draws on the latest science and 50 years of observation to reveal these fascinating details:

- **In the wee hours, it's the robins that sing first, followed by the babble of house wrens and the whistle of cardinals**
- **Some birds learn birdsongs throughout their lives, while others stop learning once they can mimic their parents' song**
- **It's Dad, not Mom, who teaches the young birds to sing**

Simple tips, ideas, and recipes, as well as an understanding of why songbirds are coming from the treetops into the backyard, will help any bird enthusiast create a songbird sanctuary.

SALLY ROTH is a lifelong gardener, naturalist, sought-after public speaker, and author of many books on gardening and birding. She lives in New Harmony, IN, and Fort Collins, CO.



MAY

ISBN 978-1-60961-402-7

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

FITNESS

8" × 8½"

288 pages

200 color photographs

E-book ISBN: 978-1-60961-403-4

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media outreach via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Cross promotion with author's *Cardio Core 4x4* DVD
- Promoted on author's Web site, CardielloFitness.com

Cardio Core 4x4

The 20 Minute, No-Gym Workout That Will Transform Your Body!

JAY CARDIELLO AND PETE WILLIAMS

Change your life without changing your lifestyle with this revolutionary workout that provides the benefits of cardio and strength training in one anytime, anyplace 20-minute program

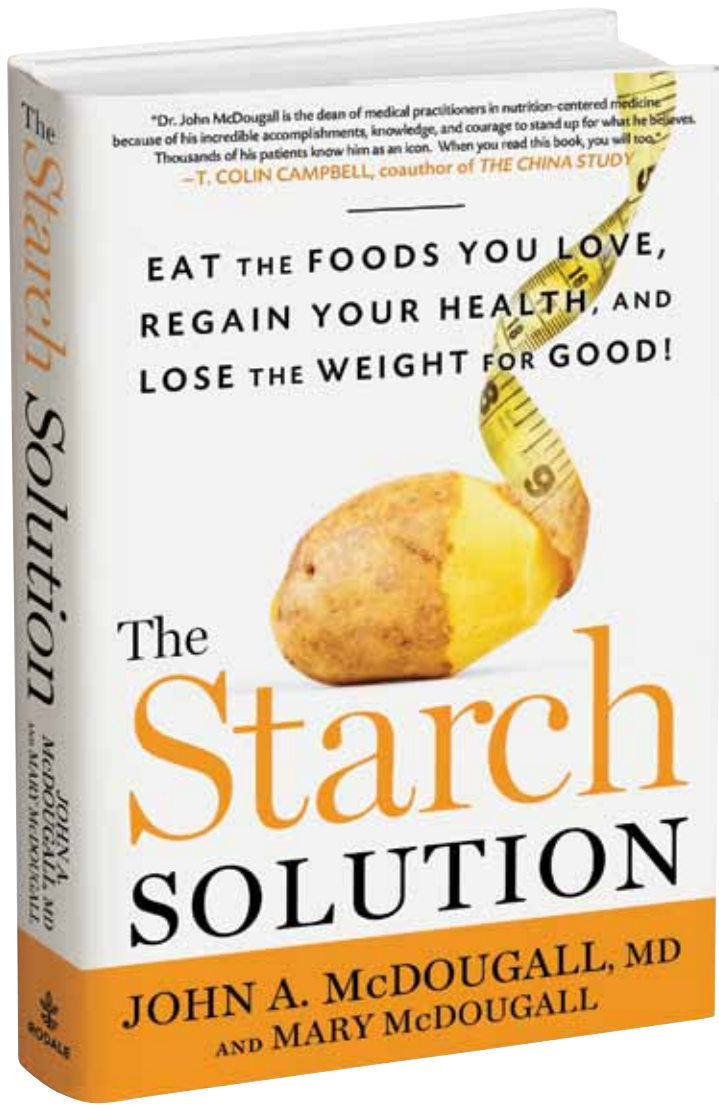
We all want to be fit and healthy, but few of us have the time or inclination to log the countless hours in the gym it takes to sculpt a physique on par with the Hollywood elite. Enter Jay Cardiello's *Cardio Core 4x4*, which shows you that your body can be your gym.

Cardiello tailored this program for his tight-on-time celebrity clients, but you don't have to be a celebrity to get these kinds of results. *Cardio Core 4x4* provides a program that requires only 20 minutes—which includes both the cardio and core workouts—and it's equipment-free, enabling readers to train whenever and wherever they can.

Cardiello offers a dynamic approach with a series of specific movements for a well-toned core. His fit tips provide readers with bite-sized takeaways for optimal nutrition and total health. *Cardio Core 4x4* is an excuse proof, surefire fitness package.

JAY CARDIELLO, a celebrity trainer, is regularly featured in the media. A spokesman for several products, including Vitaminwater, he lives in New York City.

PETE WILLIAMS is the author or coauthor of numerous books, including *Core Performance*. He lives in Safety Harbor, FL.



"Dr. John McDougall is the dean of medical practitioners in nutrition-centered medicine because of his incredible accomplishments, knowledge, and courage to stand up for what he believes. Thousands of his patients know him as an icon. When you read this book, you will too."
—T. COLIN CAMPBELL, coauthor of *THE CHINA STUDY*

EAT THE FOODS YOU LOVE,
REGAIN YOUR HEALTH, AND
LOSE THE WEIGHT FOR GOOD!

The
Starch
SOLUTION

JOHN A. McDOUGALL, MD
AND MARY McDOUGALL

The
Starch Solution
JOHN A. McDOUGALL, MD
AND MARY McDOUGALL

RODALE

The Starch Solution

Eat the Foods You Love, Regain Your Health, and Lose the Weight for Good!

JOHN A. McDOUGALL, MD, AND MARY McDOUGALL

A bestselling author's groundbreaking eating plan that challenges the notion that starch is unhealthy

From Atkins to Dukan, the fear-mongering about carbs over the past few decades has reached a fever pitch; the mere mention of a starch-heavy food is enough to trigger a cavalcade of shame and longing.

In *The Starch Solution*, bestselling diet doctor and board-certified internist John A. McDougall, MD, and his kitchen-savvy wife, Mary, turn the notion that starch is bad for you on its head. *The Starch Solution* is based on a simple swap: fueling your body primarily with carbohydrates rather than proteins and fats. This will help you lose weight and prevent a variety of ills.

Fad diets come and go, but Dr. McDougall has been a proponent of the plant-based diet for decades, and his medical credibility is unassailable. He is one of the mainstay experts cited in the bestselling and now seminal *China Study*—called the “Grand Prix of epidemiology” by the *New York Times*. But what *The China Study* lacks is a plan.

Dr. McDougall grounds *The Starch Solution* in rigorous scientific fact and research, giving readers easy tools to implement these changes into their lifestyle with a 7-Day Quick Start Plan and 100 delicious recipes. This book includes testimonials from among the hundreds Dr. McDougall has received, including people who have lost more than 25 pounds in mere months as well as patients who have conquered life-threatening illnesses such as diabetes and cardiac ailments.

JOHN A. McDOUGALL, MD, has coauthored many bestselling books with his wife, Mary, and is featured in the documentary and book *Fork over Knives*. He serves as associate professor at Touro University College of Osteopathic Medicine in Vallejo, CA, and teaches medical students at his clinic in Santa Rosa.

MAY

ISBN 978-1-60961-393-8

HARDCOVER \$25.99 / \$29.99 Can.

DIET

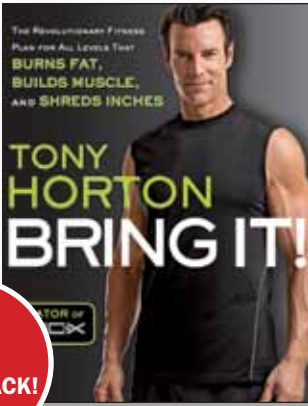
6" × 9"

304 pages

E-book ISBN: 978-1-60961-394-5

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Tie-in with author's speaking engagements
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted through author's e-newsletters, DVDs, and Web site, DrMcDougall.com



NOW
IN
PAPERBACK!

Bring It!

The Revolutionary Fitness Plan for All Levels That Burns Fat, Builds Muscle, and Shreds Inches

TONY HORTON, CREATOR OF P90X

Fitness superstar and “Master of Motivation” Tony Horton introduces readers to the fundamentals of his highly effective, best-selling workouts

“Working out with Tony is great fun. You never know what’s coming at you next, and your brain and body are being challenged in such a satisfying way that suddenly the session is over and you can’t wait for the next one. The results are fast, and you become happier, healthier, and more energetic.”—Ewan McGregor

TONY HORTON is a fitness celebrity who appears regularly on TV infomercials and talk shows, and at boot camps and seminars around the world. He lives in Santa Monica, CA.

MAY

ISBN 978-1-60961-441-6

PAPERBACK \$18.99 / \$21.99 Can.

FITNESS

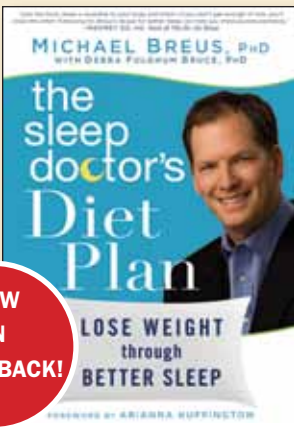
8" × 10" 304 pages

301 color photographs

E-book ISBN: 978-1-60961-726-4

MARKETING

- National author publicity
- Print feature campaign
- Online publicity and promotions



NOW
IN
PAPERBACK!

The Sleep Doctor's Diet Plan

Lose Weight through Better Sleep

MICHAEL BREUS, PhD

WITH DEBRA FULGHUM BRUCE, PhD

FOREWORD BY ARIANNA HUFFINGTON

The country's best-known sleep expert presents the latest knowledge and research on how getting more shut-eye can help women lose weight—and gain health, productivity, and happiness

“Just like food, sleep is essential to your body and brain—if you don’t get enough of one, you’ll crave the other! Following Dr. Breus’s recipes for better sleep can help you shed pounds painlessly.”

—Mehmet Oz, MD, host of *The Dr. Oz Show*

MICHAEL BREUS, PhD, is a clinical psychologist who is board certified in clinical sleep disorders. He is the sleep expert on WebMD and on *The Dr. Oz Show*. He lives in Virginia Beach, VA.

DEBRA FULGHUM BRUCE, PhD, is an award-winning medical writer who is the author of more than 80 health books and a senior editorial consultant for WebMD. She lives in Atlanta, GA.

MAY

ISBN 978-1-60961-442-3

PAPERBACK \$15.99 / \$18.50 Can.

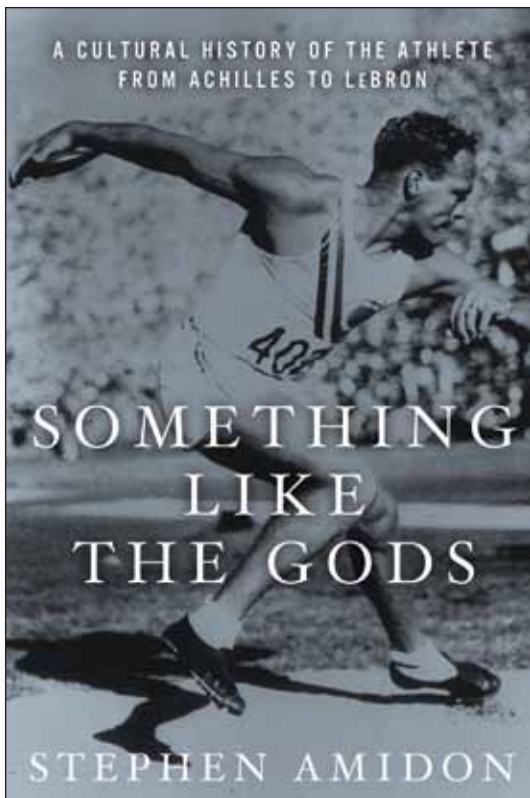
DIET

6½" × 9½" 272 pages

E-book ISBN: 978-1-60961-134-7

MARKETING

- Print feature campaign
- Online publicity and promotions



JUNE

ISBN 978-1-60961-123-1

HARDCOVER \$24.99 / \$28.99 Can.

SPORTS / HISTORY

5½" × 8¼"

256 pages

E-book ISBN: 978-1-60961-124-8

Also available: *The Sublime Engine*

MARKETING

- National author publicity
- NPR interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- IndieBound promotion
- Promoted on author's Web site, StephenAmidon.com
- Timed to release for 2012 Olympics

Something Like the Gods

A Cultural History of the Athlete from Achilles to LeBron

STEPHEN AMIDON

A lively, literary exploration of one of the West's most iconic cultural figures—the athlete

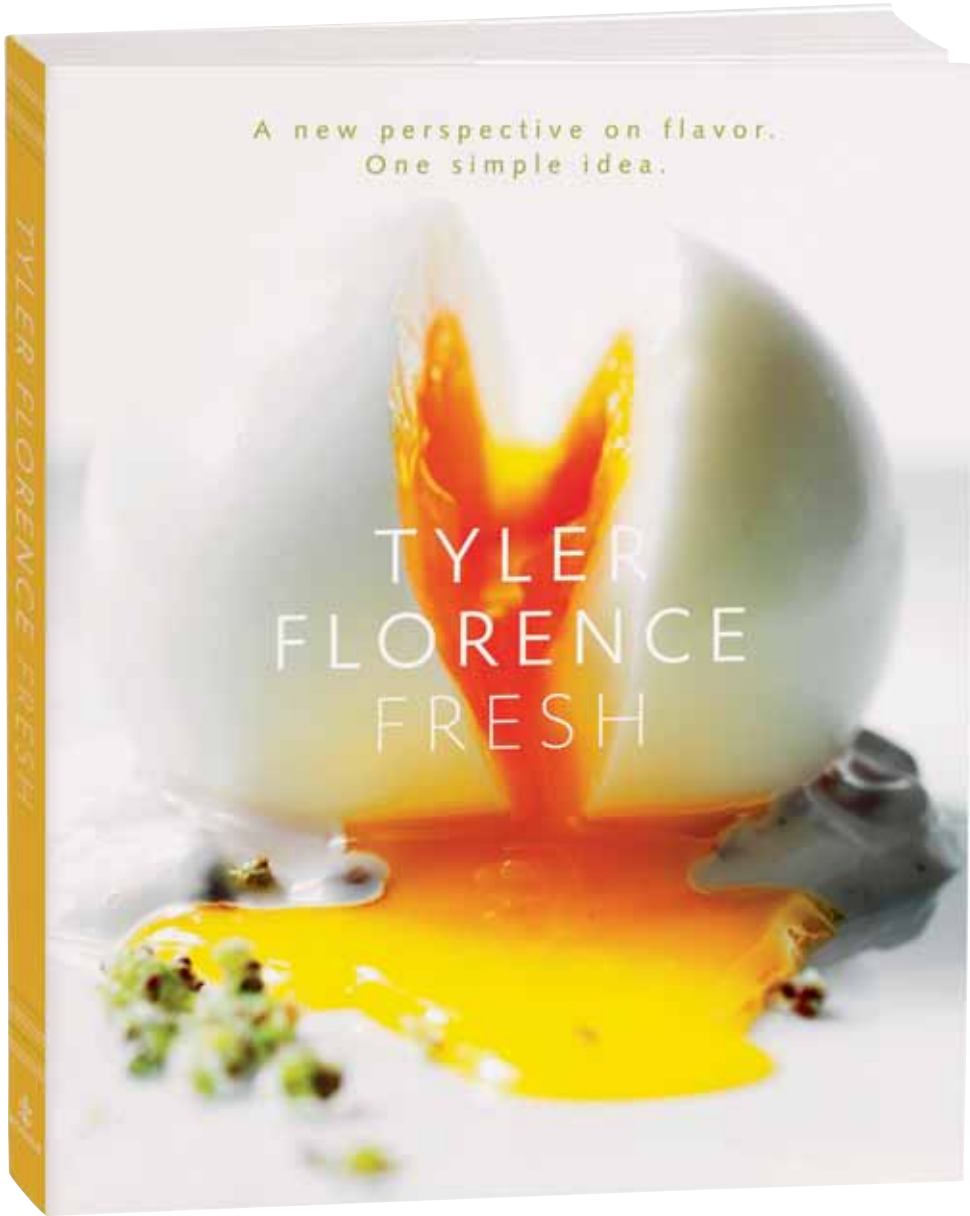
Why is the athlete so important to us? Few public figures can dominate the public imagination with such power and authority. Even in our cynical times, when celebrities can be debunked at the speed of light, many still look to athletes as models for our moral and emotional lives. An aging fastballer goes for a few last wins in his final season, and he becomes an exemplar for our daily struggles against time. A top golfer cheats on his wife, and his behavior sparks a symposium on marital fidelity more wide-ranging than if the lapse had come from a politician or religious leader.

Drawing from art, literature, politics, and history, *Something Like the Gods* explores the powerful grip the athlete has always held on the Western imagination. Amidon examines the archetype of the competitor as it evolved from antiquity to the present day, from athlete-warriors such as Achilles and Ulysses to global media icons like Ali, Jordan, and Tiger Woods.

Above all, *Something Like the Gods* is a lyrical study that will appeal to anyone who has ever imagined themselves in the spikes, boots, or sneakers of our greatest athletes—or wondered why people do.

STEPHEN AMIDON is the coauthor of *The Sublime Engine* and the author of six novels, including *The New City* and *Human Capital*. He lives in western Massachusetts.





A new perspective on flavor.
One simple idea.

TYLER
FLORENCE
FRESH

Tyler Florence Fresh

A New Perspective on Flavor. One Simple Idea.

TYLER FLORENCE

Haute meets healthy in the Food Network star's first book on healthy cooking—featuring dishes that are boldly flavored, vibrantly beautiful, and above all fresh

What *is* healthy eating? Answers to this question seem to get more and more complicated with the release of each research study and the ensuing media flurry.

In *Tyler Florence Fresh*, Tyler Florence offers a new perspective on cooking light, showing that by thinking “fresh” you can put a delicious spin on healthy eating, wherever you live, throughout the year. *Tyler Florence Fresh* is less about where you shop or what is omitted from a dish than about what is *included*: He looks at the science of taste and why our bodies crave nutrients, not calories, explaining how you can use this knowledge to build flavor combinations your tongue will love *and* create a sense of satiety without excessive amounts of fats, salt, and sugars. The 85 all-new, beautifully photographed dishes in this book exemplify the spirit of *Tyler Florence Fresh*, from meatless main courses to savory small plates and desserts you can feel good about.

The next evolution of home cooking from the chef who has taught a generation of Food Network viewers how to maximize flavor and fun in the kitchen, *Tyler Florence Fresh* melds the best of California cooking, the latest nutritional science, and the artful palate of a chef working at the top of his game.

TYLER FLORENCE is the author of seven cookbooks and host of the Food Network shows *Tyler's Ultimate* and *The Great Food Truck Race*. He owns and operates several California restaurants. He lives in Marin County, CA.

JUNE

ISBN 978-1-60529-337-0

PAPERBACK ORIGINAL \$30.00 / \$34.50 Can.

COOKING

8" × 10"

304 pages

200 color photographs

French flaps

E-book ISBN: 978-1-60961-318-1

MARKETING

- National author publicity
- NPR interview campaign
- National radio giveaway promotion
- National print features and reviews
- Online advertising
- Online publicity and promotions



NOW
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PAPERBACK!



The Sportsman

Unexpected Lessons from an Around-the-World Sports Odyssey

DHANI JONES WITH JONATHAN GROTENSTEIN

Cincinnati Bengals middle linebacker and host of the popular *Dhani Tackles the Globe* shares the physical, mental, and spiritual lessons he has learned from his travels

“A cathartic, inspiring tale that promises much more to come.”
—*Kirkus Reviews*

“Well-meaning and reflective, this hybrid memoir-travelogue can appeal to those wanting self-evaluation and mental and physical challenges.” —*Publishers Weekly*

DHANI JONES is defensive captain for the Cincinnati Bengals and was host of his own show, *Dhani Tackles the Globe*, on the Travel Channel. He also hosts *In the Zone with Dhani Jones*, a regular TV segment for WKRC, Cincinnati’s local CBS affiliate.

JUNE

ISBN 978-1-60961-444-7

PAPERBACK \$15.99 / \$18.50 Can.

SPORTS / TRAVEL

6" × 9" 280 pages

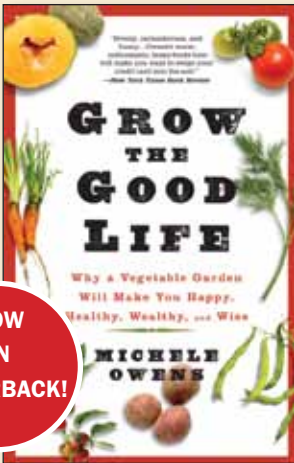
8 pages of color photos

E-book ISBN: 978-1-60961-112-5

MARKETING

- National author publicity
- Print feature campaign
- Online publicity and promotions

NOW
IN
PAPERBACK!



Grow the Good Life

Why a Vegetable Garden Will Make You Happy, Healthy, Wealthy, and Wise

MICHELE OWENS

A lively, passionate argument for the backyard vegetable garden, drawing on science, history, and stories from the author’s garden

“Breezy, cantankerous and funny . . . Owens’s warm, enthusiastic, bossy-boots tone will make you want to swipe your credit card in soil.”—*New York Times Book Review*

“Every once in a while, it’s good for the human spirit to bump into someone whose passions are undeniable, even indefatigable. Owens . . . is that indefatigably passionate someone.”—*Chicago Tribune*

MICHELE OWENS is a cofounder of Garden Rant, one of the most popular and influential gardening blogs. She lives in Saratoga Springs and Salem, NY.

JUNE

ISBN 978-1-60961-446-1

PAPERBACK \$14.99 / \$16.99 Can.

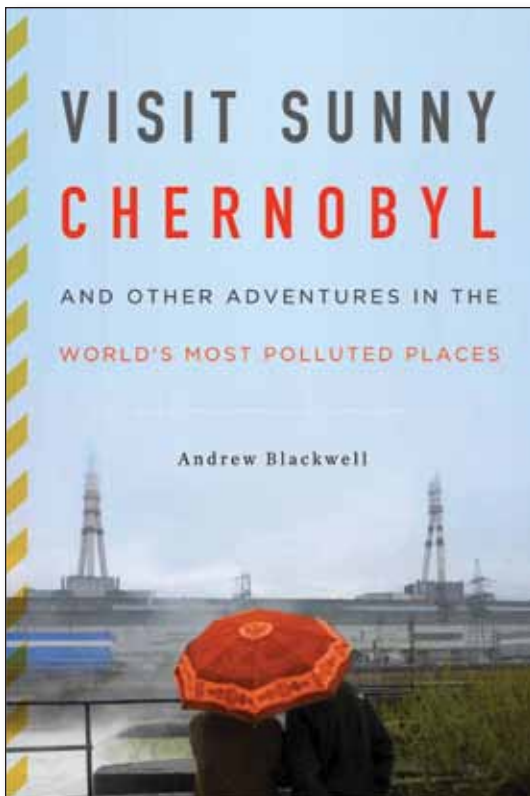
GARDENING

5½" × 8¼" 224 pages

E-book ISBN: 978-1-60961-748-6

MARKETING

- Print feature campaign
- Online publicity and promotions



JUNE

ISBN 978-1-60529-445-2

HARDCOVER \$25.99 / \$29.99 Can.

TRAVEL / NATURE

6" × 9"

288 pages

E-book ISBN: 978-1-60961-456-0

MARKETING

- National print features and reviews
- National radio interview campaign
- Online publicity and promotions
- IndieBound promotion
- Promoted on author's Web site, BlackwellAutomatic.com

Visit Sunny Chernobyl

And Other Adventures in the World's Most Polluted Places

ANDREW BLACKWELL

An adventurous, thought-provoking romp through the world's worst environments

For most of us, traveling means visiting the most beautiful places on Earth—Paris, the Taj Mahal, the Grand Canyon. It's rare to book a plane ticket to visit the lifeless moonscape of Canada's oil sand strip mines, or to seek out the Chinese city of Linfen, legendary as the most polluted in the world. But in *Visit Sunny Chernobyl*, Andrew Blackwell embraces a different kind of travel, taking a jaunt through the most gruesomely polluted places on Earth.

From the hidden bars and convenience stores of a radioactive wilderness to the sacred but reeking waters of India, *Visit Sunny Chernobyl* fuses immersive first-person reporting with satire and analysis, making the case that it's time to start appreciating our planet as it is—not as we wish it would be. Irreverent and reflective, the book is a love letter to our biosphere's most tainted, most degraded ecosystems, and a measured consideration of what they mean for us.

Equal parts travelogue, exposé, environmental memoir, and faux guidebook, Blackwell careens through a rogue's gallery of environmental disaster areas in search of the worst the world has to offer—and approaches a deeper understanding of what's really happening to our planet in the process.

ANDREW BLACKWELL is a journalist and filmmaker living in New York City.



NOW
IN
PAPERBACK!

Menopause Reset!

Reverse Weight Gain, Speed Fat Loss, and Get Your Body Back in 3 Simple Steps

MICKEY HARPAZ, PhD, WITH ROBERT WOLFF

For the millions of women experiencing menopausal symptoms, a lifestyle solution employing diet, exercise, and mind-set to help them get their bodies back

Chosen by *USA Today* as one of the diet and health books that stood out in 2011!

MICKEY HARPAZ, PhD, earned his advanced degrees in applied physiology and nutrition at Adelphi (MS) and Columbia (PhD) Universities. He has treated more than 10,000 menopausal women. He lives in Danbury, CT.

ROBERT WOLFF has written more than 20 books in the fields of diet, fitness, and health. He lives in Nashville, TN.

JUNE

ISBN 978-1-60961-447-8

PAPERBACK \$14.99 / \$16.99 Can.

DIET / HEALTH

6" × 9" 224 pages

24 black-and-white illustrations

E-book ISBN: 978-1-60961-747-9

MARKETING

- Print feature campaign
- Online publicity and promotions



NOW
IN
PAPERBACK!

Teach Us to Sit Still

A Skeptic's Search for Health and Healing

TIM PARKS

"Riveting . . . Parks' discoveries will fascinate not only writers but all citizens of an information age steeped in and propelled by language."

—*The New Yorker*

"[Tim Parks'] prose is mordantly funny, self-conscious but never self-pitying, worldly but introspective, attuned to the needs of a soul that he considers thoroughly material and mortal. The result is an absorbing, at times inspiring, narrative of spiritual growth."—*Publishers Weekly*, starred review

TIM PARKS is the author of novels, nonfiction, and essays. He has won the Somerset Maugham, Betty Trask, and Llewellyn Rhys awards and been shortlisted for the Man Booker Prize. His works include *Destiny*, *Europa*, *Dreams of Rivers and Seas*, *Italian Neighbors*, *An Italian Education*, and *A Season with Verona*.

JULY

ISBN 978-1-60961-448-5

PAPERBACK \$15.99 / \$18.50 Can.

MEMOIR

5½" × 8⅞" 336 pages

61 black-and-white illustrations

MARKETING

- Print feature campaign
- Online publicity and promotions



JULY

ISBN 978-1-60961-703-5

PAPERBACK ORIGINAL \$18.99 / \$21.99 Can.

HOUSE & HOME

6½" × 9⅛"

416 pages

50 black-and-white illustrations

E-book ISBN: 978-1-60961-712-7

Also available: *Joey Green's Amazing Kitchen Cures*, *Joey Green's Amazing Pet Cures*, *Joey Green's Cleaning Magic*, *Joey Green's Gardening Magic*, *Joey Green's Fix-It Magic*

MARKETING

- National radio interview campaign
- Print feature campaign
- Online publicity and promotions
- Simultaneous direct-marketing campaign
- Promoted on author's Web site, JoeyGreen.com

Joey Green's Kitchen Magic

1,823 Quick Cooking Tricks, Cleaning Hints, and Kitchen Remedies Using Your Favorite Brand-Name Products

JOEY GREEN

From the guru of brand-new uses for brand-name products come ideas and tips for culinary fun, cleaning shortcuts, and kitchen cabinet remedies

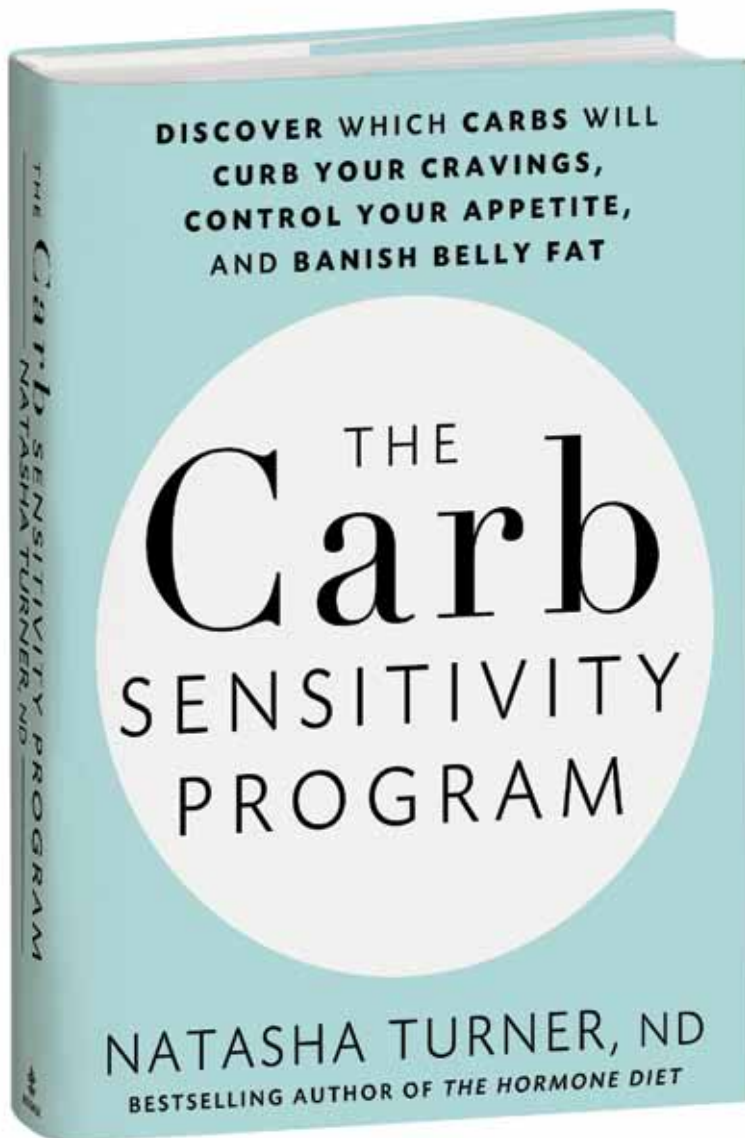
Joey Green has fascinated readers for more than a decade with his quirky and innovative tips to make domestic engineering a lot more fun. Now fans will be completely intrigued and entertained by Joey's kitchen- and pantry-focused ideas, like using Canada Dry Club Soda to buff stainless steel appliances and flexible fabric Band-Aids as labels for frozen foods.

Filled with time- and money-saving ideas, *Joey Green's Kitchen Magic* offers clever ways to make household items do double duty, like using ReaLemon for revitalizing wilted asparagus, L'eggs Panty Hose (clean, of course) for removing corn silk, and Oral-B Dental Floss for slicing layer cake. He shares unusual ideas for kitchen troubles, like stirring in Jif Peanut Butter to save burnt gravy and using Efferdent to clean the coffeepot. Joey even tosses in home remedies from the kitchen (soothe a blister with Carnation Nonfat Dry Milk) and simple recipes (try Slow-Cooker Brisket with a Coca-Cola marinade).

Whether it's a quick fix (Eggo Waffles for hot dog buns, anyone?) or an emergency substitution (Bounty Paper Towel for a coffee filter), there are loads of useful and entertaining tips for making the most of brand-name purchases.

JOEY GREEN is the bestselling author of more than 45 books. He appears frequently on national television and at consumer shows around the nation. He lives in Los Angeles.





The Carb Sensitivity Program

Discover Which Carbs Will Curb Your Cravings, Control Your Appetite, and Banish Belly Fat

NATASHA TURNER, ND

The author of the revolutionary *Hormone Diet* introduces a six-week nutrition plan and recipes to help readers identify and even overcome the specific carbohydrate sensitivities that can impede their weight loss

After facing frustrating, unsuccessful attempts to manage cravings and lose weight, dieters are about to experience a revelation: The key to shedding pounds, as well as banishing bloating, water retention, and headaches, may lie in the types of carbohydrates they are, or are not, eating.

Based on an in-depth exploration of a nutritional breakthrough that other diet doctrines have overlooked, *The Carb Sensitivity Program* introduces the concept of “carbohydrate sensitivity,” which causes a person to respond abnormally to glucose intake, overproduce insulin, and consequently store excess fat. Dr. Turner discusses and clarifies the interaction of carbohydrates and hormones in the body and presents a six-week program that allows readers to test their own responses to several categories of carbohydrates. Unlike diet books that abolish *all* carbohydrates, Turner’s has readers isolate one group for each segment of the plan and then rule out only the problem-causing foods, so that each person emerges with a program suited specifically to their physical needs.

Packed with inspiring case studies, flavorful, wholesome recipes, and meal plans designed to boost energy while also testing for carbohydrate tolerance, *The Carb Sensitivity Program* will give readers the tools they require to lose weight, gain valuable insight into their bodies, and achieve vibrant, long-lasting health.

NATASHA TURNER, ND, is a leading naturopathic doctor, the founder of the integrative wellness clinic Clear Medicine, and the author of the international bestseller *The Hormone Diet*. She lives in Toronto with her husband.

AUGUST

ISBN 978-1-60961-329-7

HARDCOVER \$25.99 / NCR

DIET

6½" × 9½"

352 pages

E-book ISBN: 978-1-60961-330-3

Also available: *The Hormone Diet*

MARKETING

- National author publicity
- Radio satellite tour
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted on author’s Web site, ClearMedicine.com

AUGUST

ISBN 1-60529-202-1

PAPERBACK ORIGINAL \$17.99 / \$19.99 Can.

HEALTH

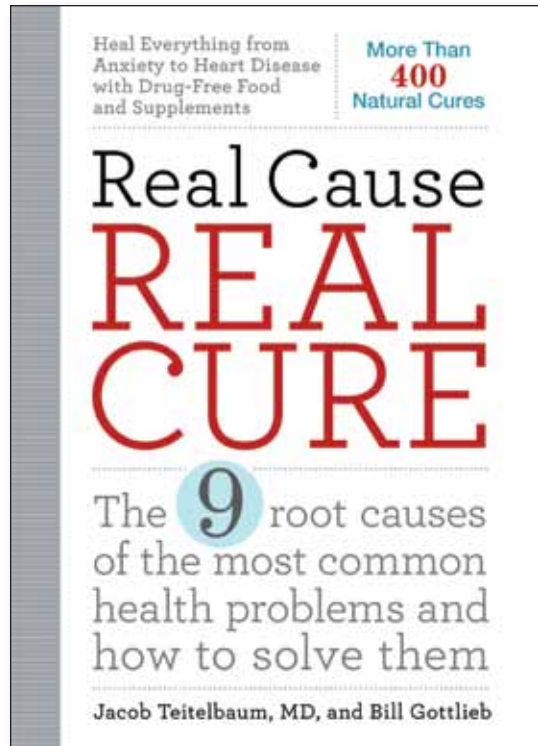
6½" × 9⅛"

368 pages

E-book ISBN: 978-1-60961-852-0

MARKETING

- National print features and reviews
- National radio interview campaign
- Online publicity and promotions
- Promoted across Rodale syndication partners
- Promoted on author's Web site, Vitality101.com
- Direct-marketing campaign began in Summer 2011



Real Cause, Real Cure

The 9 Root Causes of the Most Common Health Problems and How to Solve Them

JACOB TEITELBAUM, MD, AND BILL GOTTLIEB

An eye-opening guide that boils down common health problems to nine simple causes and offers the relief readers have been searching for

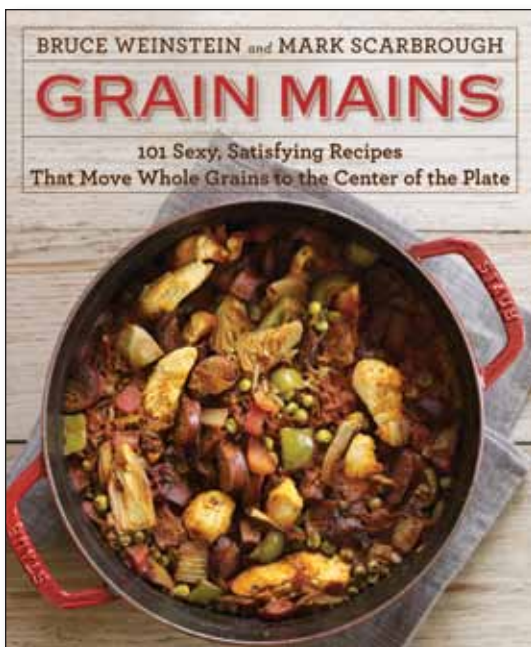
An expert in combining both traditional and alternative medicine, Dr. Teitelbaum explains that tackling nine wholly preventable causes is the key to long-term, *real* relief from nagging health concerns.

Real Cause, Real Cure unearths the underlying causes of more than 50 health problems, steering readers toward cost-effective, safe, and easy remedies to combat woes ranging from acne and food allergies to diabetes and cancer. Readers will discover how getting a full night's rest can combat heart disease, diabetes, depression, heartburn, weight gain, and chronic pain; how adding exercise to one's daily routine not only prevents an expanding waistline, but also wards off Alzheimer's, fibromyalgia, insomnia, and stroke; and how drugs taken to improve our health are a major culprit in why we keep getting sick.

This user-friendly guide takes the confusion out of personal health care so readers can enjoy a life free of needless prescriptions, doctors' offices, and irritating health issues.

JACOB TEITELBAUM, MD, is a board certified internal medicine physician and researcher, widely recognized as an innovative leader in complementary health care, and medical director at the Fibromyalgia and Fatigue Centers. He divides his time between Virginia and Hawaii.

BILL GOTTLIEB is author of *The Natural Fat-Loss Pharmacy* and the bestselling *Alternative Cures*, with more than 1.6 million copies sold. He lives in California.



AUGUST

ISBN 978-1-60961-306-8

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

COOKING

7½" × 9½"

288 pages

30 color photographs

E-book ISBN: 978-1-60961-307-5

MARKETING

- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners

Grain Mains

101 Sexy, Satisfying Recipes That Move Whole Grains to the Center of the Plate

BRUCE WEINSTEIN AND MARK SCARBROUGH

A long-overdue cookbook that takes whole grains from “good for you” side dish to sophisticated and satisfying main course

We all know that choosing whole grains over processed ingredients is better for our health, yet the likes of millet, quinoa, and barley are still stuck on the culinary sidelines. Bruce Weinstein and Mark Scarbrough bring these unheralded culinary superstars to the center of the plate, with more than 100 recipes showing that their range of textures and flavors is greater than any other food group, they're incredibly versatile, they're economical, and they can anchor a meal.

Readers will be surprised at how easily and creatively whole grains can be used as the base for breakfast, dessert, and elegant entrées: Baked Barley Grits with Apples and Sausage will far outdo the standard cornmeal; and Millet Burgers with Olives, Sun-dried Tomatoes, and Pecorino won't leave anyone missing the meat. Tips on quick-cooking grains or precooking ahead of time make cooking with these hearty staples practical for weeknights, and many are appropriate (or can be modified) for vegetarian and vegan diets.

Grain Mains is a modern manifesto for whole grains, with inventive and tantalizing recipes.

BRUCE WEINSTEIN and **MARK SCARBROUGH** are the creators of the bestselling *Ultimate Cookbook* series and have most recently published *Goat: Meat, Milk, Cheese* (2011). They were nominated for a James Beard award in 2011. They live in Colebrook, CT.

AUGUST

ISBN 978-1-60961-450-8

PAPERBACK \$15.99 / \$18.50 Can.

HEALTH

6" × 9"

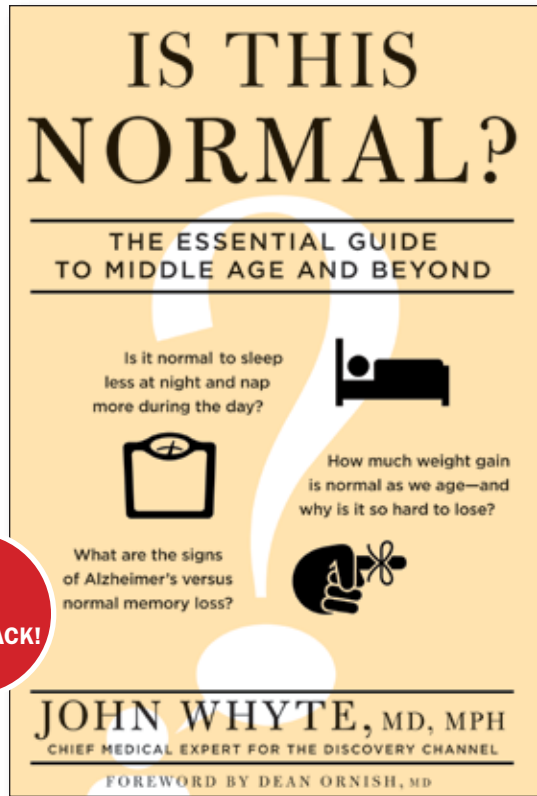
272 pages

18 black-and-white illustrations

E-book ISBN: 978-1-60961-122-4

MARKETING

- Print feature campaign
- Online publicity and promotions



NOW
IN
PAPERBACK!

Is This Normal?

The Essential Guide to Middle Age and Beyond

JOHN WHYTE, MD, MPH

FOREWORD BY DEAN ORNISH, MD

A collection of vital information that answers readers' most pressing questions about how age impacts their bodies

Many people are embarrassed to bring their everyday health anxieties to their physicians or even to ask for advice from family and friends. They might think that depression, failing eyesight, memory loss, and other difficulties that change their quality of life are normal because of their age. This is where *Is This Normal?* steps in and lets readers know whether or not these changes should be a concern or an expected part of aging.

With compassion, reassurance, and friendly guidance, Dr. John Whyte, chief medical expert at the Discovery Channel, provides the essential tools for dealing with the common health issues that arise as we get older, proving that you can stay active and healthy at any age.

“Using soothing language and a gentle sense of humor, Whyte . . . tries to separate fact from rumor.”
—*The Washington Post*

“All your embarrassing aging questions answered—finally!”—Vital Juice

JOHN WHYTE, MD, MPH, is the chief medical expert and vice president of health and medical education at the Discovery Channel. He lives in Washington, DC.



RODALE

Fall 2011

New releases from the Rodale brands:

Bicycling

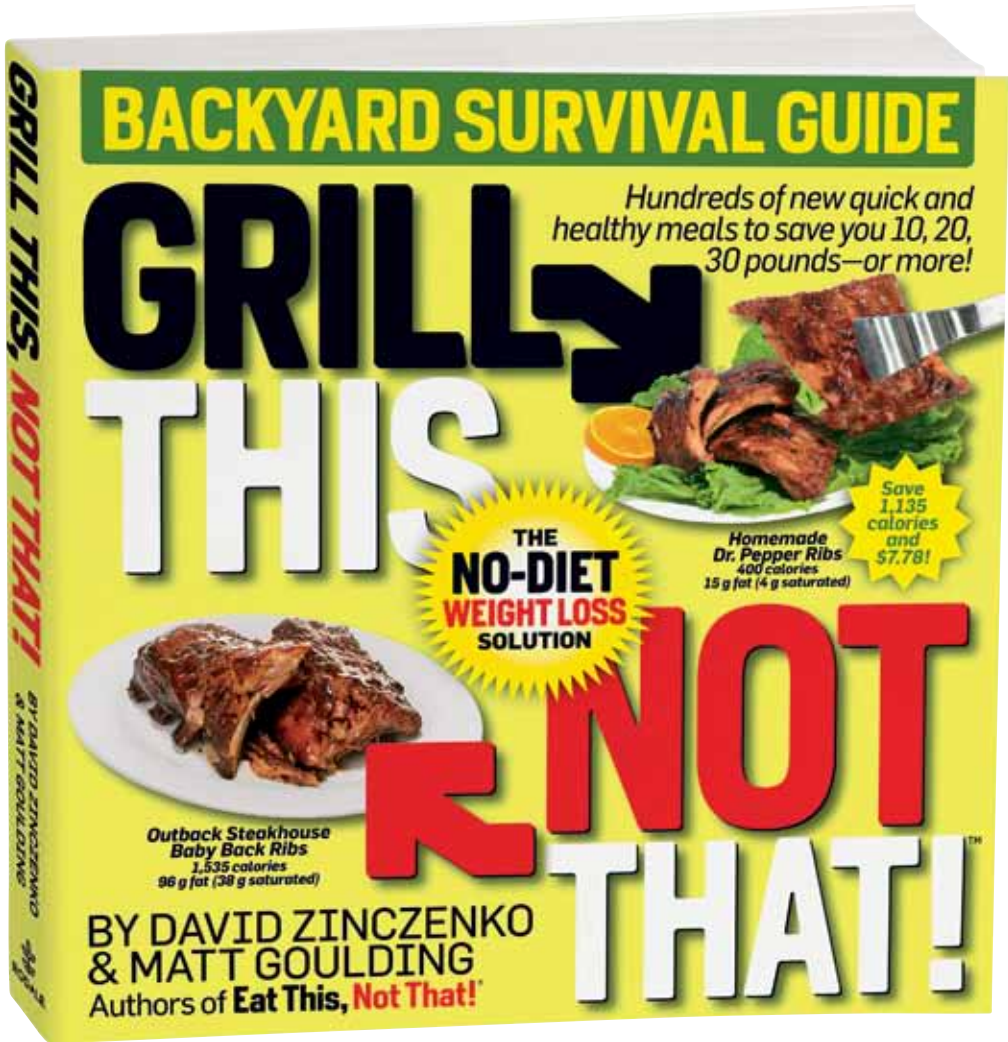
Men'sHealth

**ORGANIC
Gardening**

Prevention

RUNNER'S WORLD

Women'sHealth



Also available:

Cook This, Not That!

Cook This, Not That! Easy & Awesome 350-Calorie Meals

Drink This, Not That!

Eat This, Not That! 2012

Eat This, Not That! The Best (& Worst) Foods in America

The Eat This, Not That! No-Diet Diet

Eat This, Not That! for Kids!

Eat This, Not That! Restaurant Survival Guide

Eat This, Not That! Supermarket Survival Guide

Grill This, Not That!

Backyard Survival Guide

DAVID ZINCZENKO AND MATT GOULDING

Bestselling authors David Zinczenko and Matt Goulding return with the latest in their blockbuster series, *Eat This, Not That!*

With a ravenous fan base clamoring for even more healthy, affordable options, Zinczenko and Goulding team up again to redefine America's favorite pastime: the backyard BBQ.

This newest weight-loss weapon teaches readers how to strip hundreds, even thousands of calories from their diets—and save hundreds of dollars a week—using healthy grilling techniques, mouth-watering marinades, and savvy strategies to recreate their favorite foods. There are more than 125 recipes for everyone's indulgent yet low-calorie favorites (yes, even ribs and cheeseburgers!).

Packed with cool tips, industry secrets, and essential nutrition information, *Grill This, Not That!* is a must-have for anyone looking to save money, time, and calories and become the ultimate boss of their barbeque.

DAVID ZINCZENKO is the editor-in-chief of *Men's Health* magazine and the author of the *New York Times* bestsellers *Eat This, Not That!*, *Cook This, Not That!*, *The Abs Diet*, and *The Abs Diet for Women*. He splits his time between New York City and Allentown, PA.

MATT GOULDING is a contributing food and nutrition editor of *Men's Health* and former professional chef. He lives in North Carolina.

MAY

ISBN 978-1-60961-822-3

PAPERBACK ORIGINAL \$19.99 / \$21.99 Can.

DIET / COOKING

6½" × 6½"

368 pages

450 color photographs

E-book ISBN: 978-1-60961-823-0

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- National radio interview campaign
- Print feature campaign
- Online or mobile advertising
- Online publicity and promotions
- Promotional support from *Men's Health*, *Women's Health*, *EatThis.com*, *MensHealth.com*, and *WomensHealthMag.com*
- Promoted across Rodale syndication partners
- 12-copy floor displays (ISBN 978-1-60961-468-3, \$239.88 / \$263.88 Can.)



MAY

ISBN 978-1-60961-854-4

SPIRAL-BOUND PAPERBACK ORIGINAL

\$19.99 / \$22.99 Can.

SPORTS / RUNNING

6" × 9¼"

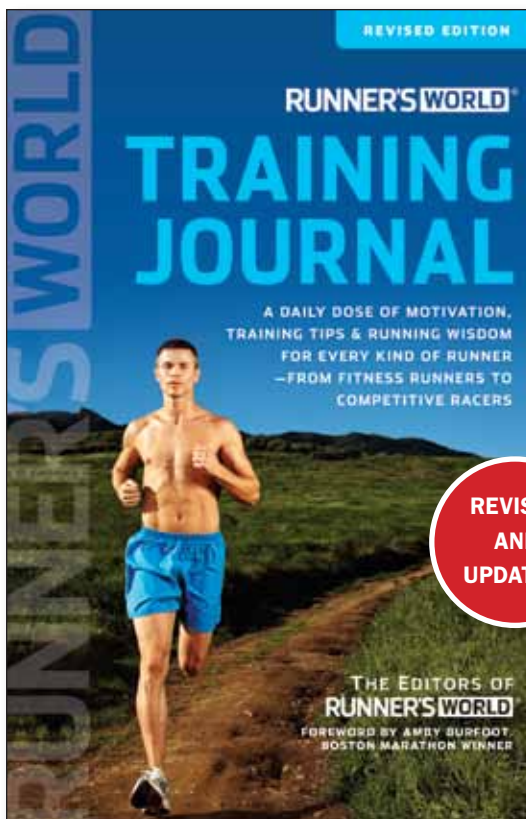
208 pages

100 color photographs

Previous edition ISBN: 978-1-59486-520-6

MARKETING

- Print feature campaign
- Online publicity and promotions
- Promotional support from *Runner's World*



Runner's World Training Journal (Revised Edition)

A Daily Dose of Motivation, Training Tips & Running Wisdom for Every Kind of Runner—From Fitness Runners to Competitive Racers

THE EDITORS OF *RUNNER'S WORLD*

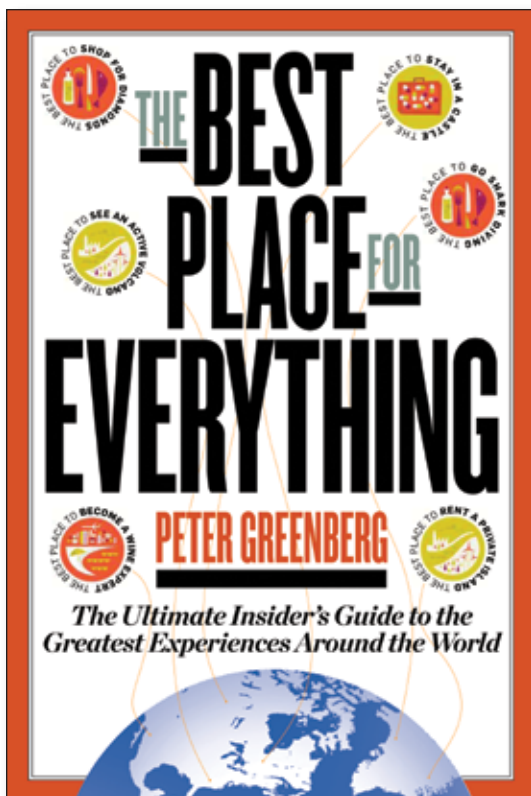
A revised edition of the ultimate week-by-week training journal for runners of all abilities—from the top experts in the sport

Runner's World Training Journal provides the perfect framework to help every kind of runner, from fitness joggers to competitive racers, track a year's worth of runs. This updated and revised version includes the latest tips, advice, and motivation from the pros to keep runners going all year long. With space for recording daily routes, mileage, times, and notes—as well as weekly doses of information on training, nutrition, and injury prevention—readers can track their progress as they achieve their running goals, whether they seek better aerobic conditioning, weight loss, or world records.

The only runner's training journal with full-color photos throughout and top-notch tips from the experts at *Runner's World*, this handsomely redesigned journal provides:

- **Smear-proof paper and a handy spiral binding for ease of use**
- **Ample space for readers to record facts about each day's run—including route, distance, time, and cross-training—and to note how they felt at the time**
- **A Week-at-a-Glance feature that helps runners summarize their weekly training quickly and easily**
- **Advice for runners on how to analyze their data and set new goals for the next year**

RUNNER'S WORLD is the world's leading running magazine, with 10 international editions and a global circulation of 3.5 million.



MAY

ISBN 978-1-60961-829-2

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

TRAVEL

6" × 9"

480 pages

E-book ISBN: 978-1-60961-830-8

MARKETING

- Confirmed feature in *Men's Health*
- National author publicity
- National print features and reviews
- Online or mobile advertising
- Online publicity and promotions
- Social media outreach via author and Men's Health
- Promotional support from *Men's Health*, *Women's Health*, MensHealth.com, and WomensHealthMag.com
- Promoted on author's Web site, PeterGreenberg.com

The Best Place for Everything

The Ultimate Insider's Guide to the Greatest Experiences Around the World
PETER GREENBERG

An all-access pass to the most unique, inspiring, and life-changing experiences on Earth

Travel isn't just about the destination—it's about the experience. Now, the very best places to experience anything—from bungee-jumping and French cooking classes to whitewater rafting and seeing the Northern Lights—are revealed and collected in this inspiring and definitive guide.

New York Times bestselling author and travel expert Peter Greenberg shares more than two decades of his own extensive worldwide travel, uniquely organized by affinity, accessibility, and affordability. Whether readers are looking to embark on outdoor adventures or savor the simplest pleasures, there are hundreds of ideas here that are sure to inspire—from shark diving, train spotting, and cheesemaking to safari camping, truffle-hunting, scenic hot-air balloon rides—even the best authentic beginner Argentine tango class (the Hotel Mansion Dandi in Buenos Aires).

Packed with fascinating facts, industry secrets, and expert advice, *The Best Place for Everything* is the definitive guide for thrill-seekers and armchair travelers alike. No matter what's on readers' wish lists, they will always end up in the perfect spot.

PETER GREENBERG is the travel editor for CBS News, and appears on *The Early Show* and *CBS Evening News with Scott Pelley*. A contributing editor to *Men's Health*, he lives in New York and Los Angeles.

MAY

ISBN 978-1-60961-377-8

PAPERBACK \$15.99 / \$18.50 Can.

DIET

6" × 9"

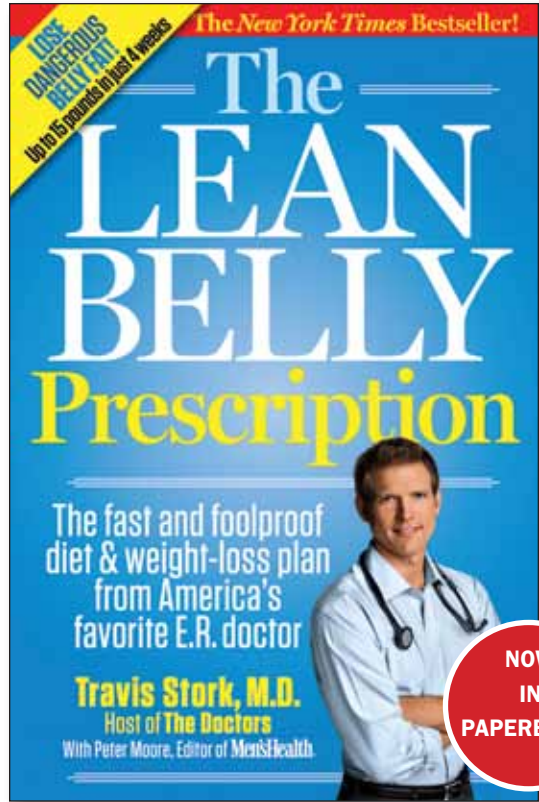
288 pages

121 black-and-white photographs

E-book ISBN: 978-1-60529-030-2

MARKETING

- National author publicity
- Print feature campaign
- Online publicity and promotions
- Ongoing promotional support from *Men's Health* and MensHealth.com



The Lean Belly Prescription

The Fast and Foolproof Diet & Weight-Loss Plan from America's Favorite E.R. Doctor

TRAVIS STORK, MD, WITH PETER MOORE

This *New York Times* bestseller from one of the hosts of *The Doctors* presents a simple, enjoyable, supereffective cure for belly fat—one of America's greatest health risks

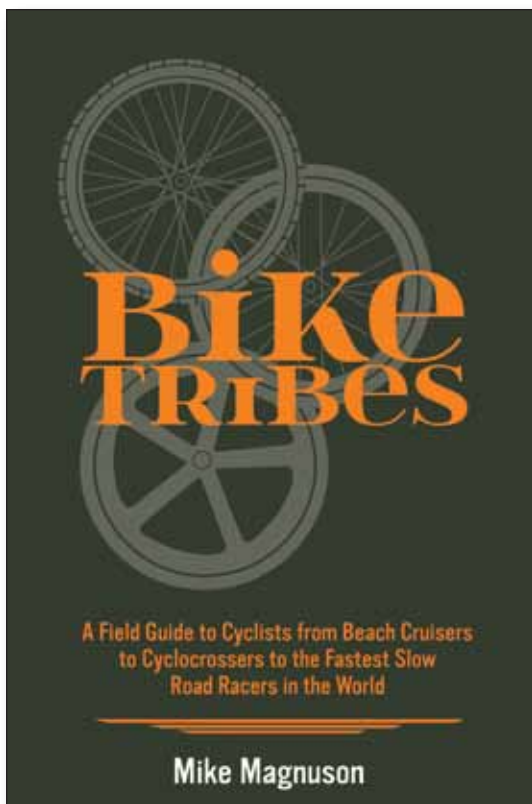
Dr. Travis Stork, cohost of the popular, nationally syndicated television show *The Doctors*, teams up with *Men's Health* editor Peter Moore to deliver a personalized prescription for readers looking to shrink their bellies and their health risks. Among the slimming strategies they offer:

- **The PICK 3 TO LEAN plan lets readers design their own diet around their favorite meals and snacks!**
- **10-Second Slim Down tips guide readers through key weight-loss tipping points and help them navigate their way to the lighter side of the scale!**
- **The Laws of Leanness boil down confusing and often contradictory fitness, health and nutrition information into 20 words or less giving the reader a quick and simple take away!**

“When it comes to having the firm, lean belly you’ve always wanted, this book might just be the final word.”—David Zincenko, author of the *Eat This, Not That!* series and *The New Abs Diet*

TRAVIS STORK, MD, is host of television's *The Doctors* and a faculty physician in the Emergency Department at Vanderbilt Medical Center in Nashville.

PETER MOORE is the editor of *Men's Health* magazine. He won a 2004 National Magazine Award for his article on heart disease, “A Tale of Three Hearts.”



MAY

ISBN 978-1-60961-743-1

PAPER OVER BOARD \$18.99 / \$21.99 Can.

SPORTS / BICYCLING

5½" × 8½"

224 pages

60 black-and-white illustrations

2-color throughout

E-book ISBN: 978-1-60961-744-8

MARKETING

- Confirmed feature in *Bicycling*
- Print feature campaign
- Online publicity and promotions
- Promotional support from *Bicycling*

Bike Tribes

A Field Guide to Cyclists from Beach Cruisers to Cyclocrossers to the Fastest Slow Road Racers in the World

MIKE MAGNUSON

A hilarious and essential illustrated field guide that breaks down the tribes of the bicycling community: from the spandex-clad weekend warriors to the hipsters on street bikes who love to laugh at each other (and themselves)

Anyone who rides a bike knows the bicycling world is made up of tribes. From tattooed messengers to pretty urban hipsters to grouchy shop owners, they may look like they live on different planets, but they are united by their abiding love of bikes—and often their total disdain of other members of this insular world.

Bike Tribes is the *Preppy Handbook* of bicycling, replete with one-of-a-kind illustrations that taxonomize the special habits, clothing, preferences, and predilections of cyclists.

Mike Magnuson, an avid rider, bicycling expert, and longtime contributor to *Bicycling* magazine, covers the basics of racing, etiquette, and apparel and gear, including running commentary on cycling culture, poking holes in practically every pretension in the cycling world. *Bike Tribes* is a fun romp through the various subcultures in the bike community—bound to appeal to newcomers and grizzled cyclists alike.

MIKE MAGNUSON is the author of *LummoX: The Evolution of a Man* and *Heft on Wheels: A Field Guide to Doing a 180*. He is a longtime contributing writer with *Bicycling* and lives in Oshkosh, WI.



JUNE

ISBN 978-1-60961-684-7

PAPERBACK ORIGINAL \$21.99 / \$24.99

SPORTS / RUNNING

7½" × 9½"

304 pages

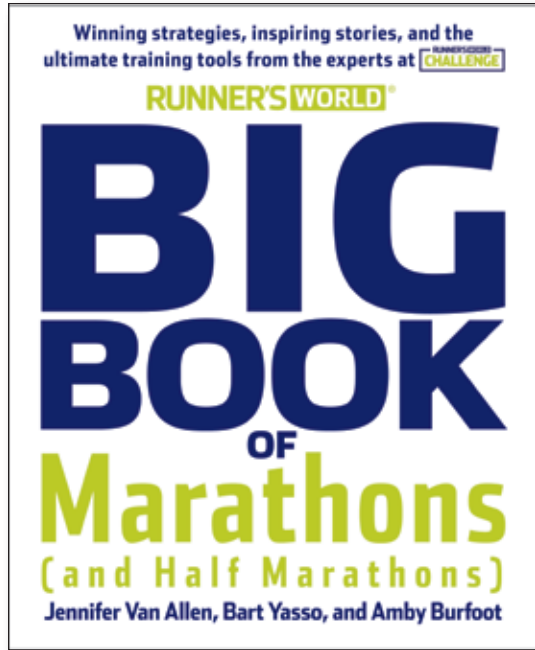
50 black-and-white photographs

2-color throughout

E-book ISBN: 978-1-60961-708-0

MARKETING

- **Confirmed feature in *Runner's World***
 - Print feature campaign
 - Online publicity and promotions
- Promotional support from *Runner's World*
- Promoted across Rodale syndication partners



Runner's World Big Book of Marathons (And Half Marathons)

Winning Strategies, Inspiring Stories, and the Ultimate Training Tools from the Experts at *Runner's World* Challenge

JENNIFER VAN ALLEN, BART YASSO, AND AMBY BURFOOT

The first dedicated book on marathon and half marathon training from the renowned experts at *Runner's World*

Runner's World Big Book of Marathons (and Half Marathons) gives readers the core essentials of marathon training, nutrition, injury prevention, and more.

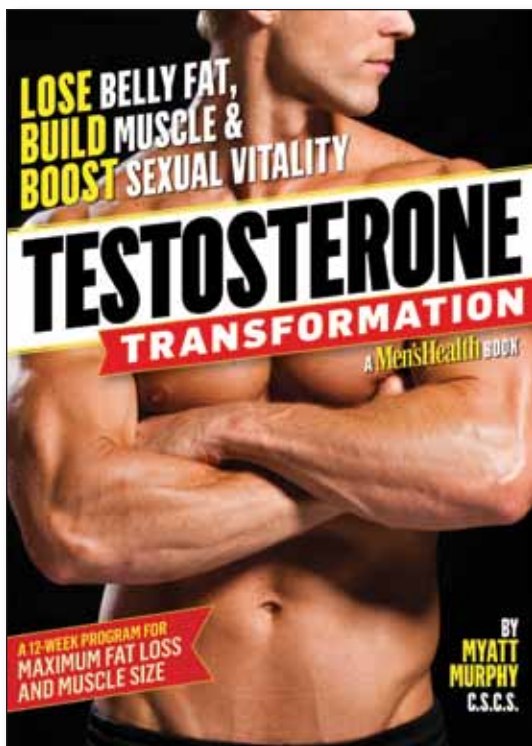
The editors of *Runner's World* know marathon training better than anyone on the planet. They have spent the last few years inviting readers to share the long, sweaty journey to the starting line, putting themselves on call to personally answer readers' questions 24/7. This book will include testimonials from real runners, more than 25 training plans for every level and ability, workouts, a runner's dictionary, and sample meal plans.

Runner's World Big Book of Marathons (and Half Marathons) is a powerful and winning resource—the ultimate tool kit for anyone who wants to get from the starting line to the finish line.

BART YASSO is the author of *My Life on the Run* and chief running officer at *Runner's World*. He lives in Bethlehem, PA.

AMBY BURFOOT, *Runner's World's* editor at large and winner of the 1968 Boston Marathon, has run more than 100,000 lifetime miles (and counting). He lives in Emmaus, PA.

JEN VAN ALLEN manages the *Runner's World* Challenge program and regularly contributes to the magazine. She lives in Bryn Mawr, PA.



JUNE

ISBN 978-1-60961-851-3

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

DIET / FITNESS

6½" × 9⅞"

320 pages

125 black-and-white photographs

E-book ISBN: 978-1-60961-775-2

Also available by Myatt Murphy:

Men's Health The Body You Want in the Time You Have

The Men's Health Gym Bible

Men's Health Ultimate Dumbbell Exercises

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- National print features and reviews
- Online publicity and promotions
- Promotional support from *Men's Health*

Testosterone Transformation

Lose Belly Fat, Build Muscle & Boost Sexual Vitality

MYATT MURPHY, C.S.C.S.

A groundbreaking workout and diet plan that replenishes a man's testosterone levels, rebuilds his body, and remakes his life

Testosterone is the most crucial hormone in the male body—and every man's T levels begin a slow, steady decline as he ages. The result? Loss of strength and muscle mass. Poor sugar metabolism. Increased body fat, especially around the waist. Loss of T also affects red blood cell production, vitality, bone density, mental acuity, and sex drive. In short: It slowly chaps a man down.

Testosterone Transformation helps a man produce higher levels of T and reverse the downward spiral. By eating the right foods and adopting a new exercise approach, any man at any age can transform his life by starting a positive chain reaction: Raise T levels through the strategies in this book, improve workouts, get stronger, improve workouts even more, get even stronger, and enable the body to use muscle to process sugar—instead of storing it as fat.

Testosterone Transformation is a life-changer: a serious exercise and strategic diet plan that uses the science of a man's own body to help him recharge his sex drive, increase vitality, and reduce health risks across the board.

MYATT MURPHY, a certified strength and conditioning specialist (CSCS), is the author of *The Men's Health Gym Bible* and *Men's Health The Body You Want in the Time You Have*. He lives in Macungie, PA.

JUNE

ISBN 978-1-60961-337-2

HARDCOVER \$25.99 / \$29.99 Can.

SPORTS / MEMOIR

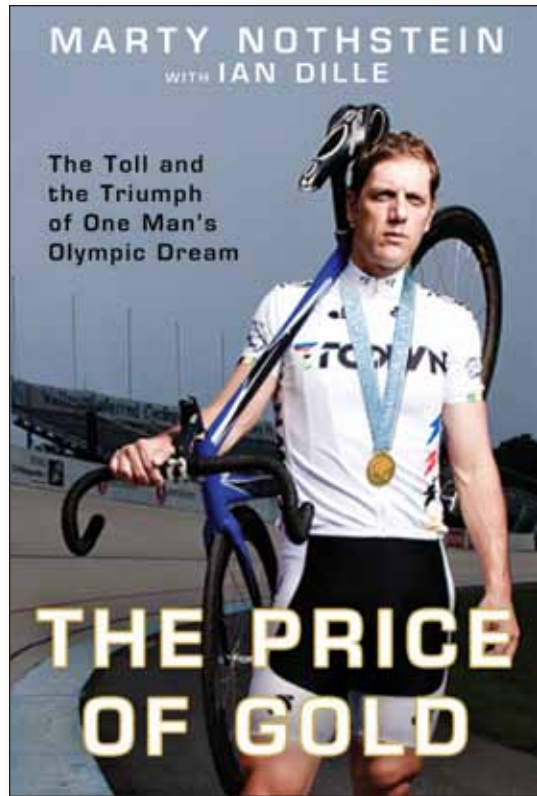
6" × 9"

256 pages

E-book ISBN: 978-1-60961-338-9

MARKETING

- **Confirmed excerpt in *Bicycling***
- National print features and reviews
- Online publicity and promotions
- Local author publicity in Pennsylvania
- Promotional support from *Bicycling*



The Price of Gold

The Toll and the Triumph of One Man's Olympic Dream

MARTY NOTHSTEIN WITH IAN DILLE

The harrowing, triumphant tale of a cyclist's journey to Olympic victory and the price he paid to achieve greatness

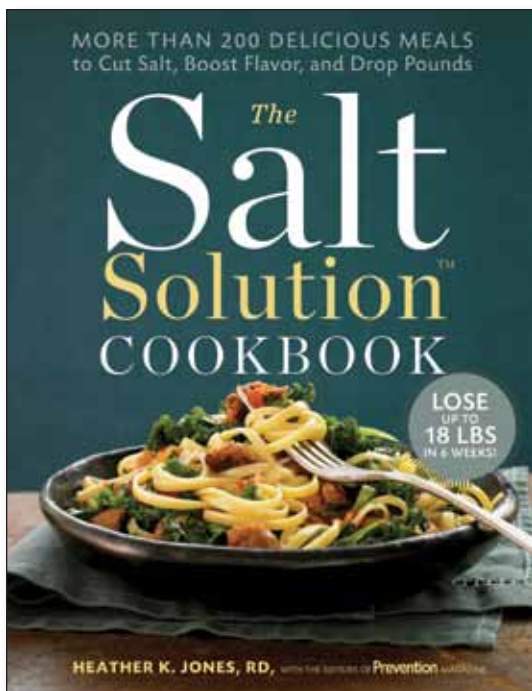
Marty Nothstein, one of the greatest cyclists of all time, arrived at the 1996 Olympic Games a heavy favorite. In the match sprint at the Atlanta Olympics, an event akin to prizefighting on a bicycle, he raced around a banked, oval track. Nothstein lost by a hair's width on the finish line and vowed to win the gold at the next Olympics, saying, "I didn't come here for a silver medal."

In *The Price of Gold*, Marty Nothstein eloquently and honestly tracks his journey to the games in Sydney and the events that molded him into the world's fastest man on a bicycle—from his tough-love upbringing in a blue-collar, split home, to the "borderline outlaw" cast of cycling characters who helped guide him through the ranks.

"I had to become the worst, to become the best," Nothstein says of the single-minded determination that turned him into a veritable monster on his bike, but often forced him to neglect his own family. Sure to become a sports classic, this book will be published in time for the 2012 Olympics, when the world's eyes are trained on London and international conversation will turn to the question of what it takes to win the gold.

MARTY NOTHSTEIN is widely regarded as America's most accomplished track cyclist. During his 17-year racing career Nothstein won an Olympic gold medal in Sydney (2000) and a silver medal in Atlanta (1996). He lives in New Tripoli, PA.

IAN DILLE is a freelance journalist and contributing writer for *Bicycling* magazine. He lives in Austin, TX.



AUGUST

ISBN 978-1-60961-046-3

HARDCOVER \$27.99 / \$31.99 Can.

COOKING

7½" × 9½"

400 pages

50 color photographs

E-book ISBN : 978-1-60961-027-2

Also Available: *The Salt Solution Diet*

MARKETING

- Print feature campaign
- Online publicity and promotions
- Promotional support from Prevention.com
- Direct-marketing campaign began in Summer 2011

The Salt Solution Cookbook

More Than 200 Delicious Meals to Cut Salt, Boost Flavor, and Drop Pounds

HEATHER K. JONES, RD, WITH THE EDITORS OF PREVENTION

Elegantly photographed and full of flavor, this cookbook offers 200 sumptuous low-sodium meals designed for optimum weight loss and whole body health

Salt has been mankind's go-to seasoning since the beginning of time, but overconsumption in an age of prepackaged meals and fast food dining is contributing to everything from heart and kidney disease to dementia, diabetes, obesity, and even cancer. Fortunately, there's a solution: Making homemade meals is one of the simplest ways to slash the salt.

This cookbook companion to *The Salt Solution Diet* is chock-full of delicious recipes the whole family will love, like the Bacon-Mushroom Breakfast Sandwich, Grilled Steak and Peach Salad, and Roast Pork Tenderloin with Sherry, Cream, and Almonds—all mouthwatering, good-for-you meals that promote weight loss and restore the perfect balance of vitamins and minerals.

Beyond drool-worthy recipes, this cookbook includes the 6-Week Salt Solution Diet plan, featuring the 2-Week Cleanse to jump-start results (real people who tried the cleanse lost up to 10½ pounds in 14 days!); four 1-week sample menus for flexible meal-planning inspiration; and all the information readers need to get back to cooking basics and to take their health back into their own hands.

HEATHER K. JONES is a registered dietitian and freelance journalist. She is the author of *The Salt Solution Diet* and coauthor of the *2-Week Turnaround Diet Cookbook*. She lives in San Francisco.

PREVENTION is the #1 healthy lifestyle brand and the largest health magazine in the US, with a total readership of nearly 11 million.



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NOVEMBER

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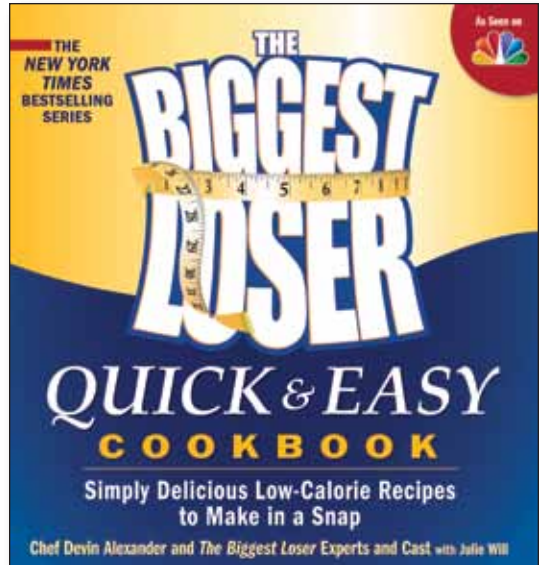
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MARKETING

- Major promotional support from NBC, including television advertising
- National television, radio, and print publicity campaign
- Major support from *Prevention* and Prevention.com
 - Promoted in Rodale magazines, e-newsletters, and Web sites
- Featured on NBC.com and BiggestLoser.com



The Biggest Loser Quick & Easy Cookbook

Simply Delicious Low-Calorie Recipes to Make in a Snap

CHEF DEVIN ALEXANDER AND *THE BIGGEST LOSER* EXPERTS AND CAST WITH JULIE WILL

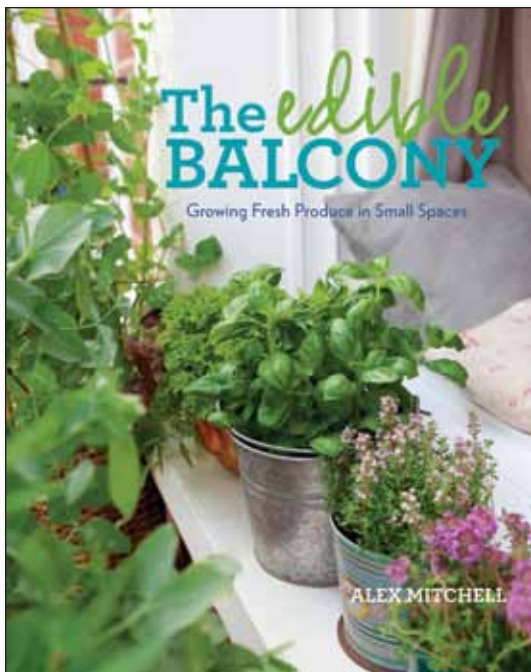
The first cookbook in the bestselling *Biggest Loser* series to focus on fast, simple meals that readers can eat on the go

When it comes to living a healthy lifestyle, we all face the same obstacle: There just aren't enough minutes in the day. But as every *Biggest Loser* knows, "not enough time" is no excuse for making unhealthy choices.

In *The Biggest Loser Quick & Easy Cookbook*, readers will learn that in 20 minutes or less they can put together great-tasting recipes that will help them reach their weight-loss goals. From starting the morning out on the right foot with on-the-go breakfasts and satisfying midday hunger with quick lunches to delicious and filling snacks and wholesome family meals, this cookbook has every aspect of a busy day covered. Recipes include satisfying and stress-free fare such as Easy-Breezy BBQ Pot Roast Dinner, 3-Ingredient Meat Loaf, and Time-Crunched Tilapia Piccata.

With more than 75 nutritious breakfast, lunch, and dinner dishes and waistline-friendly, no-bake desserts that require 20 minutes or less of kitchen prep time, as well as 20-minute circuit workouts designed for every fitness level, readers will find that time is no longer a healthy lifestyle's number-one enemy.

DEVIN ALEXANDER is the host of FitTV's *Health Decadence with Devin Alexander* and the *New York Times* bestselling author of several books.



FEBRUARY

ISBN 978-1-60961-410-2

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

GARDENING

8" × 10"

160 pages

150 color photographs

French flaps

E-book ISBN: 978-1-60961-411-9

MARKETING

- National print features and reviews
- Online publicity and promotions

The Edible Balcony

Growing Fresh Produce in Small Spaces

ALEX MITCHELL

A vibrantly illustrated, user-friendly guide to designing and growing fruit, vegetable, and herb gardens in containers, window boxes, and more

If you are a city or suburb dweller, you need not rely on farmers' markets or overpriced grocery stores to get ingredients for your next salad or smoothie: all you need is a balcony, rooftop, patio, or even just a window box to grow fresh, flavorful produce. In *The Edible Balcony*, journalist and longtime gardener Alex Mitchell presents a quick and easy, budget-friendly route to urban and suburban fruit, vegetable, and herb gardening—packed with inspirational ideas for planning and designing your space, building containers using recycled and salvaged materials, and raising a variety of simple foods from tomatoes to greens to exotics such as wild strawberries and blue potatoes. Also included are lists and explanations of the diverse crops most suited to your space and gorgeous color photos on every page to demonstrate the vibrant possibilities of gardening in the heart of a bustling metropolis or the confines of your suburban property.

Practical, entertaining, and packed with conversational tips and creative ideas, *The Edible Balcony* is every urban gardener's answer to transforming even the most limited of outdoor spaces into a flourishing personal Eden.

ALEX MITCHELL is a journalist and gardener who has grown her own produce for 10 years. She has written features for numerous British publications and is the author of *The Girl's Guide to Growing Your Own*. She lives in London.

APRIL

ISBN 978-1-60961-802-5

PAPERBACK \$17.99 / \$19.99

SPORTS / RUNNING

6" x 9"

320 pages

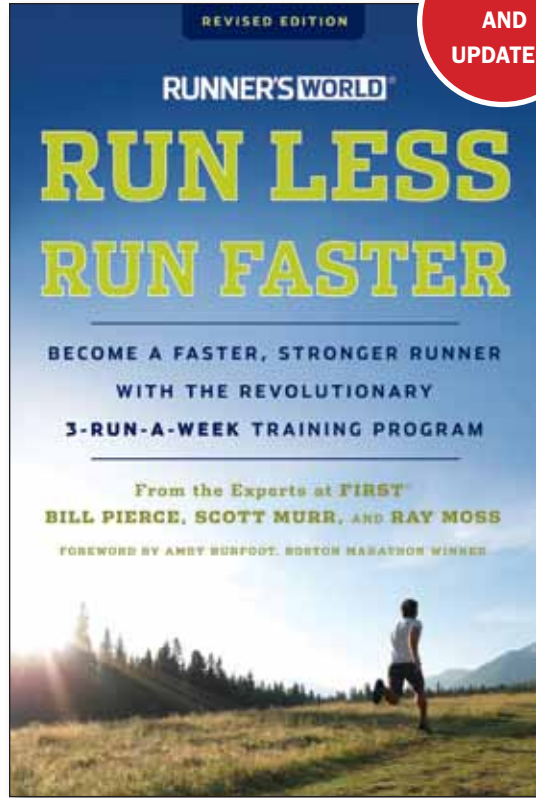
30 black-and-white illustrations

E-book ISBN: 978-1-60961-803-2

Previous edition ISBN: 978-1-59486-649-4

MARKETING

- **Confirmed feature in *Runner's World***
 - Print feature campaign
 - Online publicity and promotions
- Promotional support from *Runner's World*
- Promoted across Rodale syndication partners
 - Timed to release for marathon season



Runner's World Run Less Run Faster (Revised Edition)

Become a Faster, Stronger Runner with the Revolutionary 3-Run-a-Week Training Program

BILL PIERCE, SCOTT MURR, AND RAY MOSS

FOREWORD BY AMBY BURFOOT, BOSTON MARATHON WINNER

An updated, revised edition of the ultimate training guide for beginner and longtime runners with an irresistible, selling promise at its core: Get faster without so much work

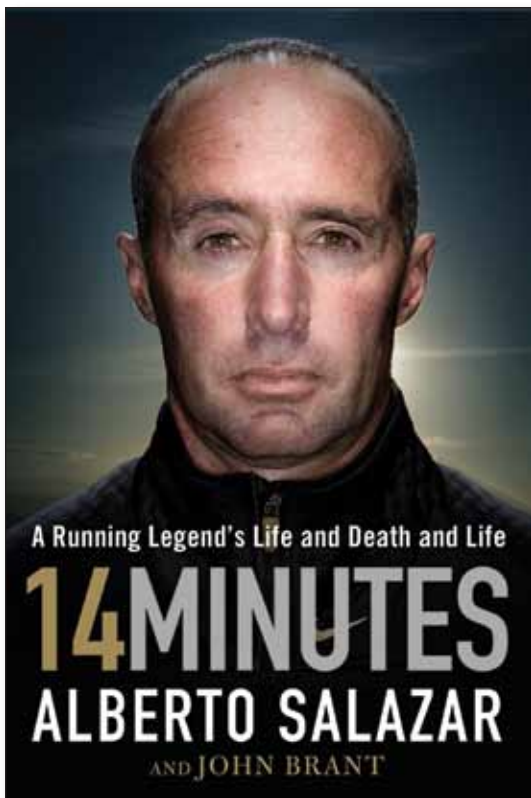
The world-renowned Furman Institute of Running and Scientific Training is dedicated to making running more accessible and limiting overtraining and burnout while producing faster race times. They are the foremost experts in the world on the science of running; their authority is unmatched and the promise of training less and accomplishing more has made the first edition of *Runner's World Run Less Run Faster* a solid and steady seller.

This timely new edition boasts features 50 percent new content, building on the foundation that made the first edition a success. While more user-friendly, the book offers the same tantalizing promise: Readers can get stronger, faster, and better by training *less*. It will also include more sections for novice runners, broadening the audience appeal, as well as training plans tailored to the new qualifying times for the Boston Marathon.

BILL PIERCE is professor and chair of Furman's Health and Exercise Science Department.

SCOTT MURR, a marathoner and 10-time Ironman Triathlon finisher, is director of the Furman Fitness Aquatics Center.

RAY MOSS is professor of health and exercise science at Furman University.



APRIL

ISBN 978-1-60961-314-3

HARDCOVER \$25.99 / \$29.99 Can.

SPORTS / MEMOIR

6" × 9"

264 pages

8 pages of black-and-white photographs

E-book ISBN: 978-1-60961-315-0

MARKETING

- **Confirmed excerpt in *Runner's World***
- National author publicity
- National print features and reviews
- Online or mobile advertising
- Online publicity and promotions
- Major promotional support from *Runner's World*, including advertising
- Promoted across Rodale syndication partners

14 Minutes

A Running Legend's Life and Death and Life

ALBERTO SALAZAR AND JOHN BRANT

A sweeping memoir from the most accomplished, charismatic, and controversial marathoner in history—framed around the 14 minutes in which he was pronounced dead

In 2007, legendary runner Alberto Salazar had a heart attack and was pronounced clinically dead for 14 minutes. Using this harrowing experience as a touchstone, Salazar tells his life story for the first time, baring his soul as few professional athletes have with a searing impact that most seasoned writers can't accomplish.

He chronicles his tempestuous relationship with his father, a close ally of Fidel Castro; the heady, electric days of the late 1970s, when running was changing America; his dramatic victories in the New York City and Boston Marathons; his long malaise due to injuries and his subsequent resurgence; his close alliance with Phil Knight and the Nike corporation; his numerous near-death experiences; and above all how a skinny, shy, insecure Cuban-American kid from small-town Massachusetts developed by sheer will—and God's grace—into the greatest distance runner of his time.

Throughout, he returns to those 14 black, shattering, miraculous minutes, and how surviving virtual death taught him how to live. This gripping, intense story is sure to appeal to runners and non-runners alike.

ALBERTO SALAZAR made his marathon debut at the 1980 New York Marathon. He won the race again in 1981 and 1982. Salazar also won the 1982 Boston Marathon in a dramatic duel with Dick Beardsley, dubbed "Duel in the Sun." He lives in Oregon.

JOHN BRANT has written regularly for *Runner's World* and *Outside*, and is the author of *Duel in the Sun*. He lives in Portland, OR.



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