

# Rodale Winter 2012





**RODALE®**

**Winter 2012**

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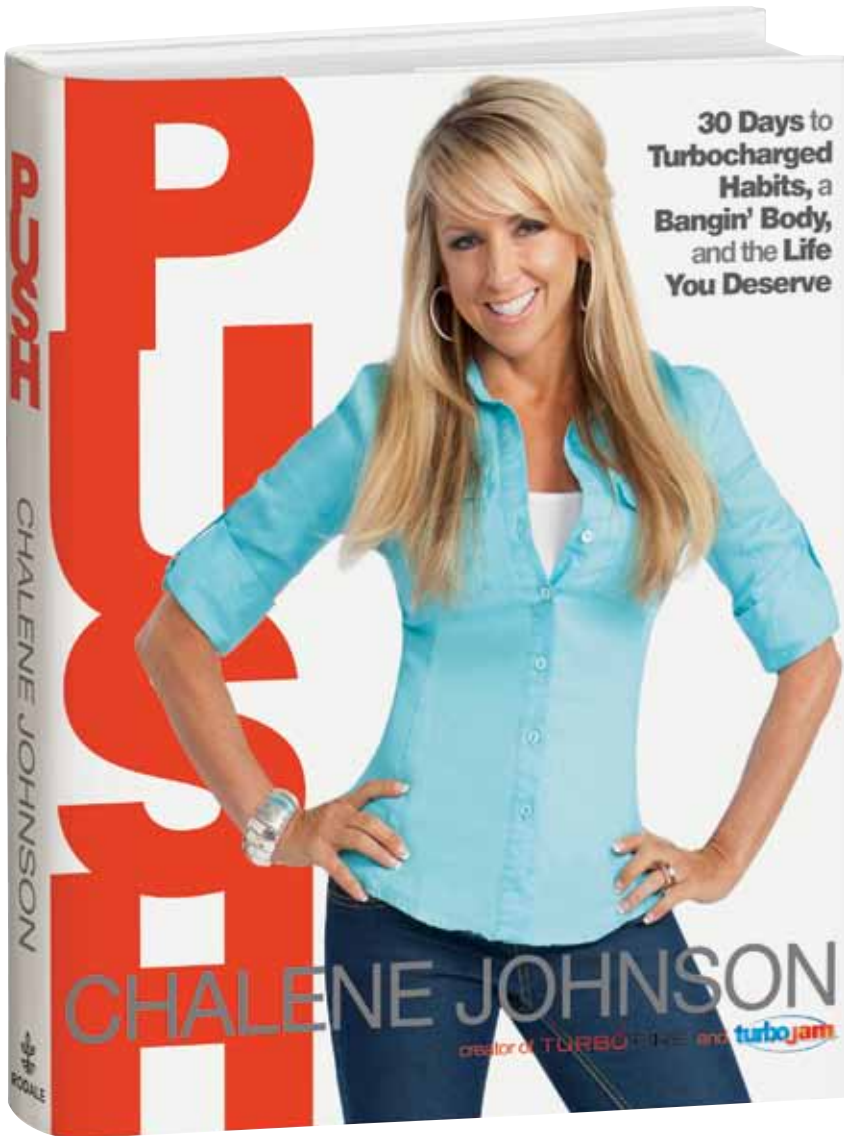
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# PUSH

## 30 Days to Turbocharged Habits, a Bangin' Body, and the Life You Deserve

CHALENE JOHNSON

**Fitness superstar Chalene Johnson creates a revolutionary 30-day system that will allow readers to transform their bodies, their diets, and their lives**

Chalene Johnson built a fitness empire from the ground up, selling over 6 million DVDs and helping legions of loyal fans shed pounds and transform their lives with her trademark enthusiasm and energy.

*PUSH*, Chalene's first book ever, distills the wisdom that has made her a fitness queen into a totally unique 30-day system that will help readers reset their priorities, get their lives together, and lose weight for good.

Chalene gives readers the life-changing tools they need to change their habits with 30 days of practical steps that include pinpointing goals, reverse engineering a course of action to achieve them, and kicking the clutter—whether that means junk food, draining exercise regimens, or toxic relationships. In one month, readers will learn how to create layers of accountability and support so that success is their only option.

Additionally, Chalene shares 30 ridiculously easy and delicious Throw-and-Go recipes that she (a self-confessed mess in the kitchen) created herself. And, of course, no book from Chalene would be complete without a workout! Chalene guides readers to find their *soul mate* workouts—the exercises they'll love for life and that will never feel like work. Finally, she gives readers the Bangin' Body Workout: the 30 moves they need for total body fitness—for life!

**CHALENE JOHNSON** is the star of the bestselling Turbo Jam and Turbo Fire DVDs and infomercials, produced and distributed by Beachbody. She lives in Laguna Beach, CA.

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## JANUARY

ISBN 978-1-60961-333-4

**HARDCOVER** \$26.99 / \$31.00 Can.

### DIET

7½" × 9½"

304 pages

75 color photographs

E-book ISBN: 978-1-60961-334-1

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online or mobile advertising
- Online publicity and promotions
- Social media campaign
- Tie-in with author's fitness seminars
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted on author's Web site, TurboKick.com

## JANUARY

ISBN 978-1-60961-331-0

PAPERBACK ORIGINAL \$18.99 / \$28.99 Can.

### HEALTHY LIVING

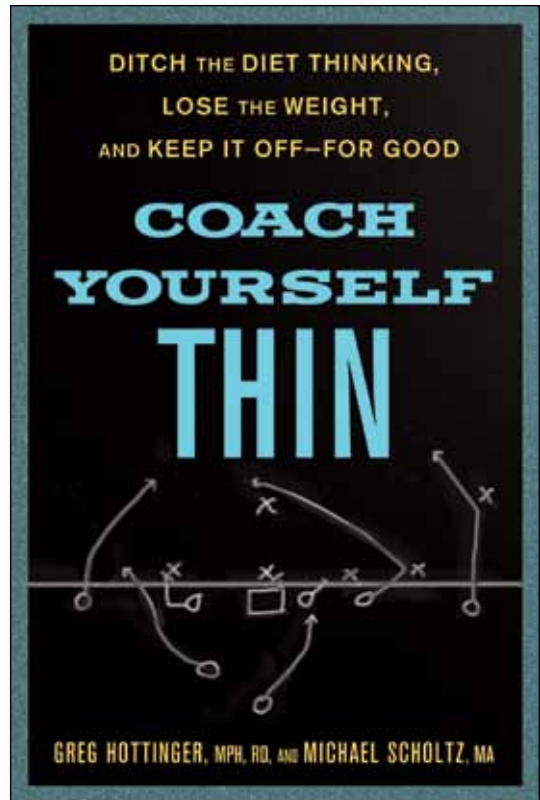
6" × 9"

272 pages

E-book ISBN: 978-1-60961-332-7

### MARKETING

- National radio interview campaign
- National print features and reviews
  - Online publicity and promotions
  - Promoted in Rodale magazines, e-newsletters, and Web sites
- Promotional support from TheBiggestLoserClub.com
- Local author publicity in North Carolina and Colorado
- Promoted on authors' Web site, NOVOWellness.com



## Coach Yourself Thin

**Ditch the Diet Thinking, Lose the Weight, and Keep it Off—For Good**

**GREG HOTTINGER, MPH, RD, AND MICHAEL SCHOLTZ, MA**

**A coaching plan that addresses the seven obstacles to weight loss and the psychological and behavioral triggers that block success**

Today dieters are more frustrated than ever before: Neither restrictive dieting nor simply aiming for a middle-of-the-road “diets don’t work” lifestyle has curtailed the obesity epidemic. As professional weight loss coaches, Hottinger and Scholtz have developed a new weight loss paradigm that has produced impressive results for the Biggest Loser Club online members.

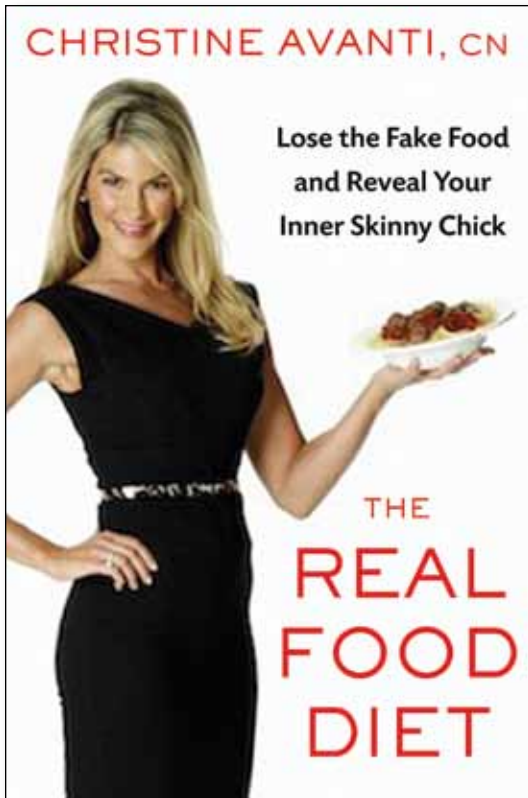
Their unique coaching strategy helps readers identify the obstacles that are sabotaging their weight loss and gives them Five Stepping Stones to Change: a series of physical, emotional, and social guidelines to help them break through their barriers.

*Coach Yourself Thin* will help readers lose weight by:

- **giving them a sound, nutritionally balanced weight loss plan**
- **creating personalized strategies**
- **creating a sustainable model for changing their habits and behaviors**

**GREG HOTTINGER, MPH, RD, AND MICHAEL SCHOLTZ, MA**, met at Duke University Diet and Fitness Center and later formed NOVO Wellness, a health and wellness consulting firm. They have played a key role in the creation of Web sites such as the Biggest Loser Club and Flat Belly Diet! Online. NOVO Wellness is based in North Carolina.





## JANUARY

ISBN 978-1-60961-308-2

HARDCOVER \$26.99 / \$31.00 Can.

### DIET

6" × 9"

336 pages

8 pages of color photographs

E-book ISBN: 978-1-60961-309-9

Also available: *Skinny Chicks Don't Eat Salads*

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Social media outreach via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted on author's Web site, ChristineAvanti.com

## The Real Food Diet

### Lose the Fake Food and Reveal Your Inner Skinny Chick

CHRISTINE AVANTI

***Skinny Chicks Don't Eat Salads* author Christine Avanti explains how women and men can control their appetites and lose weight by avoiding the fake and processed foods that are actually making them fatter**

Many women think that products labeled “fat-free,” “sugar-free,” or “lite” are the key to easy weight loss. The truth is that these so-called healthy packaged foods are filled with processed ingredients and chemicals that actually contribute to weight gain by causing us to overeat.

In *The Real Food Diet*, nutritionist Christine Avanti explains why a diet rich in all-natural produce, whole grains, and lean protein packed with the nutrients responsible for maintaining stable blood sugar levels and speeding up metabolism is by far the more effective option. Avanti draws on the latest research to provide guidelines for what and how often readers should eat to ensure that pounds are dropped—and offers specific meal plans, grocery lists, and a collection of flavorful recipes filled with fresh, seasonal ingredients.

A guide to eating real food in a factory-food world, a weight loss plan, and a real-food cookbook in one, *The Real Food Diet* will instruct and inspire readers to steer clear of fake food and eat the balanced, all-natural way we were designed to eat.

**CHRISTINE AVANTI** is a certified nutritionist, a graduate of West Lake Culinary Institute, and the nutrition director and executive chef at Passages rehabilitation center in Malibu, CA. She lives in Los Angeles.

## JANUARY

ISBN 978-1-60529-122-2

PAPERBACK ORIGINAL \$16.99 / \$19.50 Can.

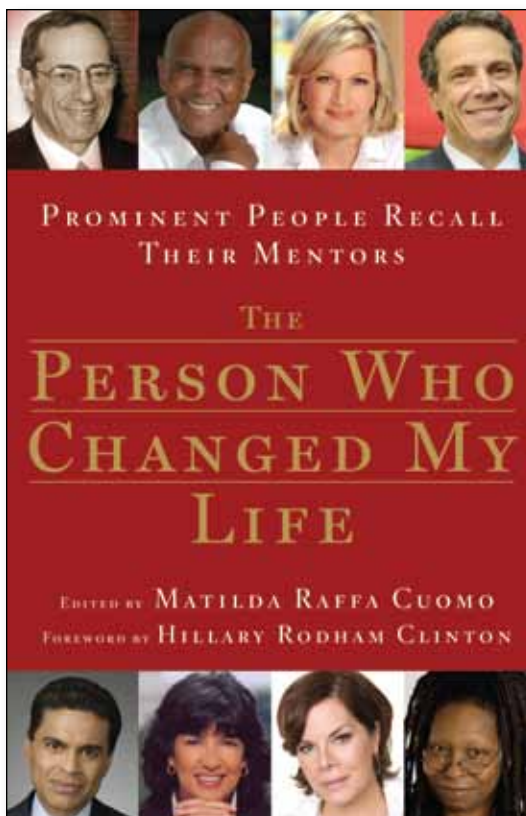
### INSPIRATION

5½" x 8⅞"

240 pages

### MARKETING

- Events with Mrs. Cuomo and contributors
  - Print feature campaign
- Online publicity and promotions



## The Person Who Changed My Life

Prominent People Recall Their Mentors

EDITED BY MATILDA RAFFA CUOMO

FOREWORD BY HILLARY RODHAM CLINTON

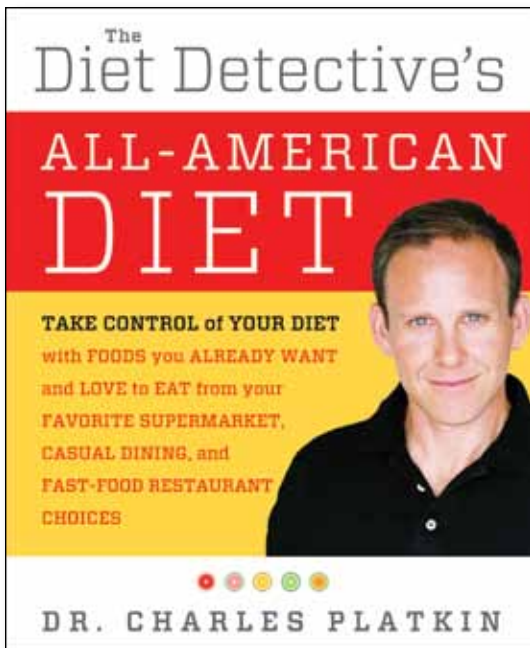
**An inspiring collection of essays from famous Americans about the lessons they learned from their mentors**

At some point in our lives, most of us have been affected by caring adults whose advice, guidance, and example made a difference. In *The Person Who Changed My Life*, individuals who have distinguished themselves in their fields write about the men and women who served as their mentors.

Among the contributors in this updated and expanded edition of Matilda Raffa Cuomo's first book are Hillary Rodham Clinton, Joe Torre, Rosie O'Donnell, Dr. Mehmet Oz, Nora Ephron, General Colin Powell, and many others. The contributors evoke the people who had a lasting influence on their personal and professional lives and, in the process, show how profoundly a mentor can impact the life of a young, or not so young, person.

The book includes a resource section for readers who are inspired to get involved and become mentors or help start mentoring organizations in their own communities. These moving stories by people who have excelled in their professions through hard work, perseverance, and, most important, the helpful assistance of others, demonstrate the long-lasting impact a mentor can have—and emphasize the importance of passing on the gifts our mentors give us.

**MATILDA RAFFA CUOMO** is the former First Lady of New York State. She established Mentoring USA, a national nonprofit organization dedicated to implementing mentor programs for at-risk children in grades K–8. Mrs. Cuomo lives in New York City.



## JANUARY

ISBN 978-1-60961-156-9

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

### DIET

7½" × 9½"

256 pages

600 color photographs

E-book ISBN: 978-1-60961-157-6

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media outreach via author
- Promoted in author's "Diet Detective" column
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, DietDetective.com

## The Diet Detective's All-American Diet

**Take Control of Your Diet with Foods You Already Want and Love to Eat from Your Favorite Supermarket, Casual Dining, and Fast-Food Restaurant Choices**

**DR. CHARLES PLATKIN**

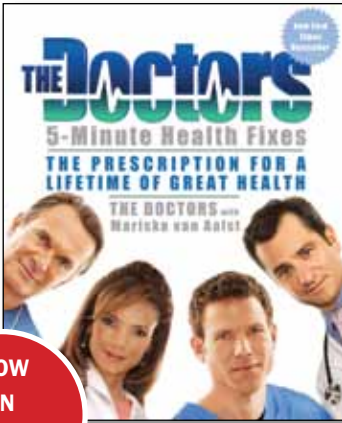
**An irresistibly easy diet plan made up of America's favorite foods, featuring color photos and accessible meal plans that empower readers to lose pounds and keep them off**

When it comes to diets, Americans want two things: ease of use and results. *The Diet Detective's All-American Diet* gives readers exactly what they need to lose weight without recipes, cooking, or calorie counting. Diet Detective Charles Platkin has done all the complicated nutrition math in advance, so readers merely pick and choose their meal plan from thousands of photos of regular foods available at their local stores and favorite chain restaurants.

Significantly less expensive, more accessible, and infinitely more practical than convenience eating programs like Jenny Craig or NutriSystem, *The Diet Detective's All-American Diet* operates according to the same proven principles of portion control, behavior change, and proper nutrition for effective weight loss. The book gives readers a mix-and-match Build-a-Meal program that shows them how to pick their breakfast, lunch, dinner, or snack from lists of thousands of popular brand-name foods available anywhere. It's that simple: Readers can simply go to the supermarket and start shedding pounds.

**CHARLES PLATKIN, PhD, MPH**, The Diet Detective, is one of the country's leading nutrition and public health advocates, whose syndicated health, nutrition, and fitness column, "The Diet Detective," appears in more than 100 daily newspapers and other media outlets. He lives in New York City.





## The Doctors 5-Minute Health Fixes

The Prescription for a Lifetime of Great Health

THE DOCTORS WITH MARISKA VAN AALST

In this *New York Times* bestseller, America's favorite doctors offer daily doses of smart medicine that add up to a lifetime of extraordinary health

“Known for their hit television show where they discuss topics from fertility to fat-burning foods, The Doctors are an engaging and entertaining group of four medical professionals who combine the personal expertise of a private practice with the fun and easy access of a television show. Their book, *The Doctors 5-Minute Health Fixes*, helps you improve your health, one 5-minute chunk at a time.” —DietsinReview.com

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PAPERBACK!

### JANUARY

ISBN 978-1-60961-374-7

PAPERBACK \$17.99 / \$19.99 Can.

#### HEALTH

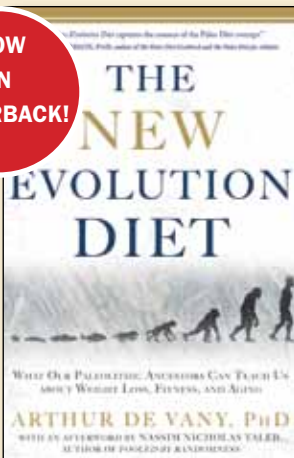
7½" × 9½" 352 pages

2-color throughout

E-book ISBN: 978-1-60529-109-3

#### MARKETING

- Print feature campaign
- Online publicity and promotions
- Promotional support across Rodale brands
- Ongoing promotional support from *The Doctors*



## The New Evolution Diet

What Our Paleolithic Ancestors Can Teach Us about Weight Loss, Fitness, and Aging

ARTHUR DE VANY, PhD

AFTERWORD BY NASSIM NICHOLAS TALEB

A plan from the grandfather of the Paleo lifestyle for reclaiming the vibrant health of our primitive ancestors by simulating their simple, healthy diet and lifestyle

“There’s a disconnect between how we were designed to live and the way we are now living. De Vany’s plan is all about closing that gap. *The New Evolution Diet* lays out an approach to food and exercise that feels intuitive.” —*The Daily Beast*

NOW  
IN  
PAPERBACK!

ARTHUR DE VANY, PhD, has appeared on PBS, NPR, and in the *New York Times* and other national media as an expert on the Paleo lifestyle. He lives in Washington, UT.

### JANUARY

ISBN 978-1-60961-376-1

PAPERBACK \$15.99 / \$18.50 Can.

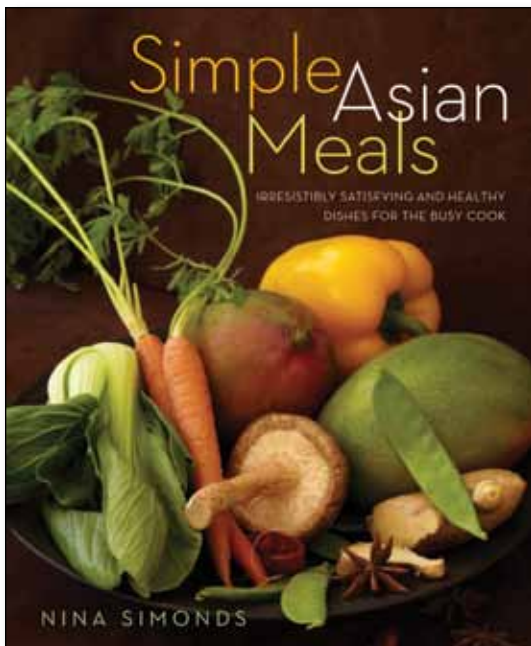
#### DIET

5½" × 8¼" 224 pages

E-book ISBN: 978-1-60961-635-9

#### MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media outreach via author



## JANUARY

ISBN 978-1-60529-322-6

**HARDCOVER** \$29.99 / \$34.50 Can.

### COOKING

7½" × 9½"

304 pages

50 color photographs

E-book ISBN: 978-1-60961-365-5

### MARKETING

- 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 on author's Web site, SpicesofLife.com

## Simple Asian Meals

**Irresistibly Satisfying and Healthy Dishes for the Busy Cook**

**NINA SIMONDS**

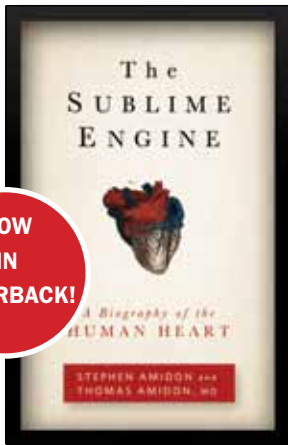
**From one of our nation's most respected authorities on Chinese cuisine comes a versatile and approachable collection of wholesome Asian dishes**

Once considered exotic, the flavors of Asia are now as close as the international aisle of every supermarket. Using only commonly available ingredients, award-winning cookbook author and Asian-food guru Nina Simonds creates easy, soothing, healthful meals that are masterpieces of simplicity.

In *Simple Asian Meals*, Simonds presents over 100 recipes for accessible Chinese, Japanese, Thai, and Vietnamese specialties—packed with fresh, seasonal ingredients and health-giving benefits from immune support to ease of digestion to cholesterol reduction. Almost all her dishes require only one pot to prepare, and to make meal preparation as manageable as possible, she also provides freezing and storing techniques, recipe variations for convenience and personal taste, and lists of basic staples readers should always keep on hand.

Colorful, comprehensive, and informed by Simonds's own culinary travels and memorable moments in Asia, *Simple Asian Meals* is every home chef's guide to creating exquisitely flavored Asian cuisine quickly and effortlessly.

**NINA SIMONDS** is one of the country's foremost authorities on Chinese cuisine and a bestselling author of 10 books on Chinese food and culture. She was a contributing editor at *Gourmet*, and her Web site, SpicesofLife.com, is now featured regularly in the food section of the *Daily Beast*. She lives in Massachusetts.



## The Sublime Engine

A Biography of the Human Heart

STEPHEN AMIDON AND THOMAS AMIDON, MD

A narrative history of our most essential organ, drawing on science, religion, and literature to tell the story of humankind's enduring fascination with the heart

*"The Sublime Engine is that rare book; so entertaining that its ability to educate seems effortless."* —*Publishers Weekly*, starred review

**STEPHEN AMIDON** is the author of six novels, including *The New City* and *Human Capital*.

**THOMAS AMIDON, MD**, has been cardiology section chief at Overlake Hospital in Bellevue, WA, and a clinical instructor at Washington University.

### JANUARY

ISBN 978-1-60961-379-2

PAPERBACK \$15.99 / \$18.50 Can.

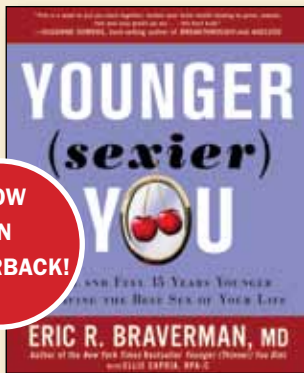
SCIENCE / HISTORY

5½" × 8⅞" 256 pages

E-book ISBN: 978-1-60961-727-1

#### MARKETING

- Print feature campaign
- Online publicity



## Younger (Sexier) You

Look and Feel 15 Years Younger by Having the Best Sex of Your Life

ERIC R. BRAVERMAN, MD, WITH ELLIE CAPRIA, RPA-C

Bestselling author and anti-aging expert Dr. Eric Braverman shows men and women how to achieve their most satisfying, vibrant sex lives at any age

*"Having sex more often won't just put a smile on your face—it'll put a smile on your face that looks 15 years younger. Braverman argues that having sex at least three times a week has age-reversing health benefits."*

**So just do it: Not only will having more sex make your life more fun, you'll have a longer life in which to enjoy it.** —Lisa Fayne Cohen, *Natural Health*

**ERIC R. BRAVERMAN, MD**, is a professor of integrative medicine at Weill Cornell Medical College and the director of the PATH Medical Center and PATH Foundation. He lives in New York City.

### FEBRUARY

ISBN 978-1-60961-351-8

PAPERBACK \$16.99 / \$18.99 Can.

HEALTH / SEXUALITY

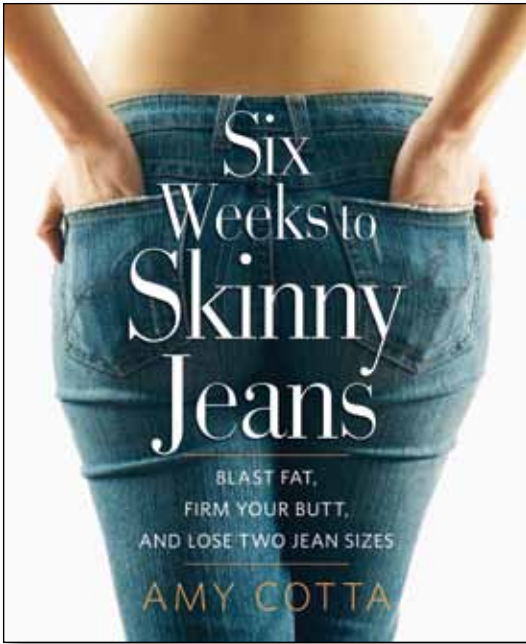
7¼" × 9⅞" 240 pages

E-book ISBN: 978-1-60961-725-7

Also available: *Younger (Thinner) You Diet*, *The Braverman Brain Advantage*

#### MARKETING

- Print feature campaign
- Online publicity
- Promoted on author's Web site, YoungerYouBook.com



## JANUARY

ISBN 978-1-60961-107-1

**HARDCOVER** \$24.99 / \$28.99 Can.

**DIET / FITNESS**

7½" × 9½"

272 pages

100 black-and-white photographs

E-book ISBN: 978-1-60961-366-2

### MARKETING

- National author publicity
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Local author publicity in Nashville
- Promoted through author's social media and Web sites, AmyCotta.com and TeamTriPink.com

## Six Weeks to Skinny Jeans

**Blast Fat, Firm Your Butt, and Lose Two Jean Sizes**

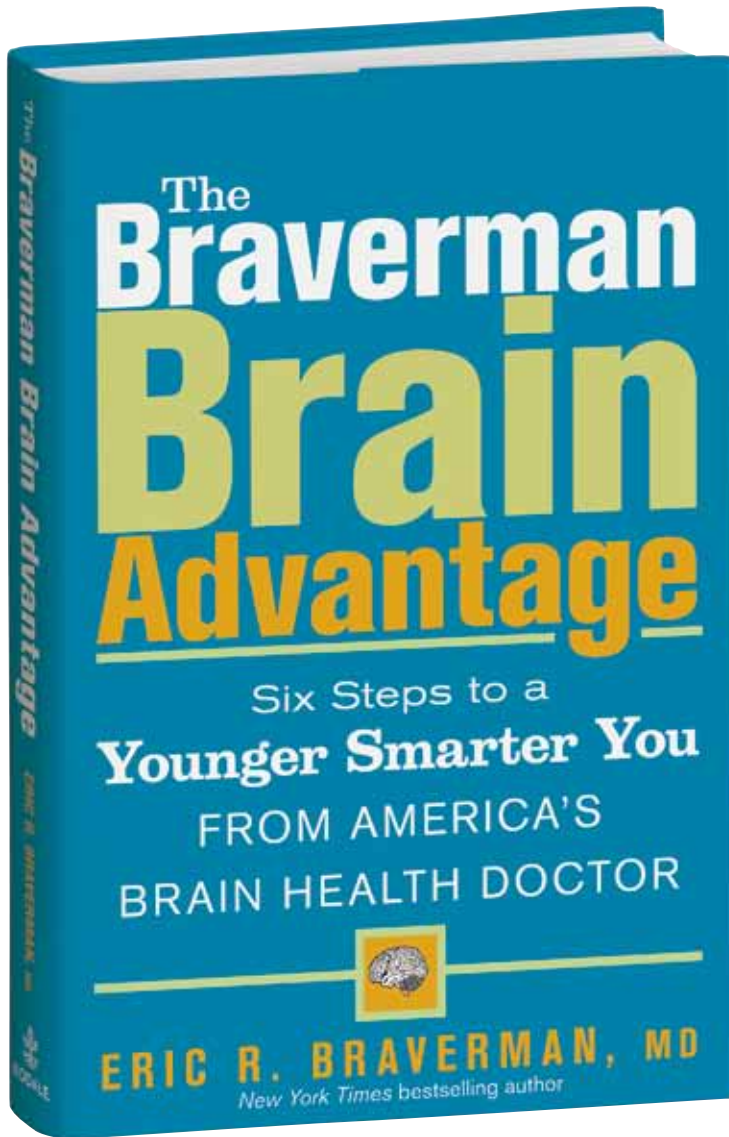
**AMY COTTA**

**A metabolism-revving, fat-blasting diet and fitness plan to help women lose up to two waist sizes and fit back into their skinny jeans—for good**

Every woman has a pair of trophy “skinny” jeans in her closet: a memento of days past, when she felt young, sexy, and fit. Now, with the help of personal trainer and fitness expert Amy Cotta, the time to zip those fabulous jeans back up has arrived. In *Six Weeks to Skinny Jeans*, Cotta shares the diet and exercise strategies she has used to stay in swimsuit-competition shape and help her clients slim down without fail. Her simple six-week program involves cutting fast-burning carbohydrates in the first three weeks to ignite weight loss, reintroducing them slowly afterward to continue to melt pounds, and taking on a cardio and strengthening system to blast fat, burn calories, and tone the hips, thighs, and core. To keep things fun and simple, Cotta includes food and fitness trackers, tasty recipes, and tips on everything from cleaning out the pantry to finding the right sports bra. Plus, readers will see real-life results: photos and testimonials from women who are back in their skinny jeans and loving it.

With tons of upbeat advice, action-packed strategies, and a clear, tangible weight loss goal with proven results, *Six Weeks to Skinny Jeans* gives readers the information and inspiration they need to take control of their workouts and their diets and truly feel great about their bodies.

**AMY COTTA** is a certified personal trainer, a fitness writer, and an exercise equipment inventor. She is the health expert on Nashville's morning show *Talk of the Town*. She lives in Tennessee.





# The Braverman Brain Advantage

## Six Steps to a Younger Smarter You from America's Brain Health Doctor

**ERIC R. BRAVERMAN, MD**

**From the *New York Times* bestselling author, a practical guide to boost your brainpower and recover your edge by balancing your brain chemistry**

While gray hair and wrinkles may be unwelcome if inevitable signs of the passing years, the memory loss, intellectual impairment, and mood swings that come with an aging *brain* can be truly devastating. According to bestselling author and anti-aging expert Dr. Eric Braverman, getting older does not have to mean becoming forgetful, clueless, or depressed—quite the opposite, in fact. Distilling his 35 years of research and clinical experience into an easy-to-follow protocol, Dr. Braverman explains how men and women can actually build new brain cells, becoming younger and smarter as they age. Readers will learn what to eat to stay focused, when to exercise to sharpen their memory, and how to organize their lifestyle to improve problem-solving skills—and discover the revolutionary hormone therapies and medications available to treat cognitive decline.

Having helped thousands take control of their hormones to maintain the physical and sexual vitality of their twenties and thirties, Dr. Braverman now presents a simple plan to help them protect and enhance youth's most prized possession: a vigorous, capable mind.

**ERIC R. BRAVERMAN, MD**, is a professor of integrative medicine at Weill Cornell Medical College and the director of the PATH Medical Center and PATH Foundation. He appears frequently in national media. He lives in New York City.

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## FEBRUARY

ISBN 978-1-60529-422-3

**HARDCOVER** \$25.99 / \$29.99 Can.

### SELF-HELP / AGING

6" × 9"

304 pages

15 black-and-white illustrations, 5 photographs

E-book ISBN: 978-1-60961-367-9

Also available: *Younger (Thinner) You Diet*,  
*Younger (Sexier) You*

### MARKETING

- National author publicity
- 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
- Promoted on author's Web site, YoungerYouBook.com

## FEBRUARY

ISBN 978-1-60961-162-0

**HARDCOVER** \$30.00 / \$34.50 Can.

### GARDENING

8" × 10"

256 pages

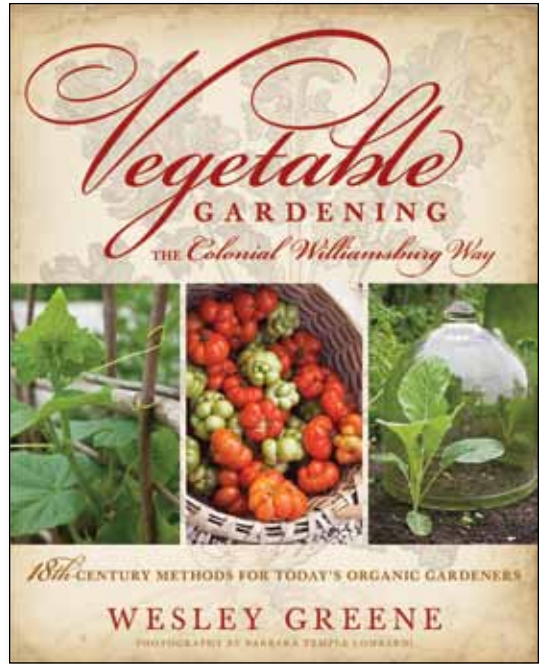
300 color photographs

50 color illustrations

E-book ISBN: 978-1-60961-163-7

### MARKETING

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



## Vegetable Gardening the Colonial Williamsburg Way

### 18th-Century Methods for Today's Organic Gardeners

**WESLEY GREENE**

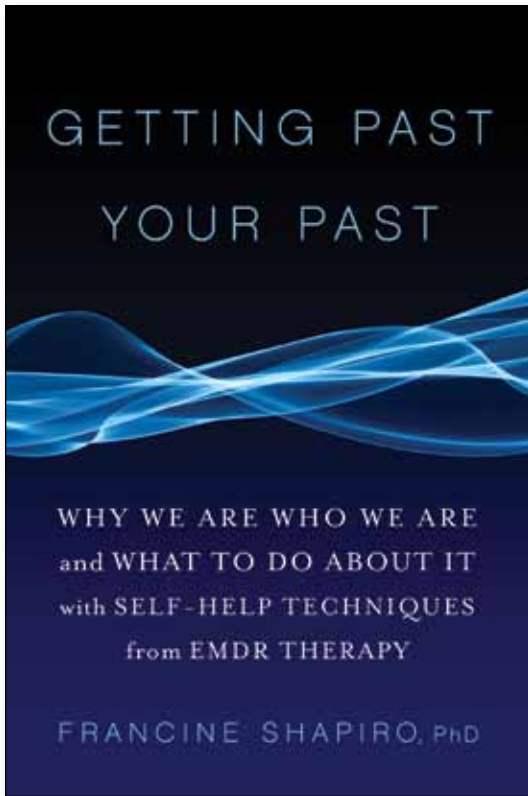
**PHOTOGRAPHY BY BARBARA TEMPLE LOMBARDI**

**From the nation's foremost historical preservation site comes a guide to traditional—and still relevant—methods and advice for planting and tending a productive vegetable garden**

In a colonial-style garden, the broccoli is purple and “turkey” cucumbers grow to three feet long; oiled paper predates plastic for sheltering spring plants; and fermenting manure warms the seedlings. Finding inspiration and value in 18th-century plants, tools, and techniques, the gardeners at Colonial Williamsburg have discovered that these traditional vegetable-growing methods are perfectly at home in today's modern organic gardens. After all, in the 18th century, organic gardening was the *only* type of gardening and local produce the only produce available.

Author Wesley Greene founded the Colonial Garden in Colonial Williamsburg's Historic Area in 1996. He and his colleagues have painstakingly researched the ways the colonists planted and tended their vegetable and herb beds, most of which are more relevant than ever. Along with historical commentary and complete growing instructions for 50 delicious vegetables, including colonial varieties still available today, gardeners and folklorists will find weather-watching guidelines, planting techniques, and seed-saving advice for legumes, brassicas, alliums, root crops, nightshades, melons, squash, greens, and other curious and tender produce.

**WESLEY GREENE** is the garden historian at Colonial Williamsburg, the 301-acre historic area that includes famed gardens and hundreds of historically furnished buildings. More than 100 million visitors have toured Colonial Williamsburg since 1932.



## MARCH

ISBN 978-1-59486-425-4

HARDCOVER \$26.99 / \$31.00 Can.

### SELF-HELP

6" × 9"

352 pages

E-book ISBN: 978-1-60961-368-6

### MARKETING

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

## Getting Past Your Past

### Why We Are Who We Are and What to Do about It with Self-Help Techniques from EMDR Therapy

FRANCINE SHAPIRO, PhD

**A totally accessible user's guide from the creator of a scientifically proven form of psychotherapy for healing ailments ranging from PTSD to minor anxiety and depression**

Whether we've experienced small setbacks or major traumas, we are all influenced by memories and experiences we may not remember or don't fully understand. When we are stuck, talk therapy often fails to produce the needed connections between the old emotional memory and a more grounded view of reality, and medications can have dire side effects and limited effectiveness.

In *Getting Past Your Past*, Francine Shapiro, who created EMDR (the "eye movement" therapy), opens the door to a scientifically proven mode of treatment used by thousands of clinicians worldwide. The book offers practical procedures that demystify the process and empower readers looking to break free from emotional roadblocks. Shapiro explains the brain science in layman's terms and provides simple exercises that readers can do at home to achieve real change.

**"I always came out of my EMDR therapist's office reeling (in a good way); and the things I learned have stayed with me and enriched my conscious mind. It's a powerful process. I recommend it."**

—from *The Noontday Demon* by Andrew Solomon

**FRANCINE SHAPIRO, PhD**, is the originator and developer of EMDR. She is a senior research fellow at the Mental Research Institute and executive director of the EMDR Institute. She lives in Sea Ranch, CA.

NOW  
IN  
PAPERBACK!



## Run!

### 26.2 Stories of Blisters and Bliss

DEAN KARNAZES

Amazing ultramarathoner Dean Karnazes's *New York Times* best-selling memoir takes readers inside the heart and mind of an athlete who pushes himself to the limits of physical achievement

"Running with Karnazes [is] like setting up one's easel next to Monet or Picasso." —*The New York Times*

"The undisputed king of the ultras, who has not only pushed the envelope but blasted it to bits." —*The Philadelphia Inquirer*

**DEAN KARNAZES** was named by *Time* magazine as one of the Top 100 Most Influential People in the World. A *New York Times* bestselling author, he has written for *Runner's World* and *Men's Health*. He lives in the San Francisco Bay area.

## MARCH

ISBN 978-1-60961-381-5

PAPERBACK \$15.99 / \$18.50 Can.

MEMOIR / RUNNING

5½" × 8⅞" 272 pages

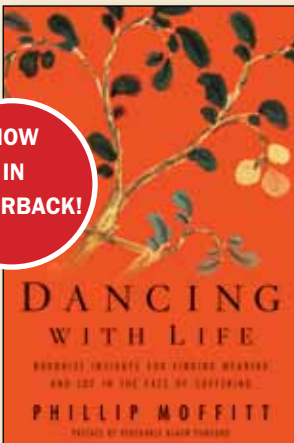
15 black-and-white photographs

E-book ISBN: 978-1-60961-343-3

### MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media outreach via author

NOW  
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PAPERBACK!



## Dancing with Life

### Buddhist Insights for Finding Meaning and Joy in the Face of Suffering

PHILLIP MOFFITT

Former editor-in-chief of *Esquire* magazine shows readers how to deal with personal suffering in positive ways in this insightful and original book of Buddhist philosophy and wisdom

"*Dancing with Life* is a classic teaching that is both profound and accessible. This is a book that will be on the reading lists for sincere Buddhist students for generations ahead." —Jack Kornfield, author of *A Path with Heart*

**PHILLIP MOFFITT** is the founder and president of the Life Balance Institute and an award-winning essayist who writes the "Dharma Wisdom" column for *Yoga Journal*. He lives in the San Francisco Bay area.

## APRIL

ISBN 978-1-60529-824-5

PAPERBACK \$16.99 / \$18.99 Can.

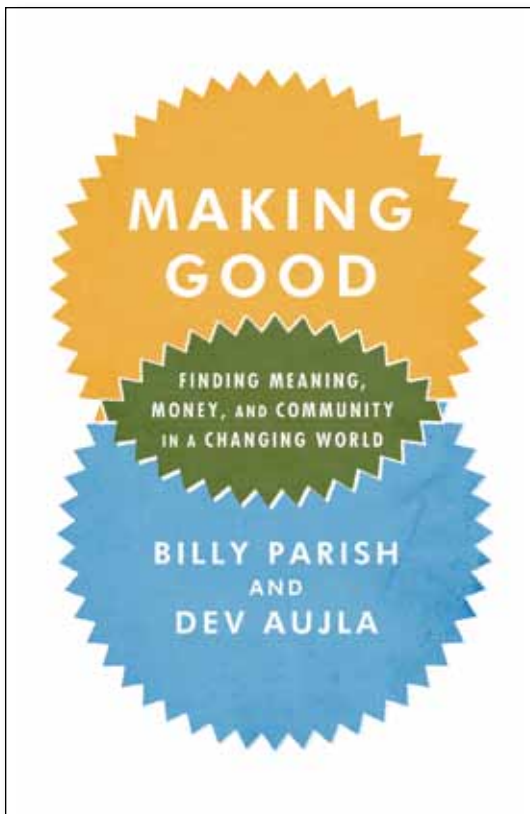
SPIRITUALITY

5½" × 8⅞" 336 pages

E-book ISBN: 978-1-60529-896-2

### MARKETING

- Online publicity and promotions



## MARCH

ISBN 978-1-60529-078-2

PAPERBACK ORIGINAL \$15.99 / \$18.50 Can.

### CAREERS

5½" × 8½"

256 pages

E-book ISBN: 978-1-60961-369-3

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Tie-in with authors' college speaking events
- Promoted through authors' social media and Web sites, BillyParish.com and DevAujla.typepad.com

## Making Good

### Finding Meaning, Money, and Community in a Changing World

**BILLY PARISH AND DEV AUJLA**

**Two prominent, brilliant young entrepreneurs offer a seminal handbook for navigating the emerging economy, finding opportunity in crisis, and building a successful and fulfilling career**

As we emerge from the recession, a generation is searching for practical answers about how to succeed and make positive change in the world. With real-life success stories and practical advice and exercises, *Making Good* outlines how to find opportunities to effect change and make money. These opportunities are not just for entrepreneurs and Fortune 500 companies: *Making Good* shows step-by-step how any person can achieve financial autonomy, capitalize on global changes to infrastructure, and learn from everyday success stories—providing the skills and insights this generation needs to succeed and build careers and lives of consequence.

Charismatic, young, and passionate, Billy Parish and Dev Aujla have been recognized in media outlets like *Vanity Fair*, *Salon*, and *Rolling Stone* as the voices of their generation. They are at the vanguard of figuring out how the next generation will rethink, reimagine, and rebuild the world around us. *Making Good* culls the knowledge that has allowed Billy and Dev to build thriving, meaningful careers into a book that will be *What Color Is Your Parachute?* for the Facebook generation.

**BILLY PARISH** dropped out of Yale University to cofound the Energy Action Coalition and grew it into the largest youth advocacy organization in the world working on the climate crisis. He lives in Flagstaff, AZ.

**DEV AUJLA** is the founder and executive director of DreamNow, a charitable organization that works with young people to develop, fund, and implement their social change projects. He lives in Toronto and New York.





Moved to Spring 2012

**APRIL**

ISBN 978-1-60961-160-6

**HARDCOVER** \$25.99 / \$29.99 Can.

**SCIENCE / CURRENT EVENTS**

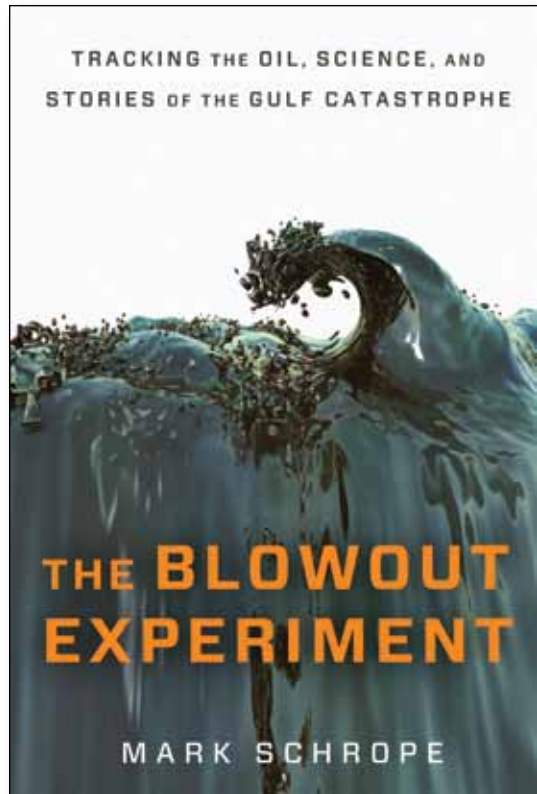
6" × 9"

288 pages

E-book ISBN: 978-1-60961-161-3

**MARKETING**

- NPR interview campaign
- National print features and reviews
  - Op-ed page campaign
- Online publicity and promotions



## The Blowout Experiment

Tracking the Oil, Science, and Stories of the Gulf Catastrophe

**MARK SCHROPE**

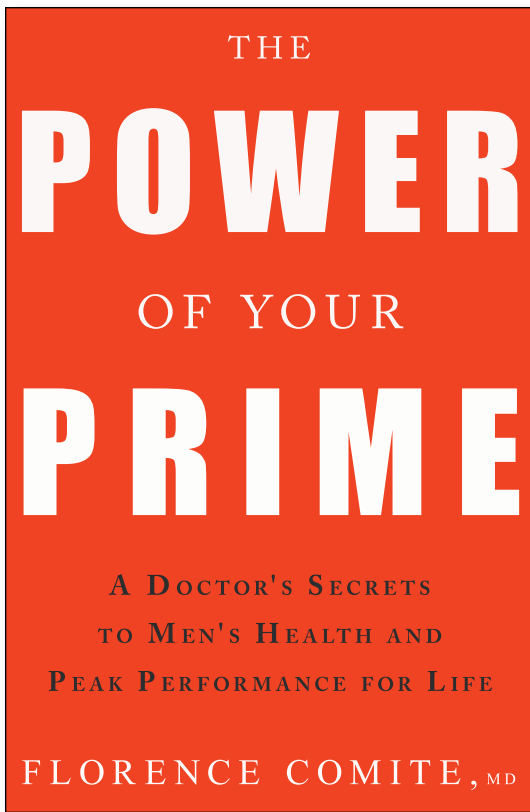
**The riveting story of the Deepwater Horizon blowout, by one of our most respected science journalists**

At about 10 p.m. on April 20, 2010, one of the largest and most advanced offshore oil-drilling rigs on the planet exploded in flames. The Deepwater Horizon now sits on the seafloor 5,000 feet below. The oil industry had fought hard to successfully convince the public that offshore drilling was so safe that expansion efforts could proceed with only negligible environmental concern. We all know now that's not true.

Mark Schrope, a science journalist with degrees in biology and chemical oceanography, has investigated every aspect of the story that continues to make headlines around the world. He was the first reporter aboard a research vessel in the spill zone and the first to take an airplane flight around the Gulf as scientists dropped sensors to determine the oil's movements. He traveled around Louisiana beaches and marshes in his own boat to experience the early effects of oil on shore and meet the people most affected, and he even visited remote parts of Mexico to study the aftermath of a past oil spill.

At its heart, the story behind Deepwater Horizon is one of science and technology—much of which was either poorly reported or poorly understood. *The Blowout Experiment* weaves the science with the human and animal devastation to answer the question: What really happens when millions of barrels of oil spew into the deep sea?

**MARK SCHROPE** has written ocean-focused articles for magazines ranging from *Popular Science* to *Outside* to *Sport Diver*. He received a master's degree in chemical oceanography from Florida State University. He lives in Florida.



## APRIL

ISBN 978-1-60961-101-9

**HARDCOVER** \$24.99 / \$28.99 Can.

### FITNESS

5½" × 8¼"

288 pages

E-book ISBN: 978-1-60961-370-9

### MARKETING

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

## The Power of Your Prime

### A Doctor's Secrets to Men's Health and Peak Performance for Life

**FLORENCE COMITE, MD**

**A pioneer in age-management medicine shows how a cutting-edge nutritional, fitness, and hormonal makeover can help men regain the prime of their mid-twenties**

As a man ages, a slow decline takes root that, day-to-day, is imperceptible. Suddenly he looks in the mirror and sees fat around his middle. His energy is down, his mind is dull, and his libido has evaporated. What happened? "Oh, you're just getting older, get used to it," people tell him—even his doctor!

Dr. Florence Comite says any man can manage and reverse the aging process to optimize his health—and *The Power of Your Prime* shows how. Dr. Comite tells readers everything she knows about how they can get back what they've lost, restore vitality and health, prevent (and even reverse) disease, and feel better than they ever have before. Readers will learn how to:

- **raise testosterone, rebuild muscle, and improve athletic performance even as they age**
- **cut through the static about "controversial" anti-aging hormone therapies such as testosterone, human growth hormone, and HCG (human chorionic gonadotropin)**
- **adopt a simple eating plan that emphasizes optimal fuel for raising testosterone, firing up metabolism, and boosting their immune system**

**FLORENCE COMITE, MD**, is one of the leading minds in age-management medicine. She is a graduate and faculty member of Yale Medical School and lives and practices in New York City.



**#1 New York Times Bestseller!**

**APRIL**

ISBN 978-1-60961-382-2

PAPERBACK \$16.99 / \$18.99 Can.

**BUSINESS / MEMOIR**

6" × 9"

384 pages

16-page color insert

Hardcover ISBN: 978-1-60529-288-5

E-book ISBN: 978-1-60961-346-4

**MARKETING**

- Ongoing promotional support from Starbucks
  - Print feature campaign
  - Online publicity and promotions



## Onward

### How Starbucks Fought for Its Life without Losing Its Soul

HOWARD SCHULTZ WITH JOANNE GORDON

**In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback**

In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In *Onward*, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity.

**“Personal, suspenseful, and surprisingly open . . . [Schultz’s] sequel to the founding of Starbucks is grittier, more gripping, and dramatic, and his voice is winning and authentic. This is a must-read for anyone interested in leadership, management, or the quest to connect a brand with the consumer.”**

—*Publishers Weekly*, starred review

**“Through the lens of his personal leadership journey, with all of its dizzying ups and agonizing downs, Howard Schultz has written, with aching honesty and passion, the single most important book on leadership and change for our time and for every generation of leaders.”** —Warren Bennis, Distinguished Professor of Business, University of Southern California, and author of *Still Surprised: A Memoir of a Life in Leadership*

**HOWARD SCHULTZ** is the chairman, president, and CEO of Starbucks and the author of the *New York Times* best-seller *Pour Your Heart Into It*.

**JOANNE GORDON** is a former *Forbes* writer and contributing editor who has spent more than a decade profiling companies and business leaders for numerous publications and five previous books.



**RODALE**

**Fall 2011**

**New releases from the Rodale brands:**

**Bicycling**

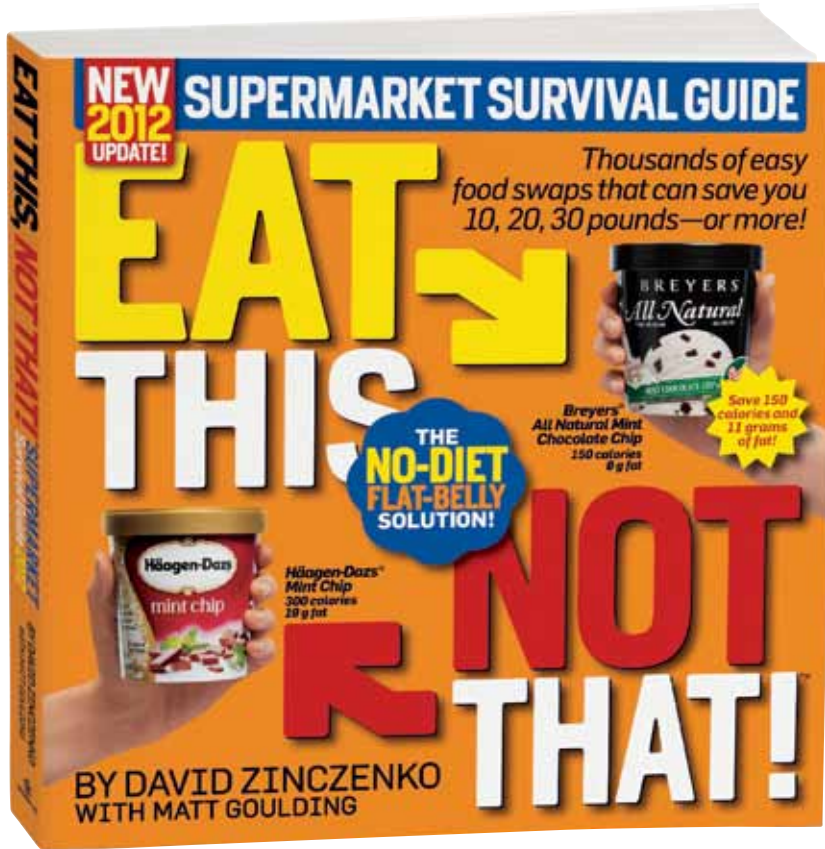
**Men'sHealth**

**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!*

*Eat This, Not That! 2012*

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

*Eat This, Not That! for Kids!*

*The Eat This, Not That! No-Diet Diet*

*Eat This, Not That! Restaurant Survival Guide*



# Eat This, Not That! Supermarket Survival Guide, Expanded and Updated Edition

The No-Diet Flat-Belly Solution!

DAVID ZINCZENKO WITH MATT GOULDING

The latest book in the bestselling franchise is now fully updated with easy swaps to help readers choose the most healthful foods at the grocery store—and shed pounds fast!

With more than 50,000 food products in the average supermarket, it's no wonder shoppers feel confused and overwhelmed. How do they know what to buy to eat healthier and avoid packing on pounds? And as food prices skyrocket, how do consumers know they're getting the best deals?

Luckily they have *Eat This, Not That! Supermarket Survival Guide*, the ultimate authority on packaged foods, produce, and dairy and meat products found in our supermarkets. Newly revised and updated with all-new nutrition facts and information, this expanded edition acts as a trusted bodyguard, steering buyers away from nutritional danger zones and protecting them with the power of knowledge. On every page, readers will find easy-to-follow tips and nutrition facts that help them make the best choices for cutting calories, shedding pounds, and even saving money!

The book's easy-to-carry format and highly visual design make it a perfect companion for the purse or shopping cart. And the information inside, based on extensive research and market reporting, will finally put the shopper in control of his or her family's diet and health.

**DAVID ZINCZENKO**, editor-in-chief of *Men's Health* magazine, is the author of the *New York Times* bestsellers *The Abs Diet* and *The Abs Diet for Women* and the *Eat This, Not That!* series. He is a regular contributor to the *Today* show, and he lives in New York City.

**MATT GOULDING** is a *Men's Health* contributor and former professional cook. He lives in Allentown, PA.

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## JANUARY

ISBN 978-1-60961-241-2

PAPERBACK ORIGINAL \$19.99 / \$21.99 Can.

DIET / HEALTH

6½" × 6½"

368 pages

400 color photographs

E-book ISBN: 978-1-60961-242-9

### MARKETING

- Confirmed feature in *Men's Health*
- National author publicity
- Online or mobile advertising
- National radio interview campaign
- Print feature campaign
- 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
- Simultaneous online direct-marketing campaign
- Floor displays (ISBN 978-1-60961-336-5, \$239.88/\$269.88 Can.)



## JANUARY

ISBN 978-1-60529-136-9

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6" × 9"

336 pages

50 black-and-white photographs

E-book ISBN: 978-1-60961-247-4

### MARKETING

- National author publicity
- National radio interview campaign
  - Print feature campaign
- Online publicity and promotions
- Promotional support from *Men's Health*, *MensHealth.com*, *Women's Health*, and *WomensHealthMag.com*
  - Print feature campaign
- Direct marketing campaign began in Winter 2011

**STEPHEN PERRINE** is an editor-at-large of *Men's Health* and the former editor-in-chief of *Best Life*. He lives in New York City.

## JANUARY

ISBN 978-1-60529-245-0

HARDCOVER \$25.99 / \$29.99 Can.

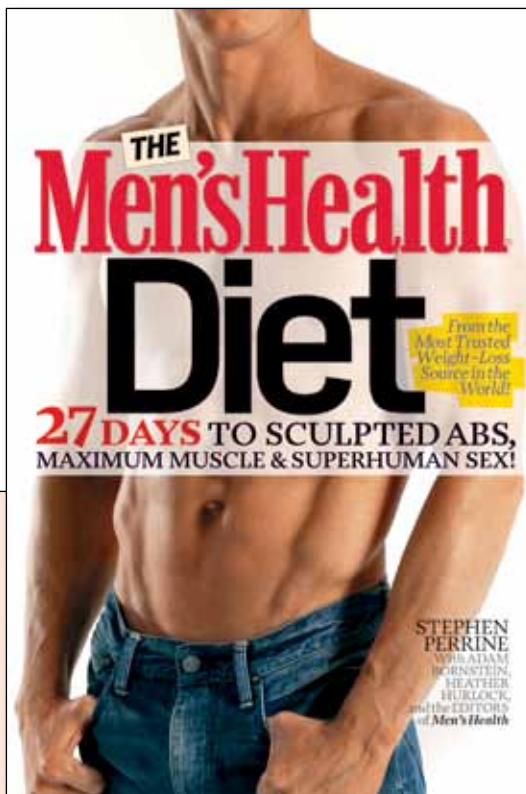
DIET

6" × 9"

336 pages

50 black-and-white photographs

E-book ISBN: 978-1-60961-246-7



## The Men's Health Diet

**27 Days to Sculpted Abs, Maximum Muscle & Superhuman Sex!**

**STEPHEN PERRINE WITH ADAM BORNSTEIN, HEATHER HURLOCK,  
AND THE EDITORS OF *MEN'S HEALTH***

**From the most trusted weight loss source in the world, the ultimate guide to getting a hard body and lean belly**

For more than 20 years, *Men's Health* has been America's number one source of health, fitness, and weight loss information. They've tested every workout, chowed down on every food, and consulted the top exercise and nutrition experts in the world. Now, this valuable expertise is boiled down into one plan that will revolutionize weight loss: *The Men's Health Diet* is a proven program backed by cutting-edge research that works with a reader's body to build muscle and shed pounds—in just 27 days!

This unique program is built around 7 supersimple Rules of the Ripped—scientifically proven, breakthrough strategies that often run counter to standard “diet” advice (like Rule #7: Eat whatever you want at least 20 percent of the time!). Built around eight “Fast & Lean” superfood groups, *The Men's Health Diet* is so easy, so effective, readers can't help but turn fat into muscle and stay strong and lean for life!

Features include: 101 Tips That Will Change Your Life in 10 Seconds or Less; The *Men's Health* Muscle System exercise plan; and the 250 Best Foods for Men. Packed with easy-to-prepare recipes, hundreds of helpful tips, and weekly workout plans, this is the ultimate secret weapon for a stronger, leaner, more muscular body.

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## The Women's Health Diet

**27 Days to Sculpted Abs, Hotter Curves & Mind-Blowing Sex!**

**STEPHEN PERRINE WITH LEAH FLICKINGER  
AND THE EDITORS OF *WOMEN'S HEALTH***

**From the most trusted weight loss experts in the world, the ultimate guide to getting a lean belly and slim, sexy body**

Inside every woman's body, there's a battle going on: a battle between lean, toned muscle and soft, flabby fat. Now, the experts at *Women's Health* give readers the final word on winning that battle and staying fit and trim for life. They've boiled down the most authoritative health, fitness, and nutrition advice into one simple, effective, life-altering plan. Backed by groundbreaking research, *The Women's Health Diet* is a proven program that actually works with a reader's body to build lean muscle and burn stubborn belly fat—in just 27 days!

This unique philosophy, built around 8 superfood groups, combines an indulgent diet with a simple exercise program for rapid and effortless weight loss from the belly, hips, and thighs. Just follow the Secrets of the Slim—7 simple strategies that are often surprising and even humorous, like Secret #2: I Will Never Eat the World's Worst Breakfast (hint: with this plan, even ice cream can be breakfast!). Even if you only follow the Seven Secrets 80 percent of the time, you can't help but stay lean!

Features include: The *Women's Health* Fast-Track Tone Up Plan; Complete Guide to the Female Body in Your 20s, 30s, 40s, and Beyond; and the 250 Best Foods for Women. Packed with delicious recipes, hundreds of helpful tips, and weekly workout plans, this is the ultimate guide to a slimmer, sexier body.



## JANUARY

ISBN 978-1-60961-375-4

PAPERBACK \$17.99 / \$19.99 Can.

### DIET

8" × 8"

448 pages

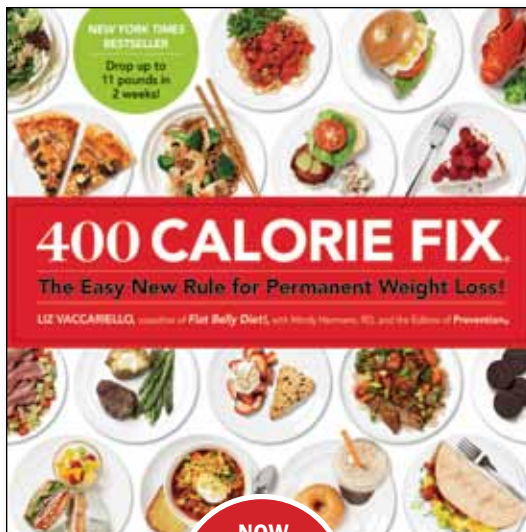
700 color photographs

E-book ISBN: 978-1-60961-814-8

Also available: *400 Calorie Fix Cookbook*

### MARKETING

- Print feature campaign
- Online publicity and promotions
- Ongoing promotional support from Prevention.com



NOW  
IN  
PAPERBACK!

## 400 Calorie Fix

The Easy New Rule for Permanent Weight Loss!

LIZ VACCARIELLO WITH MINDY HERMANN, RD, AND THE EDITORS OF  
*PREVENTION* MAGAZINE

**A *New York Times* bestseller in hardcover, *400 Calorie Fix* helps readers find ideal portions—anywhere and everywhere—so that ballooning calorie counts don't inflate their waistslines**

The latest research shows that controlling calories is consistently the most successful weight loss method. Of course, counting calories is nothing new. But only 15 percent of us know how many calories we should eat to maintain a healthy weight. Most of us don't know how many calories are in the foods we eat. And most of us don't really want to have to count calories.

*400 Calorie Fix* makes it easy to spot and control calories, with no banned ingredients, no magic foods, and no complicated rules. Readers learn how to eat with the 400 calorie “lens”—the essential tool they need to assess portion sizes for all types of food at a glance.

“I never really felt like I was on a diet. I was really surprised that I could lose weight while eating real food,” said Sandi Hill, who lost 11 pounds during the *400 Calorie Fix*'s 2 Week Quick Slim. “I always felt satisfied, and it didn't feel like I was making too many sacrifices.”

**LIZ VACCARIELLO** is the former editor-in-chief of *Prevention*, and coauthor of the *New York Times* bestseller *Flat Belly Diet!* She resides in South Orange, NJ.

**MINDY HERMANN, RD,** is a nutritionist, author, and food expert. She lives in Westchester County, NY.

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



## JANUARY

ISBN 978-1-60961-048-7

**HARDCOVER** \$26.99 / \$31.00 Can.

### DIET

6½" × 9⅞"

320 pages

47 black-and-white photographs

E-book ISBN: 978-1-60961-029-6

### MARKETING

- National author publicity
- National radio interview campaign
- Print feature campaign
- Online publicity and promotions
- Promotional support from *Prevention* and Prevention.com
- Promoted across Rodale syndication partners
- Major direct-mail marketing campaign began in Winter 2011

## The Active Calorie Diet

**Eat More, Burn More, Lose More with Our Breakthrough 4-Week Program**

**LESLIE BONCI, RD, WITH SELENE YEAGER AND THE EDITORS OF PREVENTION MAGAZINE**

### A plan to stop counting calories and start making them count

Not all calories are created equal—some provide the body with more “active” energy; some are more likely to go straight into fat storage. *The Active Calorie Diet* teaches readers how to differentiate the active calories (think: apples) from the lazy calories (think: apple pies), in an easy-to-follow weight loss program. Active calories stimulate the body to work harder to digest them. Readers will stimulate fat burning and maximize weight loss by following the “CHEW factor”—eating foods that are Chewy, Hearty, Energizing, and Warming. A recent study revealed that eating foods that were more difficult to chew resulted in slimmer waistlines. *The Active Calorie Diet* combines whole, chewy foods like steak with hearty foods like potatoes (that are filling), energizing foods like dark chocolate (that help burn fat), and warming foods like salsa (that boost metabolism).

Coupled with more than 100 quick meals and recipes, *The Active Calorie Diet* allows readers to eat more, eat regularly, and eat real foods—and still lose up to 14 pounds in one month!

**LESLIE BONCI, RD**, is a registered dietitian who practices in Pittsburgh, PA.

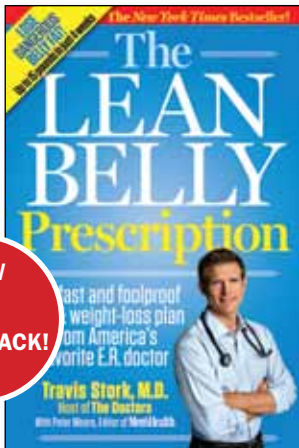
**SELENE YEAGER** is a professional health and fitness writer and certified personal trainer who lives in Lehigh Valley, PA.

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





NOW  
IN  
PAPERBACK!



## The Lean Belly Prescription

The Fast and Foolproof Diet & Weight-Loss Plan from America's Top Urgent Care 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

"When it comes to having the firm, lean belly you've always wanted, this book might just be the final word." —David Zinczenko, 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."

### JANUARY

ISBN 978-1-60961-377-8

PAPERBACK \$15.99 / \$18.50 Can.

#### DIET

6" × 9" 288 pages

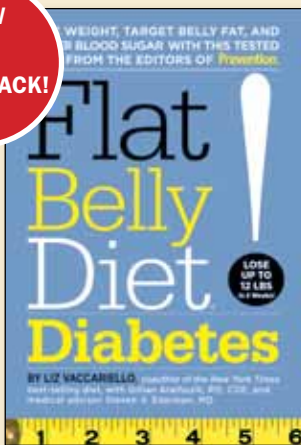
121 black-and-white photographs

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

NOW  
IN  
PAPERBACK!



## Flat Belly Diet! Diabetes

Lose Weight, Target Belly Fat, and Lower Blood Sugar with This Tested Plan from the Editors of *Prevention*

LIZ VACCARIELLO WITH GILLIAN ARATHUZZIK, RD, CDE, AND MEDICAL ADVISOR STEVEN V. EDELMAN, MD

Diabetes-friendly edition of the *New York Times* bestselling *Flat Belly Diet!*

"I have more energy and stamina! I'm down to my lowest weight ever," said Phil Hernandez, who finished the Flat Belly Diet Diabetes program over 11 pounds lighter and with healthy blood sugar levels. He added, "Some diets depend on highly processed foods. But this one is all about real food."

LIZ VACCARIELLO is the former editor-in-chief of *Prevention*, the nation's #1 healthy lifestyle magazine, and coauthor of the *New York Times* bestseller *Flat Belly Diet!* She resides in South Orange, NJ.

### MARCH

ISBN 978-1-60961-380-8

PAPERBACK \$16.99 / \$18.99 Can.

#### HEALTH

6½" × 9½" 408 pages

8 page color insert

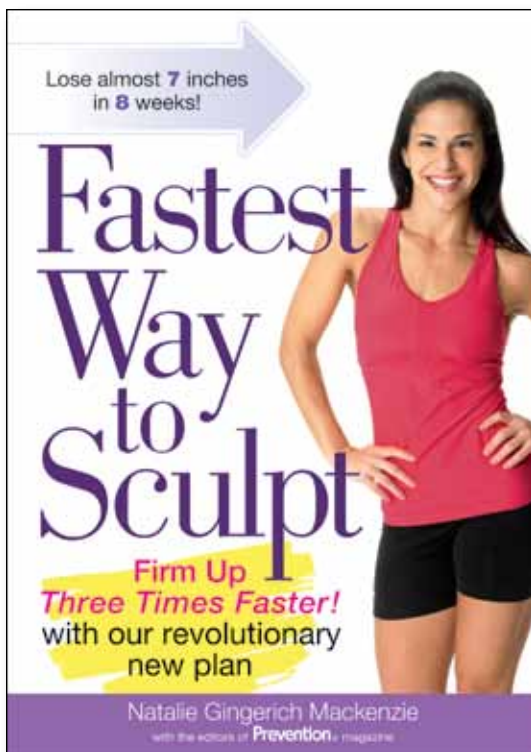
E-book ISBN: 978-1-60961-340-2

#### MARKETING

- Print feature campaign
- Ongoing promotional support from Prevention.com and FlatBellyDiet.com

Also available: *Flat Belly Diet!*, *Flat Belly Diet! Cookbook*, *Flat Belly Diet! Family Cookbook*, *Flat Belly Diet! for Men*, *Flat Belly Diet! Journal*, *Flat Belly Diet! Pocket Guide*





## FEBRUARY

ISBN 978-1-60961-742-4

PAPERBACK ORIGINAL \$18.99 / \$21.99 Can.

### FITNESS

6½" × 9⅛"

368 pages

112 black-and-white photographs

E-book ISBN: 978-1-60961-244-3

### MARKETING

- National radio interview campaign
- Print feature campaign
- Promotional support from *Prevention* and *Prevention.com*
- Promoted on author's Web site, *NatalieGingerich.com*
- Simultaneous direct-mail marketing campaign

## Fastest Way to Sculpt

**Firm Up Three Times Faster! With Our Revolutionary New Plan**

**NATALIE GINGERICH MACKENZIE**

**WITH THE EDITORS OF *PREVENTION* MAGAZINE**

***Prevention's* supersimple, ultrafast, and surefire way to help readers tone and sculpt their bodies to perfection in just 8 weeks**

Health and fitness experts have long trumpeted the importance of strength training to lose weight and tone trouble spots for a top-notch physique. But many women have been intimidated by the time and equipment needed to reap these benefits. Now, *Prevention* has brought together top fitness experts and the latest scientific research to create an eight-week success program that's been proven to be up to three times more effective than traditional weight training.

*Prevention* partnered with Ithaca College in a strength-training study combining dumbbells and resistance bands in an easy and effective body-sculpting workout. And *Fastest Way to Sculpt* comes equipped with an easy-to-follow cardio routine and an optional (yet optimal) eating plan to help readers tighten trouble areas while simultaneously shedding pounds and boosting energy—in just 30 minutes a day! This achievable plan fits into anyone's schedule and can be done at home or on the go.

**NATALIE GINGERICH MACKENZIE** is an American Council on Exercise certified personal trainer and a regular writer and editor for magazines like *Prevention*, *Self*, *Fitness*, and *Runner's World*. She lives in Syracuse, NY.

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



**MARCH**

ISBN 978-1-60961-234-4

PAPERBACK ORIGINAL \$26.99 / \$31.00 Can.

**HEALTH**

7½" × 9⅛"

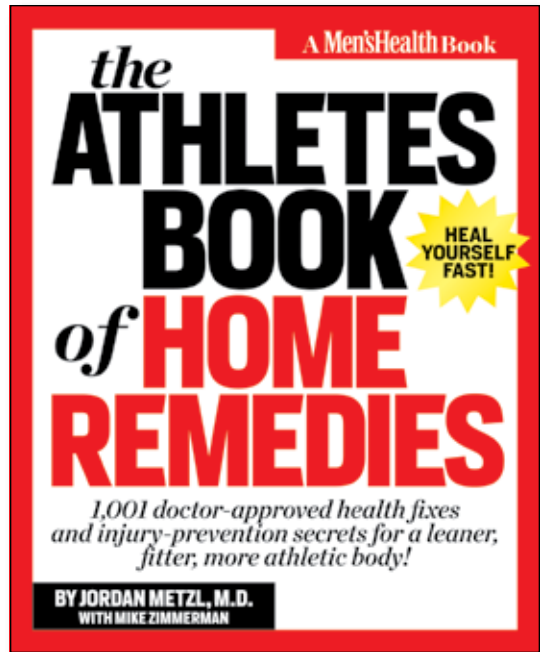
496 pages

350 color photographs

E-book ISBN: 978-1-60961-235-1

**MARKETING**

- **Confirmed excerpt in *Men's Health***
  - National author publicity
- National print features and reviews
  - Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Major online direct-marketing campaign



## The Athletes Book of Home Remedies

**1,001 Doctor-Approved Health Fixes and Injury-Prevention Secrets for a Leaner, Fitter, More Athletic Body!**

**JORDAN METZL, MD, WITH MIKE ZIMMERMAN**

**Quick fixes and effective home remedies for runners, bikers, skiers, golfers—and all types of athletes—to get them back in the game fast**

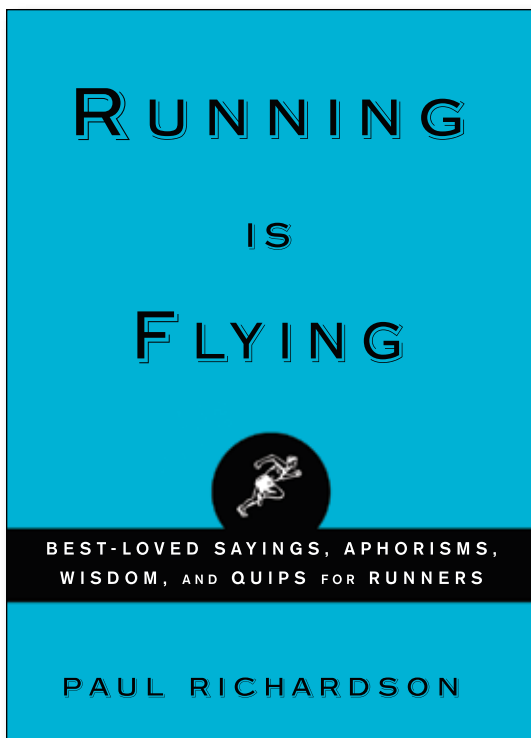
From casual joggers to competitive triathletes, high school footballers to aging weekend warriors, tens of millions of Americans enjoy—and get injured enjoying—sports and fitness activities. (High school athletics alone result in more than 2 million injuries a year!) Now, the hobbled masses have an authoritative guide to healing themselves: *The Athletes Book of Home Remedies*.

This comprehensive guidebook for fitness buffs and sports enthusiasts empowers readers to self-diagnose and self-treat chronic and acute aches and pains—from shin splints and sprains to athlete's foot—and provides medically sound advice on preventing injuries.

A doctor-designed, get-back-in-shape workout and diet plan accompanies this head-to-toe diagnostic manual, ensuring that readers will build stronger, leaner, healthier bodies—for life!

**JORDAN METZL, MD**, is a nationally known sports medicine physician at New York City's Hospital for Special Surgery. He appears regularly on *New York Magazine's* esteemed Top Doctors list. He has competed in several Ironman triathlons and resides in New York City.

**MIKE ZIMMERMAN** is a contributing editor to *Men's Health* and coauthor of *The Men's Health Big Book of Food & Nutrition* and *The Impact! Body Plan*.



## MARCH

ISBN 978-1-60961-221-4

HARDCOVER \$17.99 / \$19.99 Can.

SPORTS / RUNNING

5" × 7"

128 pages

75 color illustrations

E-book ISBN: 978-1-60961-226-9

### MARKETING

- Confirmed excerpt in *Runner's World*
- National print features and reviews
- Promotional support from *Runner's World* and RunnersWorld.com
- Timed to release for marathon season

## Running Is Flying

Best-Loved Sayings, Aphorisms, Wisdom, and Quips for Runners

PAUL RICHARDSON

**An elegant collection of illustrated inspirations for a running life**

Every runner hits a wall of discouragement and fatigue at some point in his or her training, whether it arrives at Mile 20 of a marathon or Mile 1 of a 5-K. When that wall comes, nothing inspires athletes to push past it more effectively than wisdom from someone who's been there. Paul Richardson, a lifelong runner with hundreds of miles logged, culls his observations into delightful quips, aphorisms, and meditations to motivate and boost the confidence of runners everywhere.

*Running Is Flying* breathes fresh life into notions common to runners. It is well known, for example, that both feet are frequently fully off the ground when running; Richardson makes the imaginative leap from running to flight. His inventive way of looking at the sport promises to amuse and inspire, offering runners insightful witticisms about the sport that will resonate on runs both long and short.

Sleek and modern illustrations lend a beautiful visual element to the book, making it the perfect gift to satisfy the steady appetite of running-book buyers. Supported and spearheaded by the experts at *Runner's World*, who understand the runner's marketplace better than anyone on earth, this book will remind runners of everything they love about running, as well as introduce them to new and imaginative ways of considering the sport.

**PAUL RICHARDSON** is the publisher and editor of *Russian Life*. He runs every other day, which can be rather challenging in Vermont weather. His half-marathon personal record is 1:45:13. He lives in Montpelier, VT.



**MARCH**

ISBN 978-1-60961-047-0

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

**PAIN MANAGEMENT**

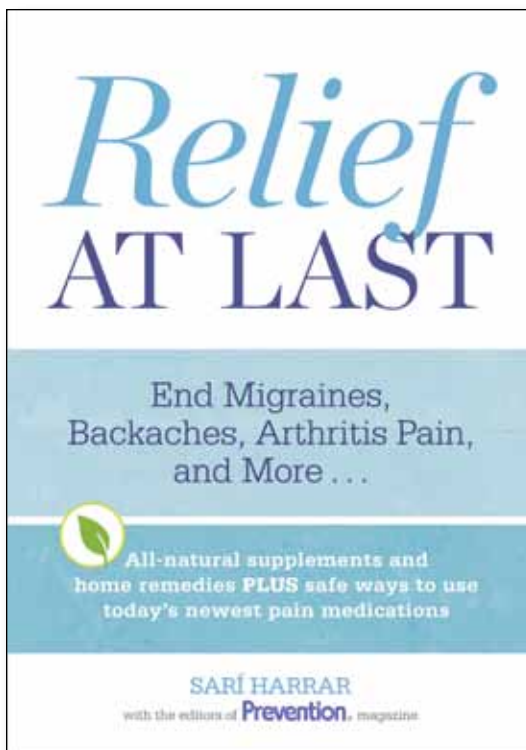
6½" × 9⅛"

608 pages

E-book ISBN: 978-1-60961-786-8

**MARKETING**

- Print feature campaign
- Promotional support from Prevention.com
- Major direct-mail marketing campaign began in Winter 2011

**Relief at Last****End Migraines, Backaches, Arthritis Pain, and More . . .****SARÍ HARRAR WITH THE EDITORS OF PREVENTION MAGAZINE****A comprehensive guide to easing all types of chronic pain**

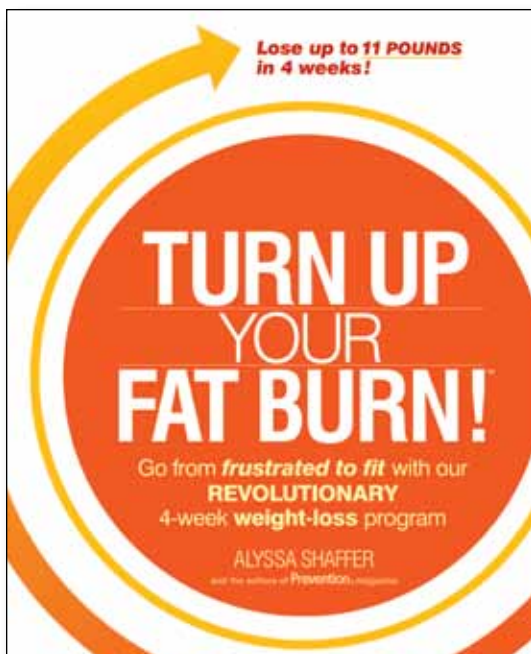
Chronic pain is something that no one should have to suffer from, yet 50 million Americans do. But new research can help put an end to that. *Relief at Last* is a comprehensive guide that exposes the root causes of more than 60 common conditions—from tendinitis to heartburn to fibromyalgia—and helps readers find immediate relief from pain, in addition to everyday strategies to permanently alleviate ailments of the joints, muscles, and other achy body parts.

So that readers don't need to wade through the staggering amount of contradictory information about what's safe and what's effective, *Relief at Last* presents the latest doctor-reviewed research to provide an overview of where and why pain begins, and then put that knowledge to use in determining the best way to say goodbye to it forever—using proven combinations of conventional and complementary therapies.

Pain is different for every individual. With the knowledge provided in *Relief at Last* and an easy-to-use pain diary to track success, readers will equip themselves with all the tools needed to manage flare-ups and find a customized solution to reduce their pain over the long term.

**SARÍ HARRAR** specializes in health, medicine, and science writing, and has been published in magazines such as *O, The Oprah Magazine*, *Reader's Digest*, and *Women's Health*. A former health news editor for *Prevention*, Harrar resides in Quakertown, PA.

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



## APRIL

ISBN 978-1-60961-049-4

**HARDCOVER** \$26.99 / \$31.00 Can.

### FITNESS

7½" × 9⅛"

368 pages

90 black-and-white photographs

E-book ISBN: 978-1-60961-032-6

### MARKETING

- National radio interview campaign
- Print feature campaign
- Promotional support from Prevention.com
- Major direct-mail marketing campaign began in Spring 2011

## Turn Up Your Fat Burn!

**Go from Frustrated to Fit with Our Revolutionary 4-Week Weight-Loss Program  
ALYSSA SHAFFER AND THE EDITORS OF PREVENTION MAGAZINE**

**Rev up metabolism and start shedding pounds, with a program proven to help blast past any workout plateau**

A fresh and successful way to shed pounds in record time, *Turn Up Your Fat Burn!* uses a two-pronged approach to weight loss. Based on two breakthroughs in exercise science, it focuses on increasing metabolism and improving one's ventilatory threshold (the point at which the body stops burning carbohydrates and starts converting fat stores into energy) to help readers at all fitness levels reach their goals.

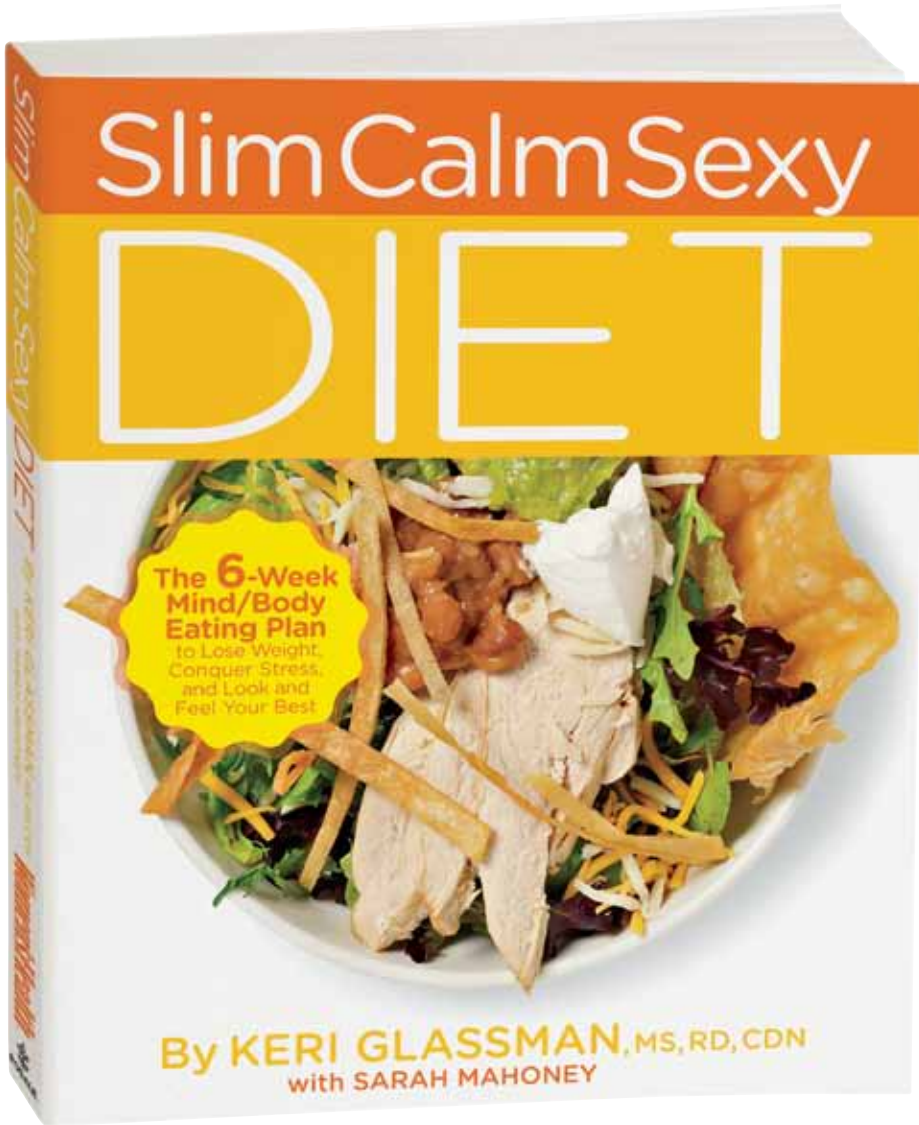
In the 4-week program, cardio intervals boost overall conditioning, while metabolic strength circuits build muscle and raise metabolism. In addition, *Turn Up Your Fat Burn!* includes an optional diet plan designed to amp up readers' energy and weight loss results even more.

After just one month on the *Turn Up Your Fat Burn!* plan, real readers who tried the program were seeing weight loss of 7, 11, even 22½ pounds! Plus they dropped inches, reduced body fat, and in some cases were even able to stop taking medications. With this life-changing program, the weight comes off and stays off.

**ALYSSA SHAFFER** is an award-winning writer and editor specializing in health, fitness, and nutrition and author of *The A-List Workout*. Shaffer is a certified personal trainer and triathlete living in New York City.

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







## Slim Calm Sexy Diet

The 6-Week Mind/Body Eating Plan to Lose Weight, Conquer Stress, and Look and Feel Your Best

KERI GLASSMAN, MS, RD, CDN, WITH SARAH MAHONEY

**A revolutionary nutrition plan that uses the latest science to create a healthier way of eating for mind/body bliss**

In this second installment of the Slim Calm Sexy series from *Women's Health*, nutrition expert Keri Glassman empowers readers to take control of their forks and focus on a revolutionary new way of eating—one that will help them lose weight, conquer stress, and look and feel their best every day. Using cutting-edge research that shows how certain foods work in tandem with the body's natural systems, the author demonstrates how our traditional way of eating promotes fat and stress, and explains the simple tweaks that can turn “fat, frazzled, and frumpy” into “slim, calm, and sexy.”

Featuring indulgent recipes like Raspberry & Ricotta French Toast and Bison-Stuffed Red Pepper, satisfying Slim Snacks, and supercharged Slim Smoothies, this diet plan isn't about counting calories or deprivation—it's about eating more of the right foods. The *Slim Calm Sexy Diet* is so effective because it not only tells you *what* to eat, it tells you *when* to eat—eliminating the stress that leads to hunger and overeating. The diet also includes a comprehensive fitness plan that combines supercharged cardio, calorie-burning strength training, and energy-boosting yoga (that also tones and lengthens). The result is a sleek, sexy shape, smooth skin, a happier mood, and a more satisfying sex life.

Packed with easy-to-prepare recipes, hundreds of helpful tips, and weekly workout plans, this is the ultimate guide to mind/body bliss.

**KERI GLASSMAN** is the founder and president of Nutritious Life, a thriving nutrition practice. She appears regularly on national television and is a contributing editor at *Women's Health*. She lives in New York City.

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## APRIL

ISBN 978-1-60961-756-1

**HARDCOVER** \$25.99 / \$29.99 Can

### DIET

7½" × 9½"

288 pages

400 color photographs

E-book ISBN: 978-1-60961-750-9

### MARKETING

- **Confirmed excerpt in *Women's Health***
- National author publicity
- National radio interview campaign
- Print feature campaign
- Online advertising
- Online publicity and promotions
- Promotional support from *Women's Health* and WomensHealthMag.com
- Promoted on author's Web site, NutritiousLife.com



NOW  
IN  
PAPERBACK!

## The New Abs Diet

The 6-Week Plan to Flatten Your Stomach and Keep You Lean for Life

DAVID ZINCZENKO WITH TED SPIKER

Tens of thousands of Americans have changed their bodies—and improved their health—with the help of this *New York Times* bestseller from the author of *Eat This, Not That!*

“Clear, crisp, refreshingly sensible . . . There are few ‘diet books’ that I am willing to endorse. I endorse this one enthusiastically.”

—David L. Katz, MD, director of medical studies in public health at Yale University School of Medicine

**DAVID ZINCZENKO** is editor-in-chief of *Men’s Health* magazine and editorial director *Women’s Health*. He is a regular health and nutrition contributor to NBC’s *Today* show.

**TED SPIKER**, a journalism professor at the University of Florida, is a contributing editor of *Men’s Health*.

### APRIL

ISBN 978–1–60961–383–9

PAPERBACK \$16.99 / \$18.99 Can.

#### DIET

6" × 9" 336 pages

187 black-and-white photographs

E-book ISBN: 978–1–60961–730–1

#### MARKETING

- Print feature campaign
- Ongoing promotional support from *Men’s Health* and MensHealth.com

NOW  
IN  
PAPERBACK!

## The New Abs Diet for Women

The 6-Week Plan to Flatten Your Belly and Firm Up Your Body for Life

DAVID ZINCZENKO WITH TED SPIKER

Easy to follow, easy to stick to, and more satisfying than a great-fitting pair of jeans, this *New York Times* bestseller has been retooled with groundbreaking new science for even faster results!

“Packed with all-new weight loss research, practical healthy-eating tips, and easy no-gym workouts, *The New Abs Diet for Women* is an indispensable guide to achieving the body you’ve always wanted—fast!” —Michele Promaulayko, editor-in-chief of *Women’s Health*

**DAVID ZINCZENKO** is editor-in-chief of *Men’s Health* magazine and editorial director *Women’s Health* and author of the bestselling *Eat This, Not That!* series. He is a regular contributor to NBC’s *Today* show.

**TED SPIKER**, a journalism professor at the University of Florida, is a contributing editor of *Men’s Health*.

### APRIL

ISBN 978–1–60961–384–6

PAPERBACK \$16.99 / \$18.99 Can.

#### DIET

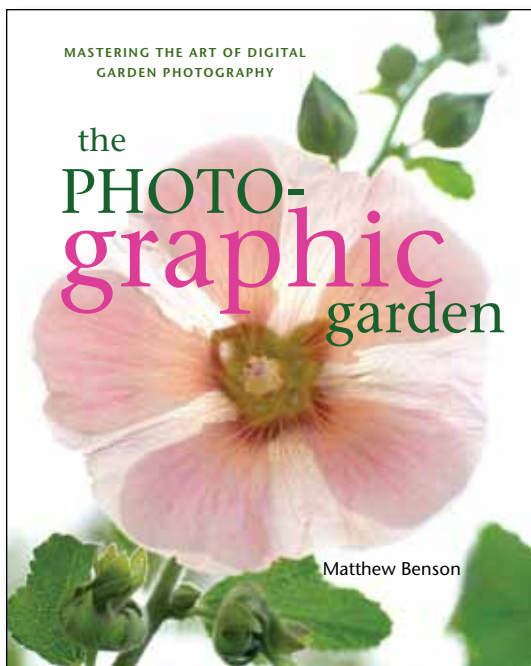
6" × 9" 416 pages

200 black-and-white photographs

E-book ISBN: 978–1–60961–017–3

#### MARKETING

- Print feature campaign
- Ongoing promotional support from *Women’s Health* and WomensHealthMag.com



## APRIL

ISBN 978-1-60961-087-6

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

GARDENING / PHOTOGRAPHY

8" × 10"

192 pages

250 color photographs

E-book ISBN: 978-1-60961-088-3

### MARKETING

- National author publicity
- National print features and reviews
- Online publicity and promotions
- Promotional support from *Organic Gardening* and OrganicGardening.com
- Tie-in with author's speaking engagements
- Promoted on author's Web sites, MatthewBenson.com and StonegateFarmNY.org

## The Photo-Graphic Garden

### Mastering the Art of Digital Garden Photography

MATTHEW BENSON

**An exploration of successful garden photography, covering technical literacy to creative technique, to help the gardener capture the beauty of nature in pixels**

Digital cameras, photo software, and four-color printers are increasingly affordable, and many gardeners long to use these high-tech gadgets to capture the ephemeral moments in their gardens. Professional photographer Matthew Benson believes that successful garden photography is a perfect fusion of technical literacy, narrative intent, and aesthetic understanding. In *The Photo-Graphic Garden*, he teaches amateur photographers to set up and edit a point of view in a singular frame, using light, color, and form as the building blocks. With a primer on the latest digital image-making tools, from cameras to software, and a full discussion on creating a compelling photograph, the garden photographer will learn to capture interactions with plants, people, and places while developing his own visual sensibility. Benson inspires by:

- **coaching the gardener to use the camera to inform and deepen the understanding of garden design and to learn how plants and plant combinations can create aesthetic excitement**
- **presenting rules of good photo composition and advising when to break those rules**
- **teaching how to correct and enhance images in post-production**
- **offering advice on choosing photo papers and calibrating printers for dynamic imagery**

**MATTHEW BENSON** is a professional photographer, a contributing editor to *Organic Gardening* magazine, and the owner of Stonegate Farm and Studio, an organic farm and arts center, in Balmville, NY.





## Recently Published

**JULY**

ISBN 978-1-60961-352-5

**HARDCOVER** \$23.99 / \$27.50 Can.

**COOKING**

7½" × 9½"

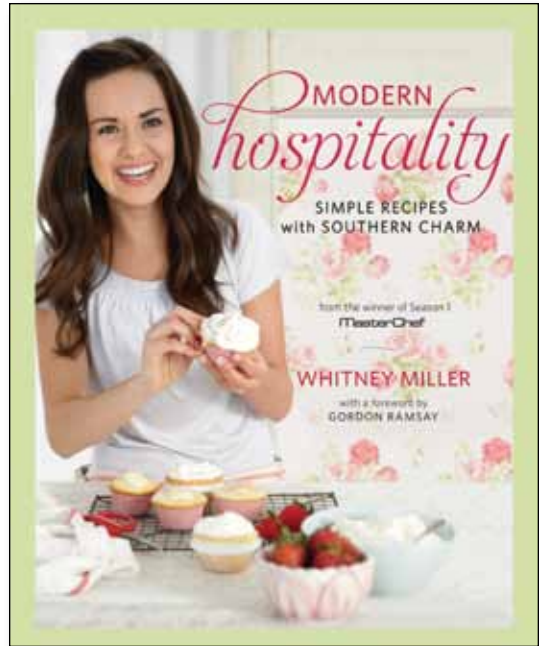
192 pages

60 color photographs

E-book ISBN: 978-1-60961-353-2

**MARKETING**

- Cross-promotion on Fox's primetime hit show, *MasterChef* Season 2, including television tag, author appearance, and in-show integration of the book
  - National author publicity
    - Radio satellite tour
  - National radio interview campaign
  - National print features and reviews
    - Online publicity and promotions



## Modern Hospitality

**Simple Recipes with Southern Charm**

**WHITNEY MILLER**

**FOREWORD BY GORDON RAMSAY**

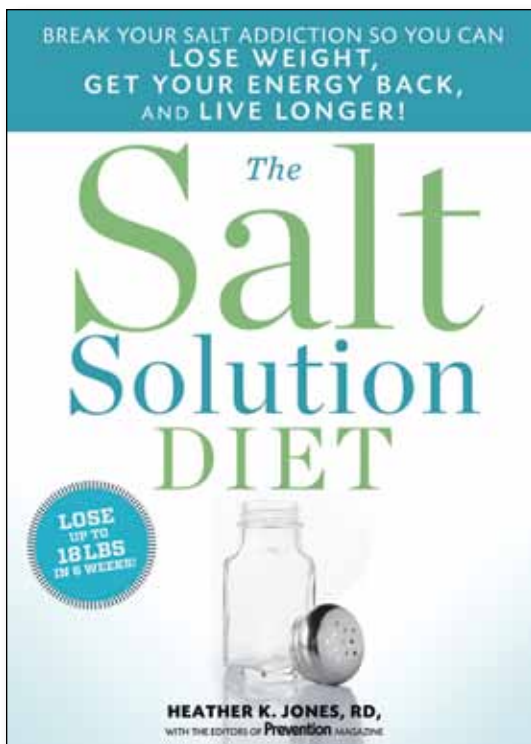
**Season 1 hit prime-time show *MasterChef* winner Whitney Miller takes a fresh look at Southern culinary traditions and effortless entertaining**

Known by TV viewers as the Mississippi belle whose demure demeanor belied nerves of steel and true culinary skill, Whitney Miller crushed the competition and became the first winner of *MasterChef* Season 1. Now Whitney's long-awaited dream of writing her first cookbook has come true as she shares her favorite recipes and entertaining tips in *Modern Hospitality*.

From the secret to making perfect, flaky biscuits to the art of whipping up Sunday supper for a crowd, *Modern Hospitality* offers a fresh take on classic dishes passed down throughout generations of Southern women. In addition to providing more than 75 original recipes that showcase regional ingredients and authentic flavors, Whitney also shares her stories of family, tradition, and suggestions for effortless entertaining. Bring a taste of the South into your home with dishes like Oven-Fried Catfish, Shrimp, Andouille Sausage and Grits Souffle, Mississippi Cheese Steak, and Sweet Potato Peanut Butter Brownies. With recipes this simple, elegant, and delicious, it's easy to turn any occasion into something special.

**WHITNEY MILLER** is the winner of *MasterChef* Season 1. She graduated from the University of Southern Mississippi. She lives in Poplarville, MS.





## SEPTEMBER

ISBN 978-1-60961-045-6

HARDCOVER \$25.99 / \$29.99 Can.

### DIET

6½" × 9⅛"

320 pages

36 black-and-white photographs

E-book ISBN: 978-1-60961-785-1

### MARKETING

- National author publicity
- National radio interview campaign
- Print feature campaign
- Online publicity and promotions
- Promotional support from Prevention.com
- Promoted on author's Web site, HeatherKJones.com
- Major direct-mail marketing campaign began in Winter 2011

## The Salt Solution Diet

**Break Your Salt Addiction So You Can Lose Weight, Get Your Energy Back, and Live Longer!**

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

**A program to help readers shake the salt from their diet and reduce their health risks**

Losing weight can be tricky enough, and dieters unaware of the high sodium content in many packaged and processed foods could be spending a lot of time counting calories without seeing results. That's because these foods sometimes contain double or triple the recommended amount of salt per serving.

Research shows a direct link between obesity and salt intake—not to mention high blood pressure, heart disease, diabetes, dementia, osteoporosis, and a surprising number of other health issues. *The Salt Solution Diet* outlines the risks associated with heavy salt intake, teaches readers how to counteract the negative effects by increasing the amount of Miracle Minerals (potassium, calcium, and magnesium), and provides easy-to-follow workout routines and recipes for flavorful, low-calorie meals . . . sans salt.

In fact, *Salt Solution Diet* test panelists who switched out meals like deli sandwiches and takeout pizza with *The Salt Solution Diet*'s Mini Eggplant Pizza and Cilantro-Chicken Stir-Fry found themselves drastically reducing their calorie and salt intake, and losing up to 18 pounds or more in the process!

**HEATHER K. JONES, RD**, is a registered dietitian; the author of *What's Your Diet Type?*, *The Grocery Cart Makeover*, and *Drop 5 Lbs.*; and the coauthor of *Prevention's 2-Week Turnaround Diet Cookbook*. She lives in San Francisco.

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



## SEPTEMBER

ISBN 978-1-60961-378-5

PAPERBACK \$19.99 / \$22.99 Can.

FITNESS / MIND & BODY

8<sup>3</sup>/<sub>8</sub>" × 10<sup>7</sup>/<sub>8</sub>"

240 pages

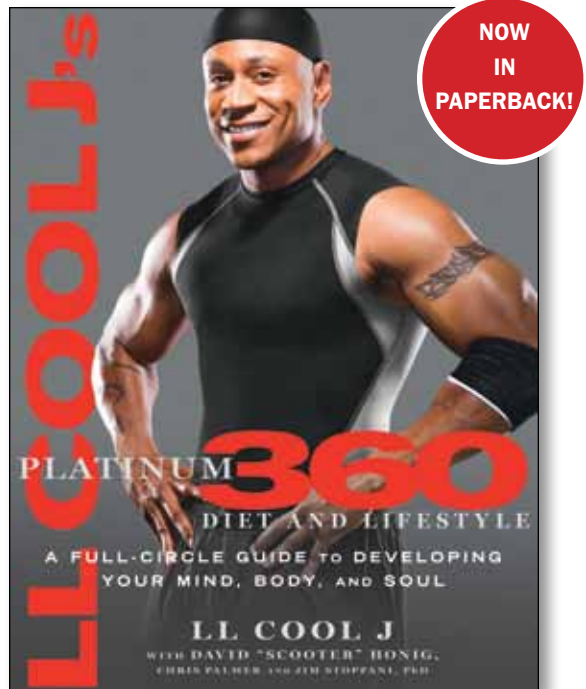
175 color photographs

Hardcover ISBN: 978-1-60529-541-1

E-book ISBN: 978-1-60529-089-8

### MARKETING

- Tie-in with author's publicity tour for new season on *NCIS: Los Angeles*
- Print feature campaign
- Online publicity and promotions



## LL Cool J's Platinum 360 Diet and Lifestyle

A Full-Circle Guide to Developing Your Mind, Body, and Soul

LL COOL J WITH DAVID "SCOOTER" HONIG, CHRIS PALMER, AND JIM STOPPANI, PhD

**The Grammy Award–winning rapper and bestselling author shares his secrets to an enviable physique, personal success, and hard-earned peace of mind**

How does one of Hollywood's fittest performers stay lean, buff, and balanced? LL Cool J's Platinum 360° plan covers all the bases for a camera-ready physique *and* a healthy outlook in life.

A *New York Times* bestseller in hardcover, this program includes:

- **step-by-step instructions for nearly 100 supereffective exercises**
- **graduated workout plans that keep one's muscles—and metabolism—operating at their peak**
- **week-by-week food plans with the perfect balance of micronutrients for each stage of training**
- **dozens of delicious recipes**

With this three-point approach to diet, fitness, and positive thinking, LL Cool J's growing legion of fans can get cut, get lean, and become the very best versions of themselves.

**LL COOL J** is a three-time Grammy Award–winning rapper, television and movie actor, and bestselling author of *LL Cool J's Platinum Workout*. He lives on Long Island, NY.

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Leslie Bonci, RD, with Selene Yeager and the Editors of *Prevention* magazine  
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## THE ATHLETES BOOK OF HOME REMEDIES

Jordan Metz, MD, with Mike Zimmerman  
Territories: World

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Mark Schroppe

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David Zinczenko with Matt Goulding

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## FASTEST WAY TO SCULPT

Natalie Gingerich Mackenzie with the Editors of *Prevention* magazine

Territories: World

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## FLAT BELLY DIET! DIABETES

Liz Vaccariello with Gillian Arathuzik, RD, CDE, and Steven V. Edelman, MD

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## GETTING PAST YOUR PAST

Francine Shapiro, PhD

Territories: World

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## THE LEAN BELLY PRESCRIPTION

Travis Stork, MD, with Peter Moore

Territories: World

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## LL COOL J'S PLATINUM 360 DIET AND LIFESTYLE

LL Cool J with David "Scooter" Honig, Chris Palmer, and Jim Stoppani, PhD

Territories: World

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ISBN 978-1-60961-422-5  
TCD 200440