



Spring 2011

Rodale General Interest/2

May/2

June/17

July/29

August/30

Rodale Brands/37

May/38

July/41

Recently Published/43

Index/49

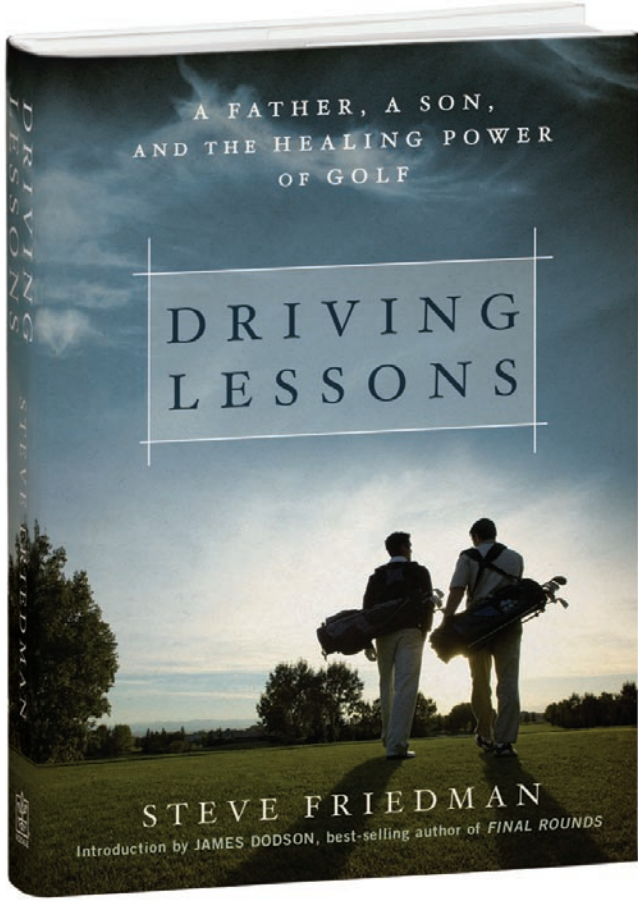
Subsidiary Rights Guide/50

Customer Service and Ordering/52

Canada/Export/International/53

Specialty and Retail/54

Publicity and Marketing/55



A FATHER, A SON,
AND THE HEALING POWER
OF GOLF

DRIVING
LESSONS

STEVE FRIEDMAN

Introduction by JAMES DODSON, best-selling author of *FINAL ROUNDS*

Driving Lessons

A Father, A Son, and the Healing Power of Golf

STEVE FRIEDMAN

INTRODUCTION BY JAMES DODSON, BEST-SELLING AUTHOR OF
FINAL ROUNDS

The poignant story of a son's attempt to understand his father's life by sharing the sport that once drove them apart

When Steve Friedman was a child growing up in the suburbs of St. Louis, the game of golf was, to him, mysterious and dark. His father's passion for it caused friction in his marriage and eluded the interest of his youngest son, who was devoted instead to basketball. For that and many other reasons, the two failed to bond, ultimately leading to an awkward and unhappy relationship.

But Friedman never forgot the love his father had for golf, and after many years, when he was in his forties, he reached out and asked his dad to teach him the game. He thought that perhaps he could learn something about his old man's view of life and thereby find a way to communicate with him.

This small volume is the sweet yet unsentimental story of that experience—the tale of two men using the game of golf to find a way to connect with each other across decades of disagreement and misunderstanding. For anyone who is a golfer, a father, or a son, this book will be a treasure.

STEVE FRIEDMAN is an award-winning journalist who has written about sports (and relationships) for *GQ*, *Men's Health*, *Runner's World*, and many other leading publications. He lives in New York City.

MAY

ISBN 978-1-60529-125-3

HARDCOVER \$15.00 / \$17.00 Can.

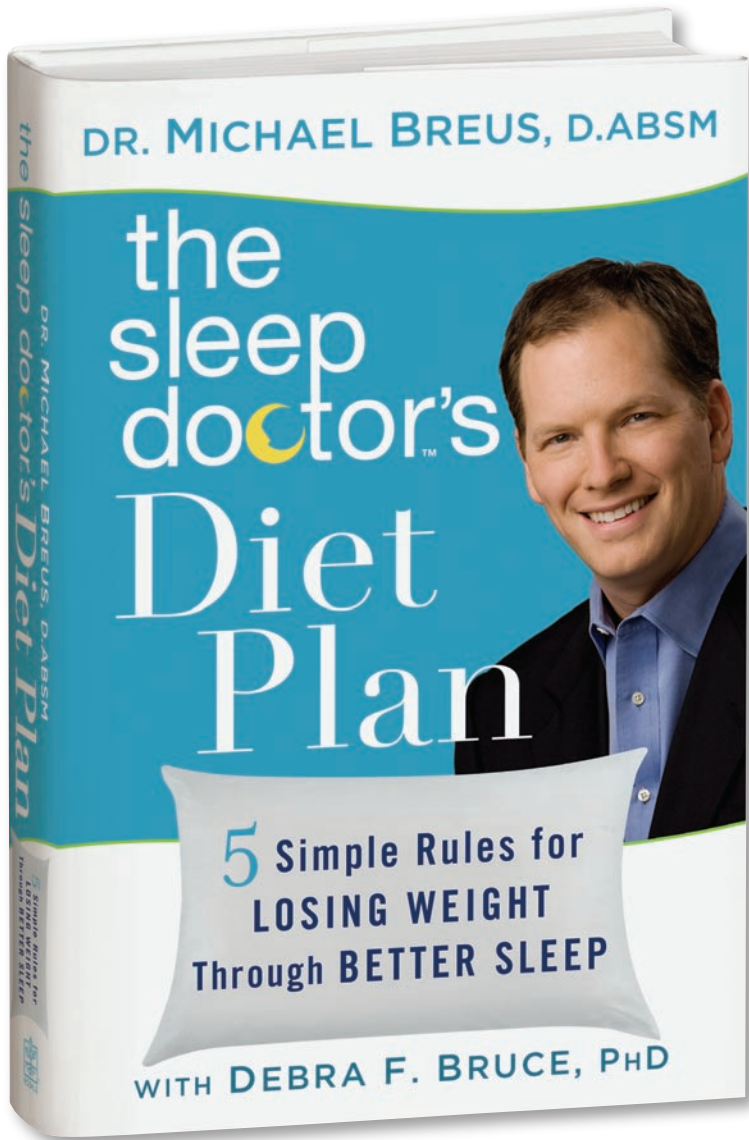
GOLF / INSPIRATION

5" x 7"

128 pages

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted on author's blog, SteveFriedman.typepad.com
- Timed to release for Father's Day



The Sleep Doctor's™ Diet Plan

5 Simple Rules for Losing Weight through Better Sleep

DR. MICHAEL BREUS, D.ABSM, WITH DEBRA F. BRUCE, PhD

Lose weight simply by getting better quality sleep

While most of us understand the basic principle of dieting—we lose weight when we consume fewer calories than we burn—new groundbreaking science shows us that there is much more to it than that. In fact, our metabolic rate depends not only on age, gender, and medical issues, but also on how well we sleep. Sleep affects the hormones that make us feel hungry or full. Once the relationship between managing sleep, hunger, and weight loss is understood, it can be applied to any diet to maximize results.

One of the first psychologists to become board certified in sleep medicine, Dr. Breus teaches readers how to lose weight without special foods or strenuous, expensive exercise regimens. The program is completely natural and helps to unlock the process of healthy weight balance that comes with good rest.

Far from a traditional sleep book, *The Sleep Doctor's Diet Plan* helps readers make lifestyle and food choices that will allow them to optimize rest and make time for something everyone always wants more of in today's stressful world—sleep! This book will not only help readers look and feel better, it will do wonders for their health, too, by improving immune function, reducing blood pressure, and much more.

MICHAEL BREUS, PhD, D.ABSM, a.k.a. The Sleep Doctor™, is a clinical psychologist board certified in clinical sleep disorders. He is the sleep expert on WebMD and Sharecare and appears regularly on national television, including the *Dr. Oz Show*, *The Doctors*, and *The Rachael Ray Show*. He provides expert advice and guidance in leading national publications and Web sites like the *Huffington Post*. He lives in Scottsdale, AZ.

DEBRA F. 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, Sharecare, AOL Health, and HowStuffWorks.com. She lives in Atlanta.

MAY

ISBN 978-1-60961-133-0

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6½" x 9½"

304 pages

MARKETING

- National author publicity
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web sites, TheSleepDoctor.com and TheInsomniaBlog.com
- Timed to release for National Better Sleep Month

MAY

ISBN 978-1-60529-075-1

HARDCOVER \$24.99 / \$28.99 Can.

MEMOIR / BUSINESS

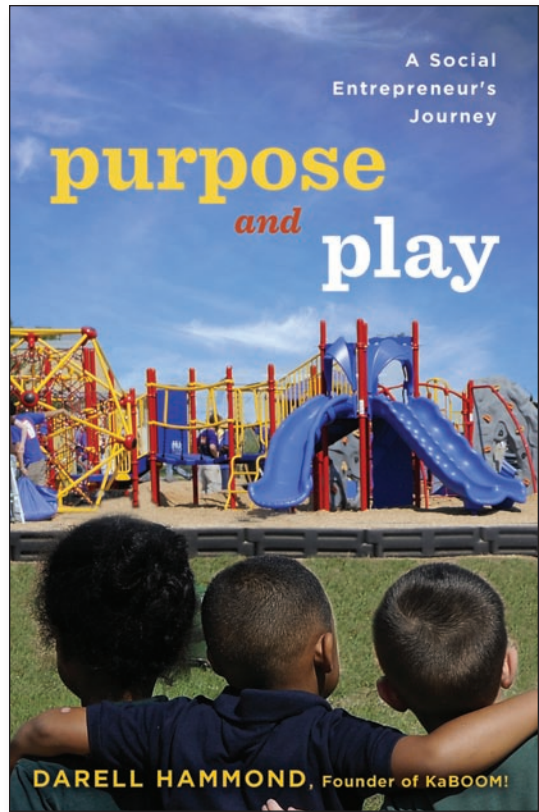
5½" x 8⅞"

272 pages

One 16-page black-and-white photo insert

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising, publicity, and promotions
 - Social media campaign
- Promotional support from KaBOOM!, including e-blasts and promotion on KaBOOM.org
- Local author publicity in Washington, DC
 - Tie-in with author's speaking schedule and KaBOOM! corporate sponsors
- Timed to publish on 15th anniversary of KaBOOM!



Purpose and Play

A Social Entrepreneur's Journey

DARELL HAMMOND, FOUNDER OF KaBOOM!

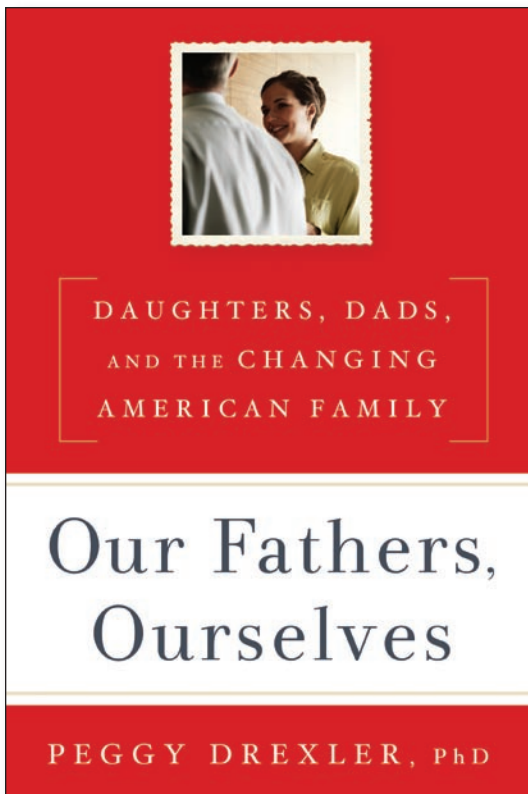
The powerfully uplifting story of how one man overcame seemingly insurmountable odds and built one of the most successful nonprofits in our nation's history

Purpose and Play chronicles Darell Hammond's amazing journey from a childhood spent living in a group home in Illinois to becoming the cofounder and CEO of KaBOOM!, an organization with this mission at its core: harnessing the power of community to save play for children . . . one playground at a time.

Like *The Blue Sweater* and *Three Cups of Tea*, *Purpose and Play* demonstrates how one idealist can change the world and how small, civic-minded steps create a ripple effect that can precipitate change in communities and eventually change in the world at large. More than just a memoir, *Purpose and Play* is a call to action that will inspire readers by challenging them to rethink traditional notions of community and social change.

This is the story of a man with a vision: Play is the best natural resource in a creative economy. Kids need more of it—it is not a luxury but a necessity for their lives. Through hard work, commitment, and the conviction that access to a safe play environment is the fundamental right of all children, Hammond built an organization that has raised almost \$200 million, directly built 2,000 playgrounds with a million volunteers, and touched the lives of countless children and families.

DARELL HAMMOND is the cofounder and leader of KaBOOM!, an innovative nonprofit based in Washington, DC, that brings volunteers and community members together to build playgrounds for children across the country. Founded out of Darell's apartment in 1996, KaBOOM! now has 85 employees, three offices, and a \$23 million annual budget. Darell lives in Washington, DC.



MAY

ISBN 978-1-60529-360-8

HARDCOVER \$24.99 / \$28.99 Can.

RELATIONSHIPS

6" x 9"

272 pages

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in with author's speaking engagements
- Promoted on author's Web site, PeggyDrexler.com

Our Fathers, Ourselves

Daughters, Dads, and the Changing American Family

PEGGY DREXLER, PhD

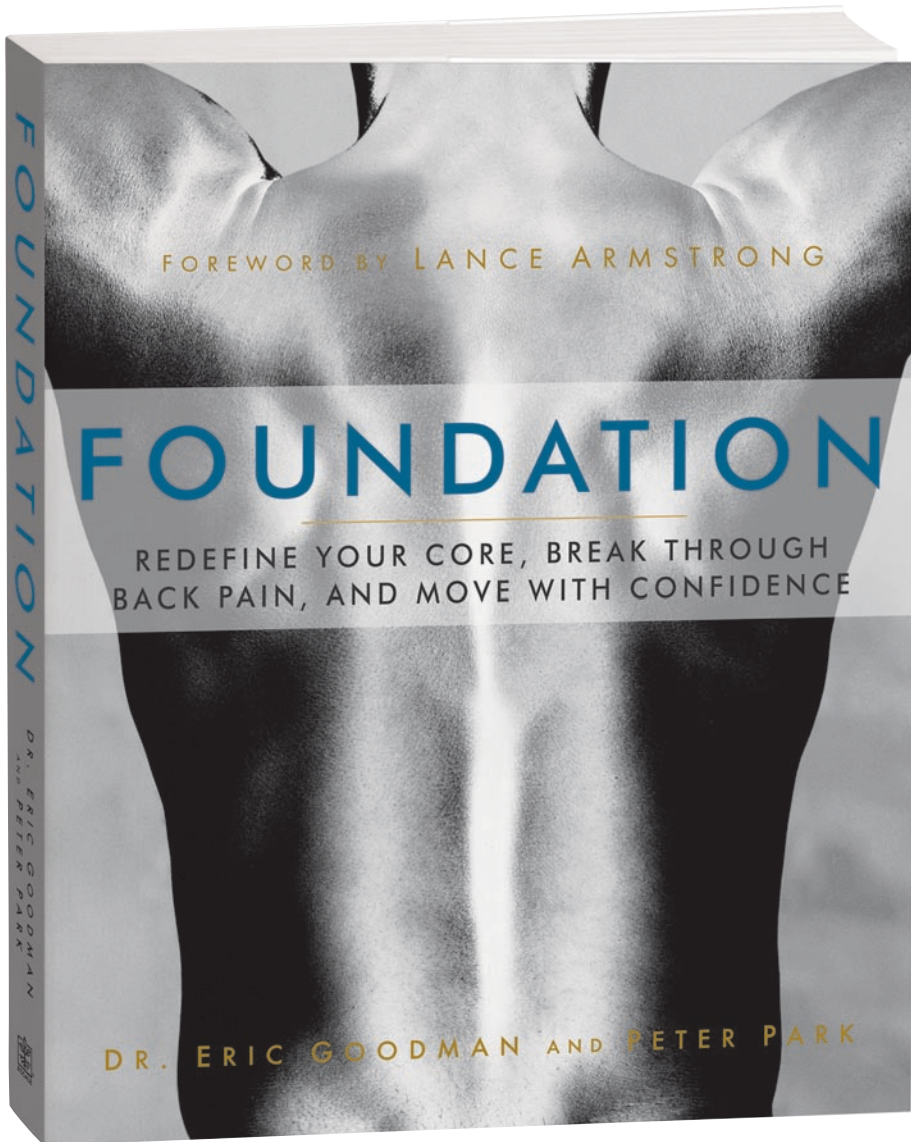
Today's generation of women speak up on the changing and often challenging dynamic of the father-daughter relationship

There's no denying that a woman's relationship with her father is one of the most important in her life. And there's also no getting around how the quality of that relationship—good, bad, or otherwise—profoundly affects daughters in a multitude of ways, from their professional ambitions to their romantic relationships and parenting philosophies.

In *Our Fathers, Ourselves*, author and scholar Peggy Drexler examines the ways in which the father-daughter bond impacts women and offers helpful advice for creating a better, stronger, more rewarding relationship. Through her extensive research and interviews with hundreds of women, Drexler paints an intimate, timely portrait of the modern father-daughter relationship: from the career-driven daughter who isn't quite sure what to make of her father's old-fashioned advice to the first-generation daughter of immigrants who strives to establish her own identity and independence.

Modern daughters are increasingly looking to their dads for a less-than-traditional bond, but one that still stands the test of time and provides support, respect, and guidance for the lives they live today. *Our Fathers, Ourselves* is essential reading for any woman who has ever wondered how she could forge a closer connection with and gain a deeper understanding of her father.

PEGGY DREXLER, PhD, is an assistant professor at the Weill Medical College of Cornell University and the author of *Raising Boys without Men*. She lives in New York City.



FOREWORD BY LANCE ARMSTRONG

FOUNDATION

REDEFINE YOUR CORE, BREAK THROUGH
BACK PAIN, AND MOVE WITH CONFIDENCE

DR. ERIC GOODMAN AND PETER PARK

FOUNDATION

DR. ERIC GOODMAN
AND PETER PARK

RODALE

Foundation

Redefine Your Core, Break Through Back Pain, and Move with Confidence

DR. ERIC GOODMAN AND PETER PARK

FOREWORD BY LANCE ARMSTRONG

A revolutionary fitness model developed for top athletes that promises to improve posture and transform pain into performance

A sense of fatigue dogs the fitness world. Many of the new programs that are tagged as groundbreaking are actually recycled ideas. *Foundation* offers something completely different for novices and athletes alike: a simple program with powerful and proven results that will remedy bad posture, alleviate back pain, and help readers break through fitness challenges and plateaus.

Dr. Eric Goodman, a brilliant and dynamic young chiropractor, teams up with Peter Park, one of the top trainers in the United States, to radically redefine the core—shifting the focus from the front of the body to the back. Their groundbreaking approach works to strengthen the lower back and the full posterior chain and correct poor movement patterns by addressing mechanical imbalances and weaknesses. Foundation training involves simple movement patterns and is equipment free, creating maximum power, flexibility, and endurance.

Word-of-mouth enthusiasm has inspired both Hollywood luminaries and world-class athletes to make Foundation training the core of their fitness programs. Eric and Peter's client list has grown exponentially to include Lance Armstrong, NBA star Derek Fisher, world-champion surfer Kelly Slater, and actor Matthew McConaughey.

DR. ERIC GOODMAN developed an innovative approach to human performance and movement in his work training elite athletes. He lives in Santa Barbara, CA.

PETER PARK, Lance Armstrong's strength and conditioning coach and one of the top trainers in the country, owns Platinum Fitness gyms. A professional triathlete and ultrarunner, he has won two World's Toughest Triathlon titles and five top-10 finishes in Ironman competitions. He lives with his wife and two children in Santa Barbara, CA.

MAY

ISBN 978-1-60961-100-2

PAPERBACK ORIGINAL \$22.99 / \$26.50 Can.

FITNESS

7½" x 9½"

256 pages

150 color photographs

35 color illustrations

MARKETING

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

MAY

ISBN 978-1-60529-462-9

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

HOUSE & HOME / SUSTAINABLE LIVING

7½" × 9½"

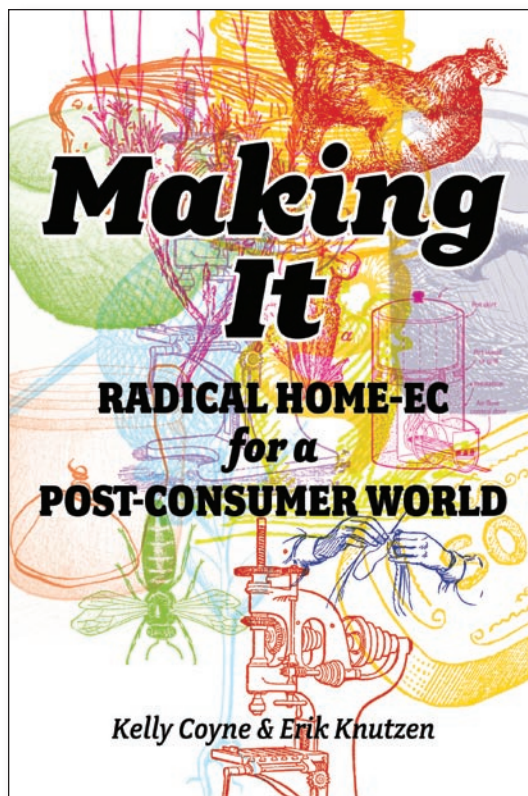
320 pages

325 two-color illustrations

French flaps

MARKETING

- National author publicity
- National print features and reviews
- Online publicity and promotions
- Promoted on authors' blog, HomegrownEvolution.com



Making It

Radical Home-Ec for a Post-Consumer World

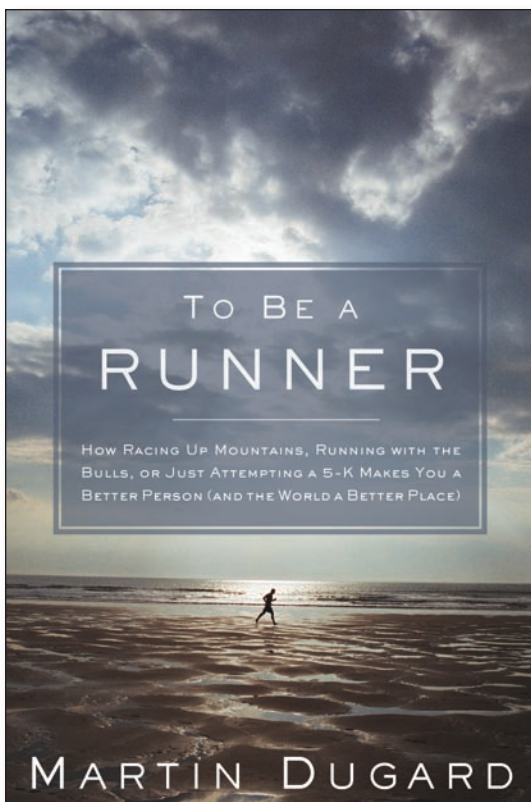
KELLY COYNE AND ERIK KNUTZEN

The essential guide to becoming a producer instead of a consumer, with projects designed to transform the home

Spending money is the last thing anyone wants to do right now. We are in the midst of a massive cultural shift away from consumerism and toward a vibrant and very active countermovement that has been thriving on the outskirts for quite some time—do-it-yourselfers who make frugal, homemade living hip are challenging the notion that true wealth has anything to do with money. In *Making It*, Coyne and Knutzen, who are at the forefront of this movement, provide readers with all the tools they need for this radical shift in home economics.

The projects range from simple to ambitious and include activities done in the home, in the garden, and out in the streets. With step-by-step instructions for a wide range of projects—from growing food in an apartment and building a ninety-nine-cent solar oven to creating safe, effective laundry soap for pennies a gallon and fishing in urban waterways—*Making It* will be the go-to source for post-consumer living activities that are fun, inexpensive, and eminently doable. Within hours of buying this book, readers will be able to start transitioning into a creative, sustainable mode of living that is not just a temporary fad but a cultural revolution.

KELLY COYNE and **ERIK KNUTZEN** grow food, keep chickens, brew, bike, bake, and plot revolution from their one-twelfth-acre farm in the heart of Los Angeles. They are the keepers of the popular DIY blog *Homegrown Evolution* and the authors of *The Urban Homestead*, which the *New York Times* described as “home economics as our great-grandparents knew it.”



MAY

ISBN 978-1-60961-108-8

HARDCOVER \$24.99 / \$28.99 Can.

SPORTS / INSPIRATION

5½" x 8⅞"

256 pages

MARKETING

- **Confirmed excerpt in *Runner's World***
- Sports radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media campaign
- Promoted on author's Web site, www.MartinDugard.com

To Be a Runner

How Racing Up Mountains, Running with the Bulls, or Just Attempting a 5-K Makes You a Better Person (and the World a Better Place)

MARTIN DUGARD

A best-selling author—and lifelong runner—uses his escapades in races around the world to illustrate how the sport fulfills the universal desire to be the best that we can be

As 30 million passionate Americans know, running is more than a sport—it's a way of life. This book, from master storyteller Martin Dugard, will help all readers live that life to the fullest. Spinning colorful yarns of his running and racing adventures on six continents—from competing in the Raid Gauloise to coaching his kid's cross-country team—Dugard considers what it means to truly integrate the activity into one's life. Using insight, philosophy, and instruction, he shows how the simple act of buying a new pair of running shoes, for example, connects us with the universal human desire to excel. As entertaining as it is provocative, *To Be a Runner* will delight and inspire everyone from treadmill warriors to ultramarathon athletes.

MARTIN DUGARD has been a leading authority and writer on running and endurance sports for more than 20 years. His work has appeared extensively in *Runner's World*, *Outside*, *Esquire*, *Sports Illustrated*, and *GQ*. His books include the *New York Times* bestsellers *The Last Voyage of Columbus* and *Into Africa: The Epic Adventures of Stanley and Livingstone*.

MAY

ISBN 978-1-60529-122-2

PAPERBACK ORIGINAL \$16.99 / \$19.50 Can.

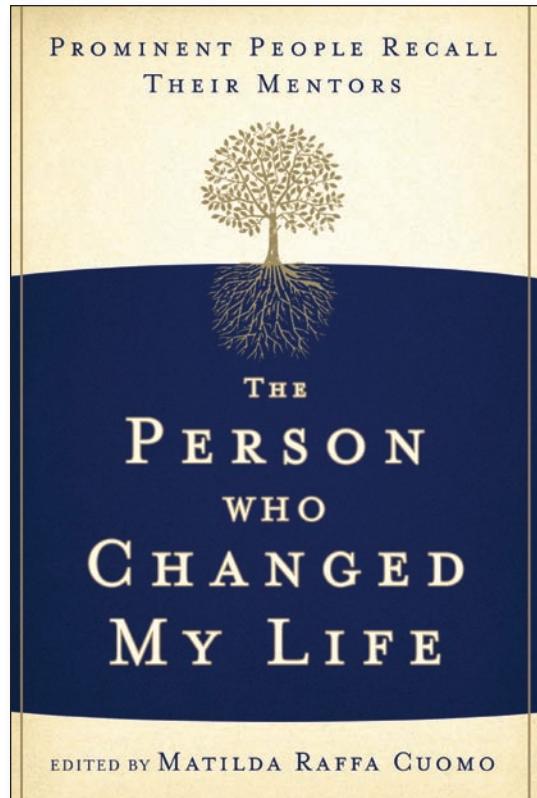
INSPIRATION

5½" x 8¼"

272 pages

MARKETING

- Events with Mrs. Cuomo and contributors
 - Print feature campaign
 - Online publicity and promotions
- Timed to release for graduation season



The Person Who Changed My Life

Prominent People Recall Their Mentors

EDITED BY MATILDA RAFFA CUOMO

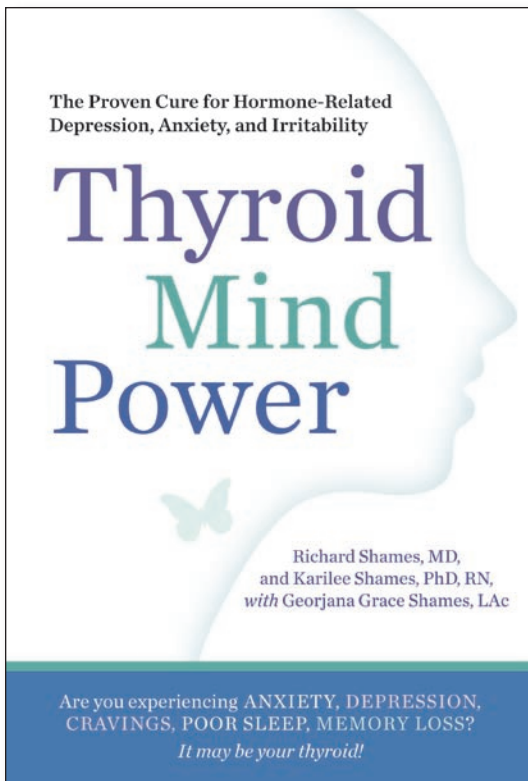
An inspiring collection of essays from famous Americans about the lessons they learned from their mentors

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, Mary J. Blige, Wynton Marsalis, 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.



MAY

ISBN 978-1-60529-278-6

HARDCOVER \$24.99 / \$28.99 Can.

HEALTH

6" x 9"

320 pages

10 illustrations

MARKETING

- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on authors' Web site, ThyroidMindPower.com

Thyroid Mind Power

The Proven Cure for Hormone-Related Depression, Anxiety, and Irritability

RICHARD SHAMES, MD, AND KARILEE SHAMES, PhD, RN, WITH GEORJANA GRACE SHAMES, LAc

A breakthrough approach to treating the psychological and emotional issues that are often caused by thyroid imbalances

One in ten Americans has some degree of thyroid imbalance, and even mild imbalances can cause mental and emotional symptoms. This groundbreaking book pinpoints the connection between thyroid imbalance and conditions such as depression, anxiety, irritability, and more, offering hope for millions who are suffering from improper diagnosis and medication. The authors of the best-selling *Thyroid Power*, Richard Shames, MD, and his wife, Karilee, a holistic nurse, have been treating patients with this program for over 25 years. Their program shows readers how to:

- **Uncover a hidden cause for mental symptoms**
- **Discover the best treatments for each Mind Type, such as moody, edgy, foggy, or sleepy**
- **Obtain the most effective cure, with recommendations for common prescription drugs (not antidepressants), natural remedies, vitamins, and supplements**

Armed with the Shameses' advice and recommendations, readers will be able to participate more actively in their health care and find relief for these common and widespread conditions.

RICHARD SHAMES, MD, and **KARILEE SHAMES, PhD, RN**, are the authors of *Thyroid Power* and *Feeling Fat, Fuzzy, or Frazzled?* They live in Mill Valley, CA.

MAY

ISBN 978-1-60529-128-4

PAPERBACK ORIGINAL \$17.99 / \$19.99 Can.

PETS

6½" x 9½"

336 pages

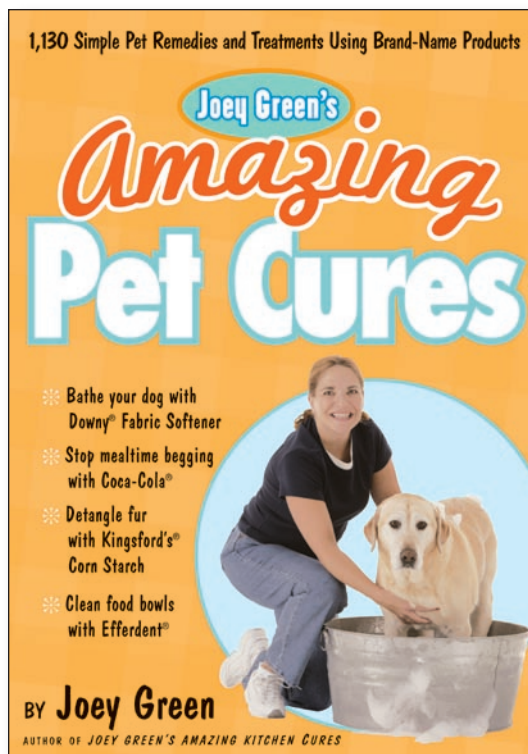
50 black-and-white illustrations

MARKETING

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

Also available:

Joey Green's Amazing Kitchen Cures, Joey Green's Cleaning Magic, Joey Green's Gardening Magic, Joey Green's Incredible Country Store, Joey Green's Mealtime Magic, Joey Green's Fix-It Magic



Joey Green's Amazing Pet Cures

1,130 Simple Pet Remedies and Treatments Using Brand-Name Products

JOEY GREEN

The pantry professor returns with more than 1,000 ideas for using brand-name products to care for and treat everyday pet ailments and behaviors

From the man who knows how to fertilize houseplants with Jell-O and give someone a dry shampoo with Quaker Oats comes the first book of pet care tips that tackles everyday pet illnesses, quirky behaviors, and animal smells and stains by tapping into the power of brand-name products.

The ever-inventive Joey Green presents fun and offbeat remedies for a wide range of pet troubles, from bad breath and skunks to hot spots and ticks. Who would have guessed that ChapStik stops a nail bleed or that Listerine can quell itching? Why not forego expensive and toxic flea sprays and use Dawn dishwashing liquid or Johnson's Baby Powder as a treatment instead?

Even though these tips sound quirky (use Smirnoff vodka to clean your pet's ears?), they really do work because many brand-name products contain soaps, degreasers, emollients, and moisturizers to soothe, clean, dissolve, and heal quickly and safely. This fun-to-read book makes a great gift for pet lovers and is a practical guide for anyone looking for simple and easy shortcuts to live the good life with a pet.

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

WILLIAM BOSTWICK AND JESSI RYMILL

BEER *Craft*



A SIMPLE GUIDE TO MAKING GREAT BEER

MAY

ISBN 978-1-60529-133-8

PAPERBACK ORIGINAL \$16.99 / \$19.50 Can.

BEVERAGES / BEER

6" x 7" • 176 pages • 100 color illustrations
French flaps

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media campaign
- Local author publicity in New York
- Author events in select cities
- Promoted on author's Web site, BeerCraftBook.com
- Timed to release for Father's Day



BEER CRAFT

A SIMPLE GUIDE TO MAKING GREAT BEER

WILLIAM BOSTWICK AND JESSI RYMILL



An ingeniously designed guide to homebrewed beer, focusing on small, manageable batches and gastronomic experimentation

Homebrewing, like bread baking and pickling, is surging in popularity, especially among the young foodie set. *Beer Craft* is the ultimate resource, covering everything aspiring homebrewers need to know, including:

- **ANATOMY OF BEER:** water, hops, malted grain, and yeast (the big four)—what they do and how to choose the right kinds
- **EQUIPMENT:** what's needed, what to buy, and where to buy it
- **BASIC STEPS:** mashing the grains, boiling the wort, hopping, pitching the yeast, fermenting, then bottling (and drinking!)
- **ADVANCED TIPS FOR THE ENTHUSIAST:** customizing labels, caps, and six-pack carriers for one's homebrew

With suggestions for brewers on a budget (you don't really need that wort chiller) and a focus on small batches that don't require 20 pounds of grain, *Beer Craft* supplements more than a dozen basic recipes with guidelines for inventing your own beers. Way more than a recipe book or an instruction manual, it's a tool kit to empower newbies and veteran brewers alike.

WILLIAM BOSTWICK is a journalist, editor, and the beer columnist for *GQ*. He lives in Brooklyn.

JESSI RYMILL is an editor and art director who specializes in illustrated books. Her book design work includes the *New York Times* bestseller *Top Chef: The Cookbook*. She lives in Brooklyn.



RODALE

MAY

ISBN 978-1-60961-138-5

PAPERBACK \$15.99 / \$18.50 Can.

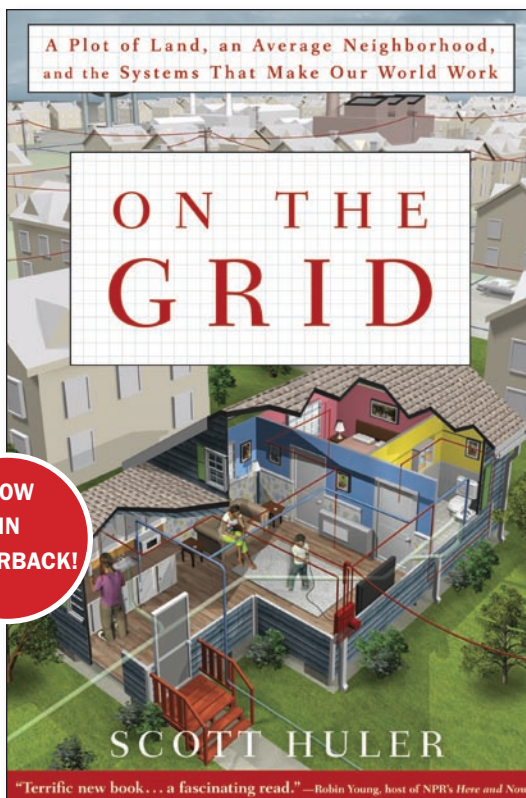
SOCIAL SCIENCE

5½" x 8¼"

256 pages

MARKETING

- Print feature campaign
 - Online publicity and promotions
- Hardcover ISBN: 978-1-60529-647-0



On the Grid

A Plot of Land, an Average Neighborhood, and the Systems That Make Our World Work

SCOTT HULER

“Terrific new book . . . a fascinating read.” —Robin Young, host of NPR’s *Here and Now*

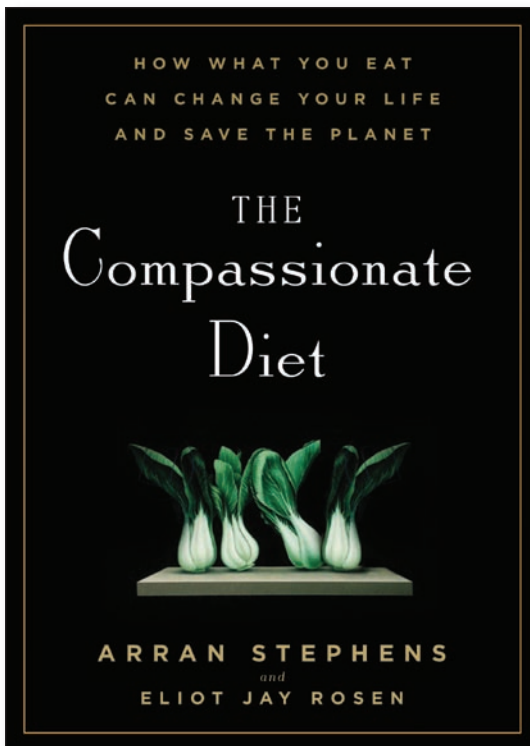
Turn on a switch and from the nearest bulb out pours light from . . . somewhere; turn on a faucet and water appears. Wires, pipes, and roads support the lives we lead, but the average person doesn’t know where they go or even how they work. In *On the Grid*, Scott Huler takes the time to understand the systems that sustain our way of life, starting from his own quarter of an acre in North Carolina and traveling as far as ancient Rome.

Each chapter follows one element of infrastructure back to its source. Huler visits power plants, watches new asphalt pavement being laid, and traces a drop of water backward from the faucet to the Gulf of Mexico. He reaches out to guides along the way, both the workers who operate these systems and the people who plan them.

On the Grid brings infrastructure to life and details the ins and outs of our civilization with fascinating, back-to-basics information about the systems we all depend on.

“Scott Huler’s fascinating account of his trips through the mesmerizingly crafted infrastructure that sustains our modern American lives gets us toward an understanding of a system that ought to be celebrated.” —Robert Sullivan, author of *The Thoreau You Don’t Know*

SCOTT HULER is the author of six books, including *Defining the Wind* and *No-Man’s Lands*. Widely published in newspapers nationwide, he has won awards for his work on NPR. He lives in Raleigh, NC.



JUNE

ISBN 978-1-60961-063-0

PAPERBACK ORIGINAL \$17.99 / \$19.99 Can.

5" x 7"

160 pages

40 color illustrations

French flaps

MARKETING

- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Tie-in with author's speaking engagements
- Featured in Rodale magazines, e-newsletters, and Web sites
- Promotional support from Nature's Path

The Compassionate Diet

How What You Eat Can Change Your Life and Save the Planet

ARRAN STEPHENS AND ELIOT JAY ROSEN

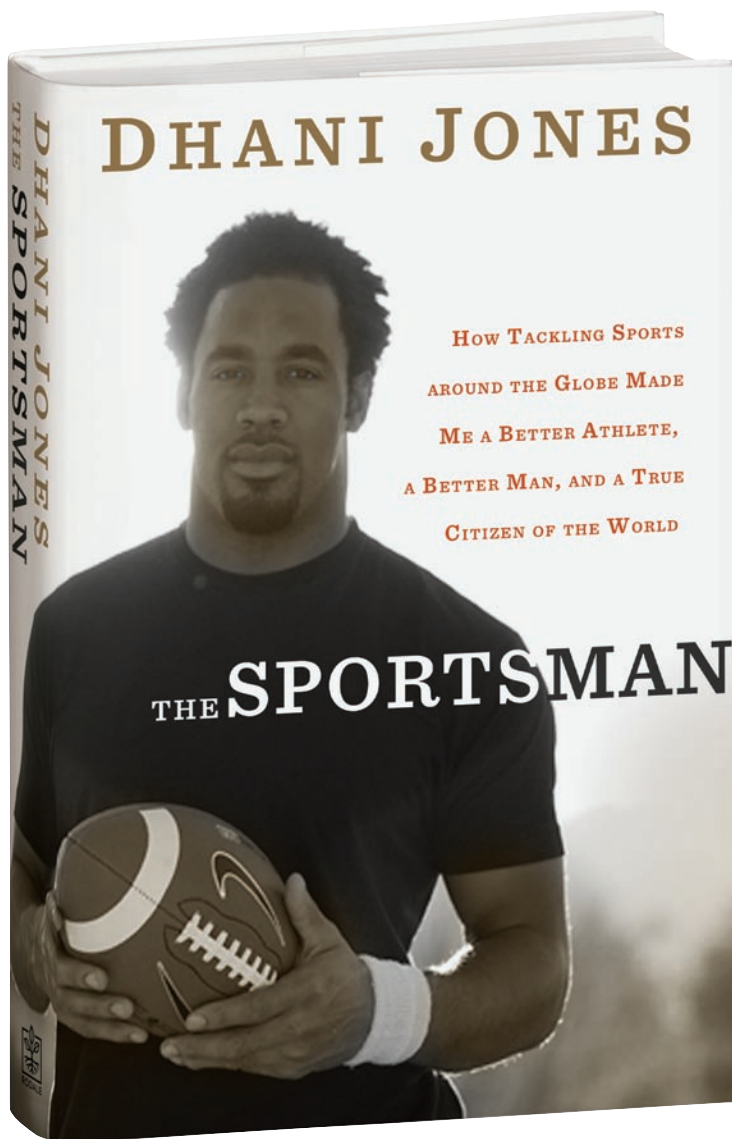
From the cofounder and CEO of Nature's Path, a beautiful and stirring book about what we can do to cultivate a healthy body and planet

What can we do to allay global warming, contend with world hunger, avoid genetically modified foods, be healthier, and live longer? In *The Compassionate Diet*, Arran Stephens, who has been at the leading edge of the organic food movement for decades and a vegetarian his entire adult life, answers these complex questions in the simplest terms: Eat vegetarian.

A balanced and natural vegetarian diet is neither a fad nor a passing trend. It has been part of many cultures over untold millennia. *The Compassionate Diet* distills the history, philosophy, and core benefits of eschewing meat in a completely approachable and nonjudgmental fashion. Replete with 50 elegant and beautiful color illustrations, the book makes a wonderful gift for foodies, vegetarians, or anyone who has flirted with the idea of switching to a plant-based diet.

ARRAN STEPHENS founded Nature's Path Foods, North America's largest organic breakfast foods company. He has received Ernst & Young's Entrepreneur of the Year and the CHFA Hall of Fame awards and has been named among "Canada's Best 100 Employers." He lives in Vancouver.

ELIOT JAY ROSEN is a health writer, clinical psychotherapist, and author of the *Los Angeles Times* bestseller *Experiencing the Soul*. He lives in Hawaii.



The Sportsman

How Tackling Sports around the Globe Made Me a Better Athlete, a Better Man, and a True Citizen of the World

DHANI JONES

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

Now in his 11th season in the NFL, Dhani Jones has had an unusually long career for a football player. Just a few years ago, however, Dhani thought his playing days were over. Cut by the Eagles and the Saints, he was at a professional crossroads. When the Bengals called, though, he was more than ready and in the best shape of his life. And for that, he credits his off-season.

The Sportsman follows Dhani's discovery that the parts of his life that, to many, seemed to be distractions—including an off-season TV show that sent him around the world to learn and compete in other sports—actually served to cross-train him in ways he'd never imagined, enabling him to become more grounded, globally aware, and, most surprisingly, a much better football player.

Part travelogue, part workout guide, part *Zen and the Art of Motorcycle Maintenance*, *The Sportsman* is an invigorating account of Dhani's global sporting adventures and the lessons he has learned along the way. From dragon boat racing in Singapore to carrying 300-pound rocks in Iceland to biking in Italy, Dhani's adventures taught him to be tougher, smarter, and stronger than ever. *The Sportsman* is a reminder that by connecting to the world through its people and customs and the spirit of competition, we empower ourselves in ways that can surpass our craziest expectations.

DHANI JONES is defensive captain for the Cincinnati Bengals and the 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 978-1-60961-111-8

HARDCOVER \$25.99 / \$29.99 Can.

SPORTS / TRAVEL

6" x 9"

264 pages

One 8-page color photo insert

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

JUNE

ISBN 978-1-60961-137-8

PAPERBACK \$15.99 / \$18.50 Can.

CURRENT EVENTS

5½" x 8¼"

240 pages

MARKETING

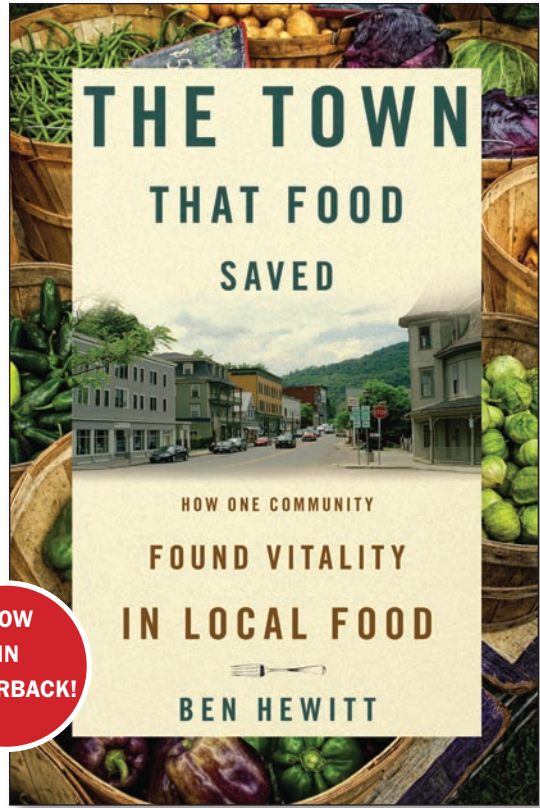
- Print feature campaign
- Online publicity and promotions
- Cross-promotion with *Making Supper Safe*

Hardcover ISBN: 978-1-60529-6869

Also available:

Making Supper Safe

**NOW
IN
PAPERBACK!**



The Town That Food Saved

How One Community Found Vitality in Local Food

BEN HEWITT

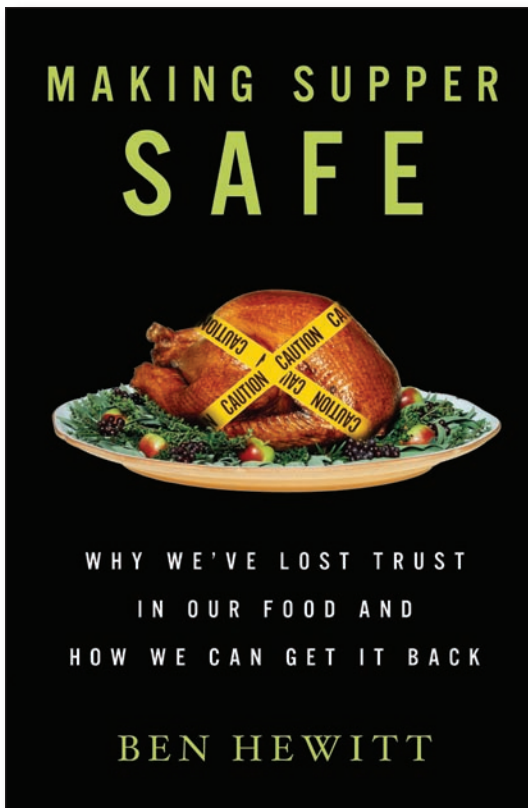
“Hewitt is an amiable skeptic and a storyteller of rare skill who seems incapable of crafting a dull sentence.” —TheAtlantic.com

Over the past few years, Hardwick, Vermont, a typical hardscrabble farming community of 3,000 residents, has jump-started its economy and redefined its self-image through a local, self-sustaining food system unlike anything else in America. Even as the recent financial downturn threatens to cripple small businesses and privately owned farms, a stunning number of food-based businesses have grown in the region. *The Town That Food Saved* is rich with appealing, colorful characters, from the optimistic upstarts creating a new agricultural model to the long-established farmers wary of the rapid change in the region.

Hewitt, a journalist and Vermonter, delves deeply into the repercussions of this groundbreaking approach to growing food, both its astounding successes and potential limitations. The captivating story of an unassuming community and its extraordinary determination to build a vibrant local food system, *The Town That Food Saved* is grounded in ideas that will revolutionize the way we eat and, quite possibly, the way we live.

“These pages are full of characters: charismatic leaders, philosophers, quiet activists. It’s a brave and well-reported book; these are, after all, his neighbors.” —Los Angeles Times

BEN HEWITT lives with his wife and two sons on a diversified, 40-acre farm in Vermont, where they produce dairy, beef, pork, lamb, vegetables, and berries.



JUNE

ISBN 978-1-60529-309-7

HARDCOVER \$24.99 / \$28.99 Can.

CURRENT EVENTS

5½" x 8⅞"

256 pages

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- New England area events
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites

Also available:

The Town That Food Saved

Making Supper Safe

Why We've Lost Trust in Our Food and How We Can Get it Back

BEN HEWITT

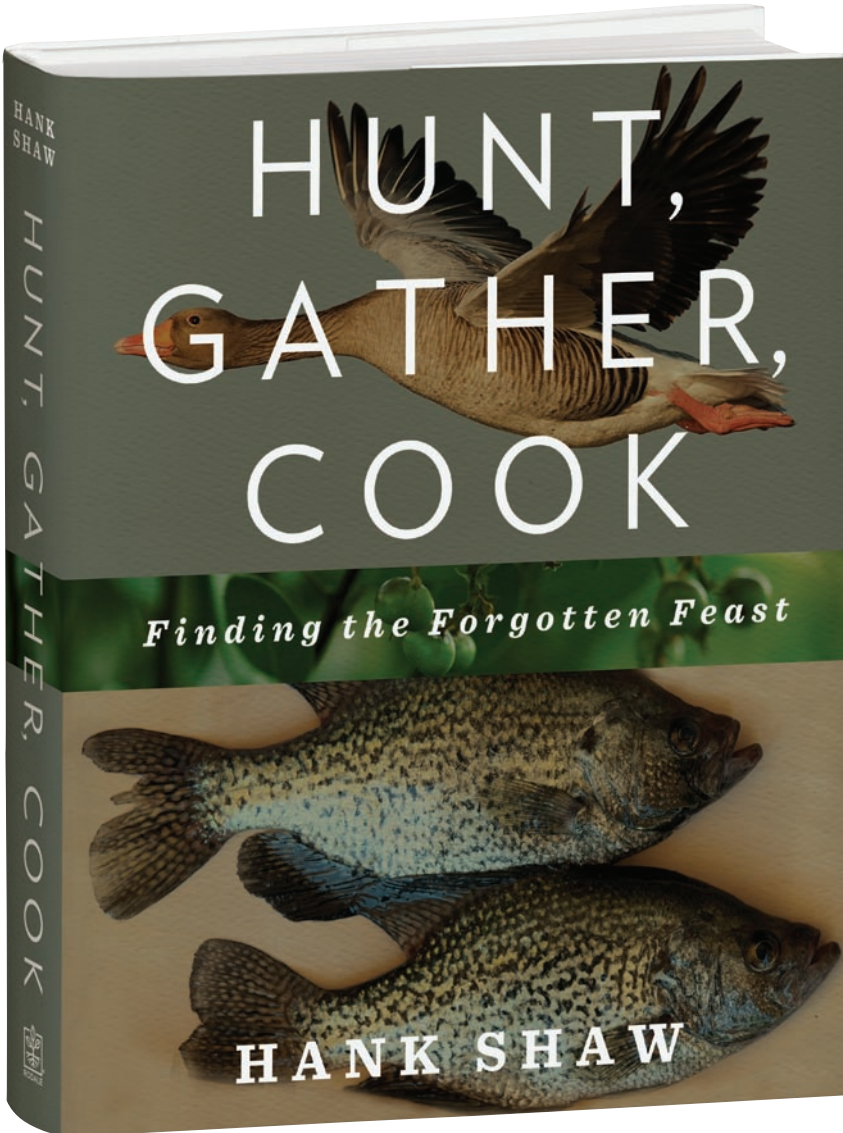
A fascinating examination of food safety in the United States—how it works, what happens when it fails, and how we can learn to trust our food again

Food recalls have become so ubiquitous we hardly even notice them. The massive peanut salmonella contamination of 2008–2009 alone killed nine and sickened an estimated 22,500 people; only a few weeks later, contaminated frozen cookie dough sent 35 people to the hospital. These tragic, inexcusable events to which no one is immune are but a symptom of a broader food system malaise.

In *Making Supper Safe*, Ben Hewitt exposes the vulnerabilities inherent to the US food industry, where the majority of our processing facilities are inspected only once every seven years, and where government agencies lack the necessary resources to act on early warning signs. The most dangerous aspect of our food system isn't just its potential to make us acutely ill, but the ever expanding distance between us and our sources of nourishment.

Hewitt introduces a vibrant cast of characters and revolutionaries who are reinventing how we grow, process, package, distribute, and protect our food, and even how we protect ourselves. He takes readers inside a food contamination trace-back investigation, goes dumpster diving, and talks to lawyers, policy makers, and families who have been affected by contaminated food. *Making Supper Safe* explains why we should worry, but it is also a quest to understand how we can learn to trust our food again.

BEN HEWITT is the author of *The Town That Food Saved*, and has written for magazines such as *Bicycling*, *Gourmet*, *Men's Journal*, *National Geographic Adventure*, the *New York Times Magazine*, and many others. He lives in Cabot, VT.



Hunt, Gather, Cook

Finding the Forgotten Feast

HANK SHAW

An award-winning journalist and blogger's guide to foraging, fishing, hunting—and making the most of the fruits of a day spent gathering food in the field

If there is a frontier beyond organic, local, and seasonal, beyond farmers' markets and sustainably raised meat, it surely includes hunting, fishing, and foraging your own food. A lifelong angler and forager who became a hunter late in life, Hank Shaw has chronicled his passion for hunting and gathering in his widely read blog, *Hunter Angler Gardener Cook*, which has developed an avid following among outdoor people and foodies alike. Hank is dedicated to finding a place on the table for the myriad overlooked and underutilized wild foods that are there for the taking—if you know how to get them.

In *Hunt, Gather, Cook*, he shares his experiences both in the field and the kitchen, as well as his extensive knowledge of North America's edible flora and fauna. With the fresh, clever prose that brings so many readers to his blog, Hank provides a user-friendly, food-oriented introduction to tracking down everything from sassafras to striped bass to snowshoe hares. He then provides innovative ways to prepare wild foods that go far beyond typical campfire cuisine: homemade root beer, cured wild boar loin, boneless tempura shad, Sardinian hare stew—even pasta made with handmade acorn flour.

For anyone ready to take a more active role in determining what they feed themselves and their families, *Hunt, Gather, Cook* offers an entertaining and delicious introduction to harvesting the bounty of wild foods to be found in every part of the country.

HANK SHAW is a journalist, former restaurant cook, and the proprietor of *Hunter Angler Gardener Cook*, twice nominated for a James Beard Award and winner of an IACP Award for best blog. His work has been published in *Food & Wine*, *Field & Stream*, and numerous other magazines. He lives near Sacramento.

JUNE

ISBN 978-1-60529-320-2

HARDCOVER \$25.99 / \$29.99 Can.

COOKING

7½" x 9½"

224 pages

60 black-and-white photographs

2-color throughout

MARKETING

- National author publicity
- Online advertising
- Online publicity and promotions
- Social media campaign
- IndieBound promotion
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, Honest-Food.net

JUNE

ISBN 978-1-60691-115-6

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

HEALTH

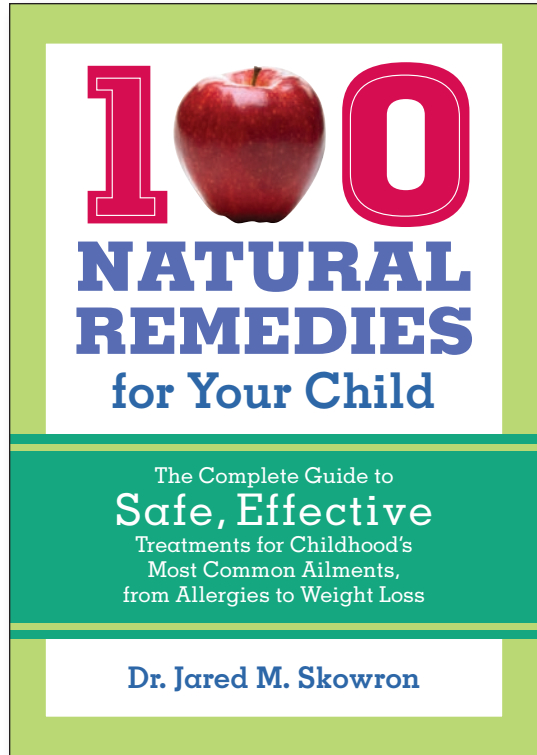
6½" x 9½"

336 pages

20 black-and-white illustrations

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
 - Online publicity and promotions
- Parenting and mommy blog campaign
- Tie-in with author's speaking engagements



100 Natural Remedies for Your Child

The Complete Guide to Safe, Effective Treatments for Childhood's Most Common Ailments, from Allergies to Weight Loss

DR. JARED M. SKOWRON

FOREWORD BY DR. PETER D'ADAMO

A leading pediatric naturopath shows parents how to prevent and treat childhood's most common illnesses naturally and effectively

In *100 Natural Remedies for Your Child*, pediatric naturopath Dr. Jared Skowron shows parents how to prevent and treat more than 100 of childhood's most common ailments, from the flu and chicken pox to more serious problems like food allergies and asthma. A leading expert in pediatric naturopathy, Dr. Skowron's holistic approach includes treatments such as:

- **Foods that heal**—Dr. Skowron shows parents the power of nutrition and reveals how foods can help prevent and treat disease
- **Toxic detox**—from pesticides to plastics, natural medicine offers safe and proven methods for removing environmental toxins from our children's bodies
- **Supplementation**—dietary supplements are a safe way to alleviate and prevent illness, especially for children with food allergies
- **Alternative remedies**—homeopathic remedies save money and heal children naturally

JARED M. SKOWRON, ND, is a professor of pediatrics at the University of Bridgeport, College of Naturopathic Medicine. He lives in Connecticut.



JUNE

ISBN 978-1-60961-158-3

HARDCOVER \$25.99 / \$29.99 Can.

MEMOIR

5½" x 8⅞"

336 pages

MARKETING

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

Teach Us to Sit Still

A Skeptic's Search for Health and Healing

TIM PARKS

**"A small triumph of narrative artistry, luxuriantly written and full of bone-dry humor."
—*The Spectator***

Teach Us to Sit Still is the visceral, thought-provoking, and inexplicably entertaining story of how Tim Parks found himself in serious pain, how doctors failed to help, and the quest he took to find his own way out.

Overwhelmed by a crippling condition which nobody could explain or relieve, Parks follows a fruitless journey through the conventional medical system only to find relief in the most unexpected place: a breathing exercise that eventually leads him to take up meditation. This was the very last place Parks anticipated finding answers; he was about as far from New Age as you can get.

As everything that he once held true is called into question, Parks confronts the relationship between his mind and body, the hectic modern world that seems to demand all our focus, and his chosen life as an intellectual and writer. He is drawn to consider the effects of illness on the work of other writers, the role of religion in shaping our sense of self, and the influence of sports and art on our attitudes toward health and well-being. Most of us will fall ill at some point; few will describe that journey with the same verve, insight, and radiant intelligence as Tim Parks. Captivating and inspiring, *Teach Us to Sit Still* is an intensely personal—and brutally honest—story for our times.

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*.

JUNE

ISBN 978-1-60961-140-8

PAPERBACK \$16.99 / \$19.50 Can.

SPORTS / TRAVEL

6" x 9"

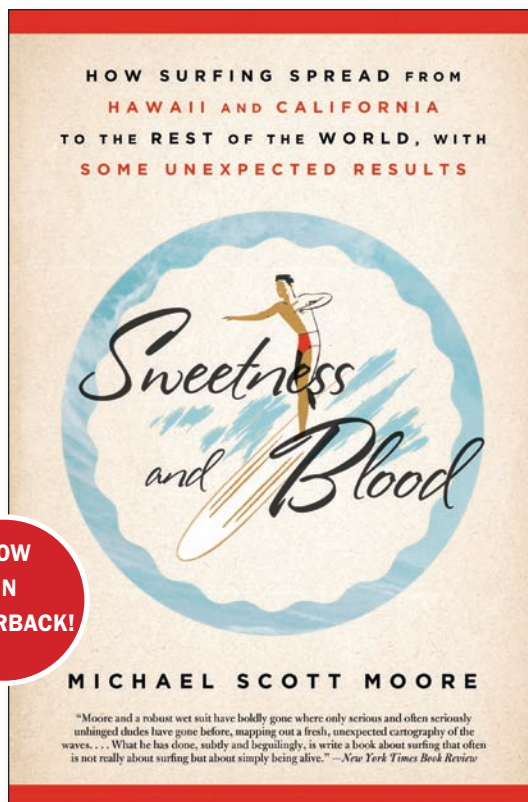
336 pages

10 black-and-white photographs

MARKETING

- Print feature campaign
- Online publicity

Hardcover ISBN: 978-1-60529-427-8



Sweetness and Blood

How Surfing Spread from Hawaii and California to the Rest of the World, with Some Unexpected Results

MICHAEL SCOTT MOORE

An elegant and surprising history of surfing

How did an obscure tribal sport from precolonial Hawaii—one that was nearly eliminated by Christian missionaries—jump oceans to California and Australia? And how did it become such a worldwide passion, even in places where the surf may be excellent but the society is highly conservative or superstitious about the sea?

In this brilliantly written travel adventure, journalist (and surfer) Michael Scott Moore visits unlikely surfing destinations—Israel and the Gaza Strip, West Africa, Great Britain, Germany, Indonesia, Japan, Cuba, and Morocco—to find out. Whether he is connecting eccentric surf legend Doc Paskowitz to the Arab-Israeli conflict, trying to deconstruct the terrorist bombing in a nightclub in Bali, or being chased by the German police while surfing a river break in Berlin, Moore masterfully weaves together politics, culture, history, and surfing to create a book like no other.

“Moore and a robust wet suit have boldly gone where only serious and often seriously unhinged dudes have gone before, mapping out a fresh, unexpected cartography of the waves. . . . What he has done, subtly and beguilingly, is write a book about surfing that often is not really about surfing but about simply being alive.” —*New York Times Book Review*

MICHAEL SCOTT MOORE is a novelist and journalist who has written on politics and travel for publications such as *The Atlantic*, *Slate*, *Spiegel Online International*, *Miller-McCune Magazine*, and the *Financial Times*. He lives in Berlin, Germany.



JUNE

ISBN 978-1-60529-083-6

PAPERBACK ORIGINAL

\$23.99 / \$27.50 Can.

GARDENING

6½" x 9½"

384 pages

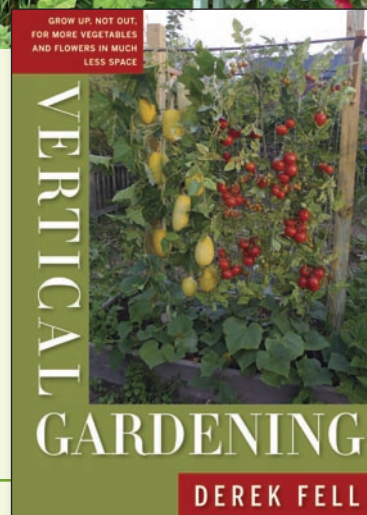
Two 32-page color photo inserts

100 two-color photographs

25 illustrations

MARKETING

- Confirmed feature in *Organic Gardening*
- National print features and reviews
- Simultaneous direct-marketing campaign
- Promotional support from *Organic Gardening* and OrganicGardening.com
- Promoted on author's Web site, DerekFell.net



Vertical Gardening

Grow Up, Not Out, for More Vegetables and Flowers in Much Less Space

DEREK FELL

An innovative—and effortless—new growing system that emphasizes bottom-up and top-down supports for vegetables, flowers, and fruits

The biggest mistake gardeners make each season is starting out too big and then quickly realizing their large plot requires too much weeding, watering, and backbreaking labor. Vertical gardening guarantees a better outcome from the day the trowel hits the soil—by shrinking the amount of “floor” space needed and focusing on climbing plants that are less prone to insects, diseases, and animal pests.

Notable author and gardener Derek Fell has tried and tested thousands of varieties of vegetables, flowers, and fruits and recommends the best plants for space-saving vertical gardening. His grow-up, grow-down system also shows which ground-level plants make good companions underneath and alongside climbing plants. Best of all, many of Fell's greatest climbers and mutually beneficial plants are available in seed packets in every local garden center.

With a mix of DIY and commercially available string supports, trellises, pergolas, raised beds, skyscraper gardens, and topsy-turvy planters, the vertical garden system reduces work, increases yields, makes harvesting easier, and can be practiced in spaces as small as a container or a one-by-four-foot strip. *Vertical Gardening* features 100 color photos of the author's own vertical methods and showcases beautiful, trouble-free perennials, shrubs, vegetables, annuals, and fruit perfect for this new, rewarding way to garden.

DEREK FELL is the author of more than 100 books and has contributed photographs to countless garden publications. He lives and gardens at historic Cedaridge Farm in Bucks County, PA.

JUNE

ISBN 978-1-60961-139-2

PAPERBACK \$14.99 / \$16.99 Can.

MEMOIR

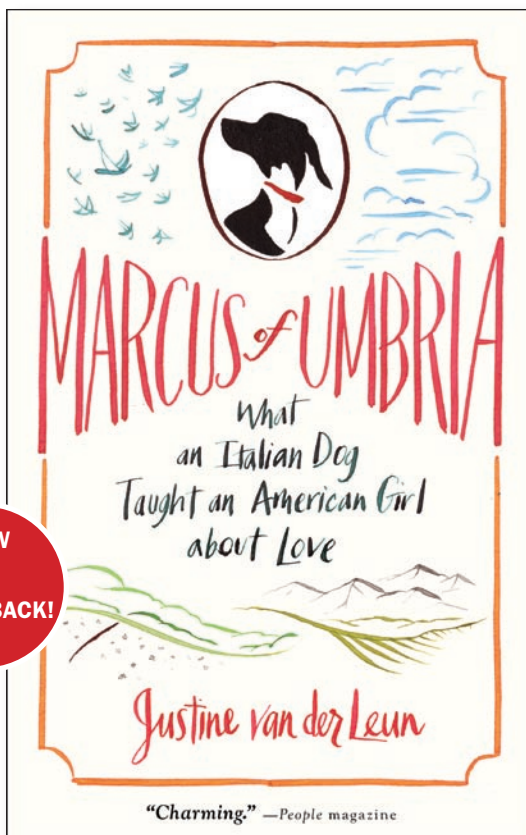
5½" x 8¼"

224 pages

MARKETING

- Print feature campaign
 - Online publicity and promotions
- Hardcover ISBN: 978-1-60529-960-0

**NOW
IN
PAPERBACK!**



Marcus of Umbria

What an Italian Dog Taught an American Girl about Love

JUSTINE VAN DER LEUN

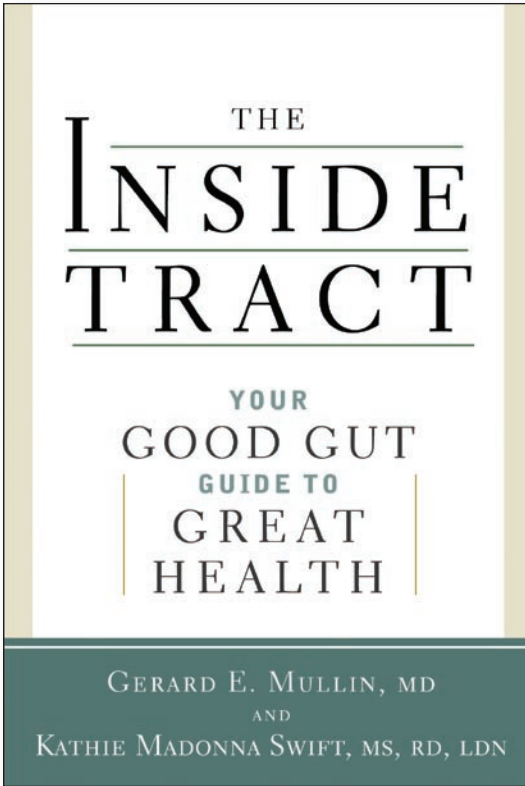
In this ideal beach read, a jaded young New Yorker is brought back to life by what she finds in Italy: not the food, not the fashion, not a Ferrari or a Fabio—but a bird-obsessed hunting dog named Marcus

People magazine calls *Marcus of Umbria* “charming”; *Marley & Me* author John Grogan proclaims that Justine van der Leun “is blessed with the elusive gift of storytelling”; *Like Water for Elephants* author Sara Gruen calls the book “warm, comic, and beautifully descriptive. I devoured this compassionate and sharply funny book in one sitting.”

Readers will delight in this tale of an urbanite who leaves her magazine job to move to Collelungo, Italy, population: 200. There, in the ancient city center of a historic Umbrian village, she sets up house with the enticing local gardener she met on vacation only weeks earlier. This impulsive decision launches an eye-opening series of misadventures when village life and romance turn out to be radically different from what she had imagined.

Love lost with the gardener is found instead with Marcus, an abandoned English pointer that she rescues. With Marcus by her side, Justine discovers the bliss and hardship of living in the countryside: herding sheep, tending to wild horses, picking olives with her adopted Italian family, and trying her best to learn the regional dialect. The result is a rich, comic, and unconventional portrait about learning to live and love in the most unexpected ways.

JUSTINE VAN DER LEUN has written for various publications, including *O*, *The Oprah Magazine*, the *New York Observer*, *Marie Claire*, and *The Bark*. She lives in Brooklyn.



JULY

ISBN 978-1-60529-264-9

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

HEALTH

6" x 9"

304 pages

20 black-and-white illustrations

MARKETING

- National print features and reviews
- Online publicity and promotions
- Major online direct-marketing campaign

The Inside Tract

Your Good Gut Guide to Great Health

GERARD E. MULLIN, MD, AND KATHIE MADONNA SWIFT, MS, RD, LDN

A comprehensive plan for alleviating digestive ailments through alternative and complementary treatments

For many centuries, ancient, ayurvedic, and traditional Chinese medicine have identified the gut as the center of health and wellness, but it has been largely downplayed by modern Western medicine. In *The Inside Tract*, Gerard E. Mullin, a leading internist, gastroenterologist, and nutritionist at Johns Hopkins Hospital, and Kathie Madonna Swift, a registered dietitian and culinary nutritionist, show that good digestive health is vital to overall wellness.

Studies have shown that over half of the 90 million Americans suffering from digestive disorders such as IBS, GERD, celiac disease, and gluten sensitivity are actively looking for alternative ways to address these ailments. Advocating a regimen of dietary changes, supplements, detoxification, and a 7-step lifestyle modification program, Mullin and Swift show how food can be used as medicine to heal intestinal problems.

Using the questionnaire provided, readers will be able to determine their own unique Gastrointestinal Point System (GPS) and design an individualized plan to get themselves on the right “tract” to digestive wellness and vibrant health.

GERARD E. MULLIN, MD, is director of integrative GI nutrition services at the Johns Hopkins Hospital in Baltimore.

KATHIE MADONNA SWIFT, MS, RD, LDN, is a registered dietitian and culinary nutritionist for the Food as Medicine training program. She lives in the Berkshires, MA.

AUGUST

ISBN 978-1-60529-130-7

PAPERBACK ORIGINAL \$22.99 / \$26.50 Can.

GARDENING / BIRDS

7½" x 9½"

352 pages

100 color photographs

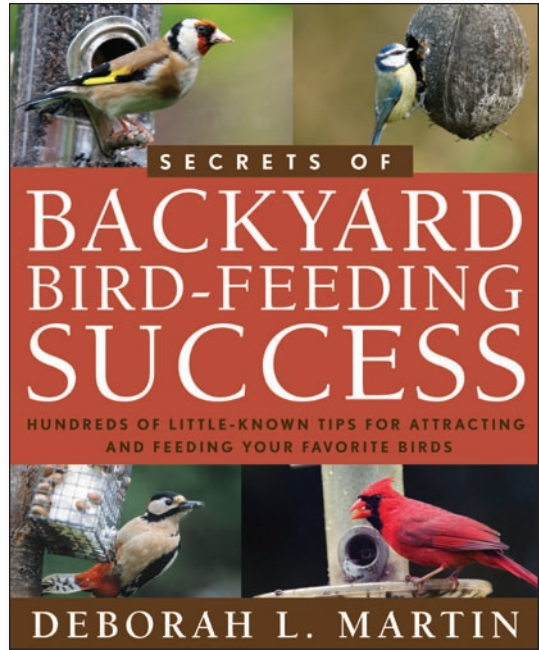
20 color illustrations

MARKETING

- Print feature campaign
- Online publicity and promotions
- Simultaneous direct-marketing campaign
- Promoted in Rodale magazines, e-newsletters, and Web sites

Also available:

Best-Ever Backyard Birding Tips



Secrets of Backyard Bird-Feeding Success

Hundreds of Little-Known Tips for Attracting and Feeding Your Favorite Birds

DEBORAH L. MARTIN

An insightful guide for backyard bird lovers who strive to offer the right foods at the right times to match birds' seasonal needs

Seeds work like magic to bring colorful birds into close view, but when special treats like homemade bird doughs and fresh fruit are offered, remarkable visitors like waxwings, orioles, and thrashers stop by for a treat. Add in seed-rich ornamental grasses and fruiting shrubs, and birds will find the scene irresistible.

Touting the latest research on *what* and *when* birds eat, *Secrets of Backyard Bird-Feeding Success* explains how nutritious food at key times of the year (during egg laying, migration, and harsh weather) can mean survival—or not—for feathered friends. From seeds and suet to plants and feeding stations, readers will learn easy, practical, and low-cost ways to entice birds into stopping by regularly, along with tips on specific types of bird-friendly fare, such as nuts, nectar, berries, and even bugs! A gallery of the 50 most popular backyard feeder birds lists their preferred foods and feeder styles plus behavior and migration details so readers can anticipate and prepare for a specific bird's arrival.

Feeding backyard birds is a win-win situation for both bird and birder—the birds get a reliable source of food and bird lovers get lively song, color, and motion in their welcoming backyards.

DEBORAH L. MARTIN is a garden and nature writer specializing in earth-friendly topics and backyard birding. She's the author of Rodale's *Best-Ever Backyard Birding Tips*. She lives in Allentown, PA.



AUGUST

ISBN 978-1-60961-125-5

HARDCOVER \$24.99 / \$28.99 Can.

HEALTH

7½" x 9½"

288 pages

One 16-page color photo insert

40 illustrations

MARKETING

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

The New Natural

Your Ultimate Guide to Cutting-Edge Age Reversal

NEIL SADICK, MD, WITH SAMANTHA MARSHALL AND ADAM DINKES

From one of the most widely respected dermatologists and beauty-thought leaders comes the most advanced guide for keeping—or regaining—a younger-looking face and body without going under the knife

Obvious face-lifts and Botox overload are no longer in vogue, but a new generation of fillers, laser treatments, and topical preparations are keeping millions looking younger—and more natural—for decades longer. Prominent dermatologist and cosmetic surgeon Dr. Neil Sadick explains how every woman, at any age, can have beautiful, healthy skin without a scalpel or surgery.

Starting off with the basics of skin care we all need in our early adult, damage-*prevention* years, Sadick cites the most efficacious cosmetic products and discusses the best practices for preserving a glowing, youthful appearance. For older readers looking to *maintain* healthy skin and *reverse* damage, he explains the various nonsurgical options available: from the modern day miracle of cell therapy to cosmeceuticals, fillers, and treatments for cellulite and hair loss. Throughout he mentions brand-name products at every price point and treatments for every budget.

User-friendly and backed by the latest science and technology, *The New Natural* is every adult's guide to the most advanced antiaging protocol for achieving young, vibrant skin—now and in the future.

NEIL SADICK, MD, is a professional dermatologist and a medical advisor to Christian Dior, Avon, and other cosmetic and pharmaceutical companies. He is the author of 12 textbooks and is frequently featured in newspapers and women's magazines. He lives in New York City.

AUGUST

ISBN 978-1-60961-127-9

HARDCOVER \$32.50 / \$37.50 Can.

COOKING

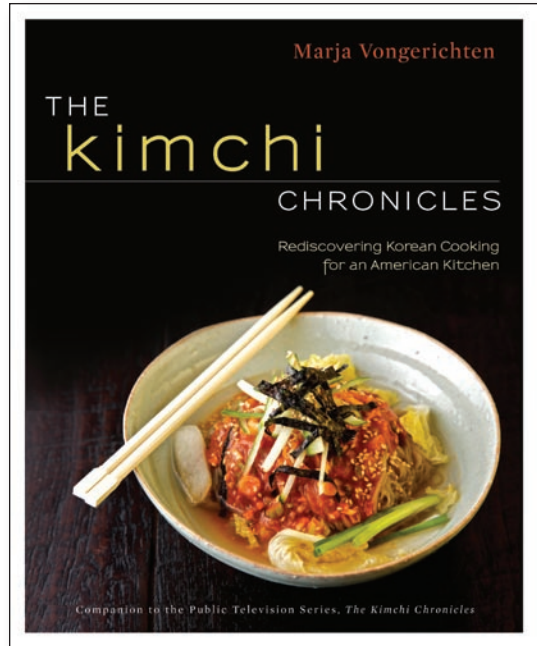
7½" x 9½"

272 pages

125 color photographs

MARKETING

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



The Kimchi Chronicles

Rediscovering Korean Cooking for an American Kitchen

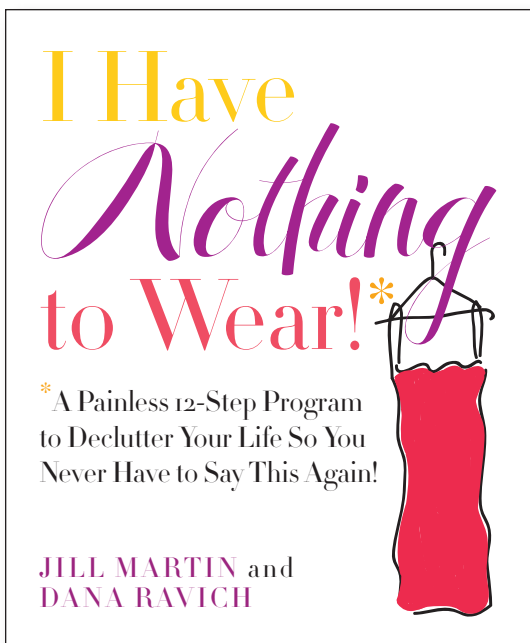
MARJA VONGERICHTEN

A collection of traditional and updated Korean recipes for the American kitchen, based on the PBS cooking and culinary travel series *The Kimchi Chronicles*

Long a favorite of in-the-know foodies, Korean cuisine is poised to become the next big food trend, with dishes like bibimbap and kimchi popping up on menus nationwide. In a new PBS series that will begin airing in May 2011, Marja Vongerichten and three-star Michelin chef Jean-Georges Vongerichten will give viewers an insider's look at Korea as they travel the country and experience its authentic flavors and cultural traditions. As the show's companion cookbook, *The Kimchi Chronicles* will include a recipe for every dish featured, explaining how they can be easily duplicated in an American kitchen. Chef Vongerichten will also offer original dishes with a lighter, modern flair, showing how the flavors of the Korean table can be readily integrated into any meal.

For lovers of Korean food, those eager to experiment in search of an accessible introduction to this intriguing cuisine, and readers who just want a little taste of culinary and cultural exploration outside the Western Hemisphere, *The Kimchi Chronicles* is sure to provide plenty of inspiration, information, and entertainment.

MARJA VONGERICHTEN is a Korean-born former actress and model. She is married to the three-star Michelin chef Jean-Georges Vongerichten and spends much of her time cooking authentic Korean dishes. She lives in New York City with her husband and three children.



AUGUST

ISBN 978-1-60529-077-5

HARDCOVER \$25.99 / \$29.99 Can.

FASHION

7½" x 9⅛"

256 pages

150 color illustrations

MARKETING

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

I Have Nothing to Wear*

***A Painless 12-Step Program to Declutter Your Life So You Never Have to Say This Again!**

JILL MARTIN AND DANA RAVICH

Today show contributor brings her natural charisma and charm to this inspired and essential guide to making heads or tails of a messy closet

Every woman knows the feeling: the anxiety, the dread, and the utter certainty that despite all the options in the overcrowded closet before her, she has nothing to wear. The advent of discount retailers that offer up-to-the-minute fashion trends has only deepened the problem. Though our dresser drawers are glutted with options, the daily crisis remains.

Help has arrived! Jill Martin—fashion expert, *Us Weekly* contributing editor, and *Today* show contributor known for her wildly popular “Ambush Makeovers” segment—has created a fun and practical 12-step program to help even the most seemingly hopeless cases. Readers will learn how to get organized, steer clear of flash-in-the-pan trends, and pinpoint and project a personal style all their own.

With adorable illustrations, Martin walks women through the steps, which include admitting their closet is a mess, determining how clothes fit in with their lifestyle, and finding friends who will help them stay organized. *I Have Nothing to Wear* is the perfect guide through the minefield of modern fashion, showing readers how to edit their wardrobes and choose the perfect ensembles for work, play, and love.

JILL MARTIN is a *Today* show personality and contributor to *Us Weekly*. She can be seen frequently on *Access Hollywood*, *Extra*, *Entertainment Tonight*, and *The Insider*. She lives in New York City.

DANA RAVICH is the coauthor of *Fashion for Dummies*. She lives in New York City.

AUGUST

ISBN 978-1-60961-141-5

PAPERBACK \$16.99 / NCR

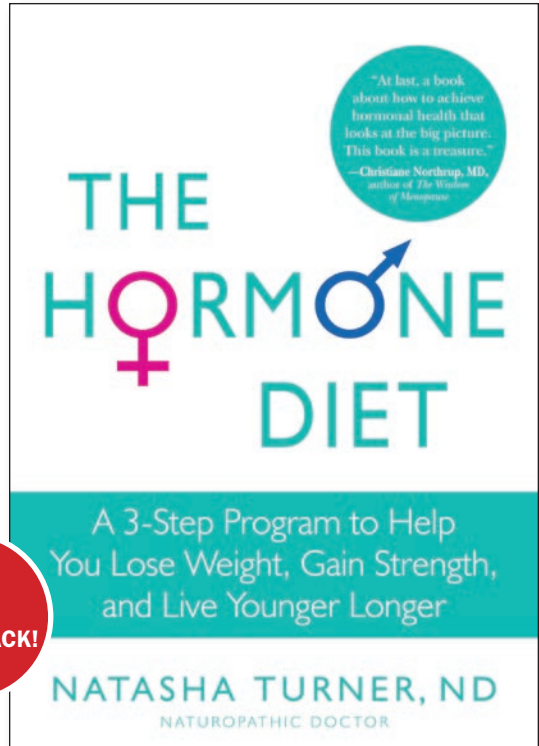
DIET

6½" x 9⅛"

480 pages

MARKETING

- Print feature campaign
 - Online publicity and promotions
- Hardcover ISBN: 978-1-60529-402-5



The Hormone Diet

A 3-Step Program to Help You Lose Weight, Gain Strength, and Live Younger Longer

NATASHA TURNER, ND

“At last, a book about how to achieve hormonal health that looks at the big picture. This book is a treasure.” —Christiane Northrup, MD

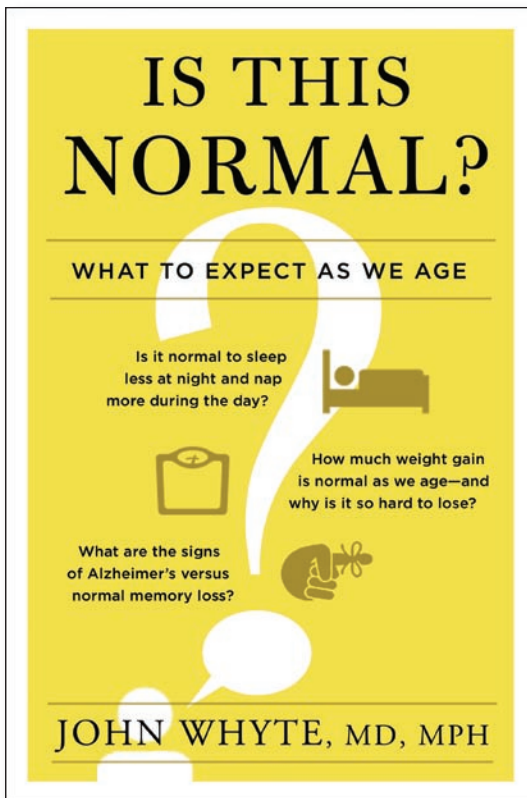
Leading preventive medicine doctor Jonathan Wright says “*The Hormone Diet* adds an exciting new dimension to the contemporary discussion of hormones and health . . . a very effective, holistic approach.” BodyAthletica cofounder Tara Rose calls it “a must-read for everyone in the health field.” Now this groundbreaking guide to hormonal health is available in paperback.

With Turner’s revolutionary 3-step program, readers will take a self-test to discover exactly which hormones are out of order and then create a personalized plan to balance them through diet, supplements, and exercise. The book includes:

- **An effective and safe anti-inflammatory detox**
- **The Hormone Diet nutrition plan and exercise prescription**
- **Tips on sleep, sex, stress survival, weight loss supplements, and more**

With *The Hormone Diet*, men and women of all ages will have the potential to age gracefully and achieve health that will last a lifetime.

NATASHA TURNER, ND, is a leading naturopathic doctor and the founder of Clear Medicine, a wellness clinic providing integrated health care. She has contributed to the creation of two commercial weight loss programs. She lives in Toronto.



AUGUST

ISBN 978-1-60691-121-7

HARDCOVER \$25.99 / \$29.99 Can.

HEALTH

6" x 9"

272 pages

20 black-and-white illustrations

MARKETING

- Major promotional support from Discovery Channel, including television advertising and e-blasts
- National author publicity
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites

Is This Normal?

What to Expect as We Age

JOHN WHYTE, MD, MPH

The essential owner's manual to middle age and beyond that answers our most pressing questions about how our age impacts our bodies

As children, our curiosity about what to expect as our bodies change is met with knowledge and patience. But when we're 50 or 60, our bodies undergo other dramatic (and often just as startling) changes—yet there's no one to prepare us, educate us, or provide guidance on what's "normal." From superficial concerns and everyday aches and pains to more serious medical problems, Dr. John Whyte, chief medical expert for the Discovery Channel, cuts through the confusion. In *Is This Normal?* he answers a broad range of questions about the physical effects of aging, such as:

- **How much weight gain is normal as we age—and why is it so hard to lose?**
- **Is it normal to sleep less at night and nap more during the day?**
- **What are the signs of Alzheimer's versus normal memory loss?**

With compassion, reassurance, and friendly guidance, Dr. Whyte provides both male and female readers with cutting-edge advice for the effects of aging they face every day, from hormones and libido to cancer risk and cardiovascular health. *Is This Normal?* arms readers with the essential knowledge and preventive strategies they need stay healthy and vital for decades to come.

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.



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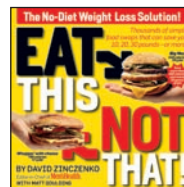
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Eat This, Not That!® When You're Expecting

Thousands of simple food swaps for the fittest, healthiest, happiest pregnancy ever!

**DAVID ZINCZENKO, EDITORIAL DIRECTOR OF WOMEN'S HEALTH®,
WITH A FOREWORD BY A LEADING PRENATAL MEDICAL DOCTOR**

The author of the best-selling *Eat This, Not That!* and *Cook This, Not That!* teams up with top OBGYN physicians for the most important nutrition guide in the series to date

When everything you eat impacts not just you, but your future child, making smart choices is more important than ever. But the right choice can be tricky, as food marketers present pregnant women with complicated menus, conflicting nutrition information, and confusing advice. Combining the latest science on eating well for mom and baby and the most cutting-edge research on what, exactly, is in our popular restaurant and supermarket foods, *Eat This, Not That! When You're Expecting* is the ultimate pregnancy handbook for optimal nutrition in the real world. Features include:

- **8 Foods Pregnant Women Need to Eat Every Day (and 7 they should never eat)**
- **The Folate Finder—how to get the optimum doses of this crucial healthy-baby vitamin**
- **Eat This, Not That! Supermarket Swaps for Eating While Pregnant**
- **Best Brain Foods for Baby Einstein**
- **Bonus: The Eat This, Not That! Postpartum Plan for Getting Your Body Back**

Investigative, compelling, and practical, this book will help make any woman's pregnancy as healthy, happy, and yummy as possible.

DAVID ZINCZENKO, editorial director of *Women's Health* magazine and editor-in-chief of *Men's Health*, is the author of the best-selling *Eat This, Not That!* series, *The New Abs Diet for Women*, and *The New Abs Diet Cookbook*. He is a regular nutrition and health contributor to the *Today* show.

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The 6-Week Plan to Your Leanest, Hottest Body—Ever!

**MICHELE PROMAULAYKO, EDITOR-IN-CHIEF OF WOMEN'S HEALTH®,
WITH MAURA RHODES**

A book that helps women build better bodies—and greater confidence—from the ground up

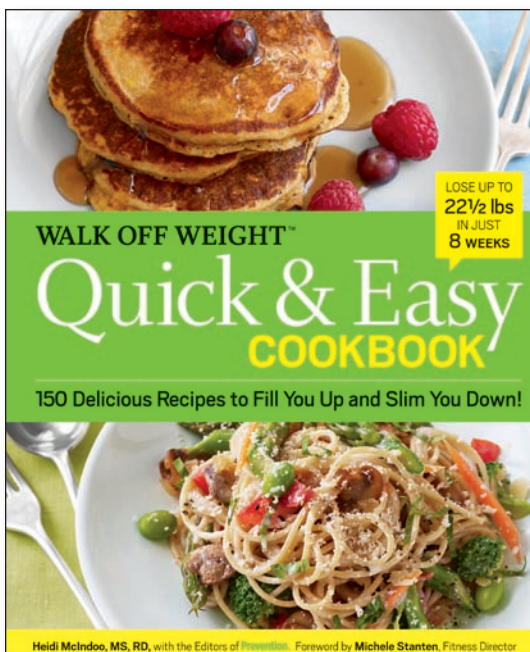
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Look Better Naked! is a diet, exercise, beauty, and self-confidence plan from the editor-in-chief of *Women's Health*, the magazine that knows how to speak to women in a smart, inspiring way. The book offers expert tips and simple plans for reshaping a woman's body quickly and easily. It reveals the powerfoods a woman should put on her plate every day and has a workout plan that delivers results in just 15 minutes a day. The plan also helps a woman flatten her belly, tone her legs, tighten her butt, and improve her skin and hair.

A woman's posture, her pride, her personal power—they all go together. *Look Better Naked!* shows a woman how to be the best possible version of herself that she can be.

MICHELE PROMAULAYKO is editor-in-chief of *Women's Health*. She is an outspoken expert on women's issues and has appeared on the *Today* show, CNN, Fox News, *The Rachael Ray Show*, and the CBS *Early Show*. She lives in New York City.

MAURA RHODES is a freelance journalist who specializes in health, fitness, nutrition, and parenting. She lives in New Jersey.



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272 pages

One 16-page color photo insert

2-color throughout

MARKETING

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- Online publicity and promotions
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Walk Off Weight™ Quick & Easy Cookbook

150 Delicious Recipes to Fill You Up and Slim You Down!

HEIDI McINDOO, MS, RD, WITH THE EDITORS OF PREVENTION®

FOREWORD BY MICHELE STANTEN, FITNESS DIRECTOR, PREVENTION

Inspired by *Walk Off Weight*, these 150 healthful, full-flavored dishes are designed to keep readers primed to melt off pounds and sculpt muscle

The revolutionary interval walking program in *Walk Off Weight* helps readers lose three times more weight than traditional steady-state walking plans. This cookbook has 150 easy, gourmet-on-the-go meals that provide the nutrients they need to fuel their workouts. Eating right is simple—and delicious—with meals like Banana Pancakes with Maple-Walnut Syrup; Tex-Mex Turkey, Mango, and Pineapple Wraps; and velvety Chocolate Pudding Cake.

Most important, readers will learn how to make better food choices wherever they go. In addition to a 28-day *Walk Off Weight* suggested meal plan, readers can draw from 14 days of mix-and-match meals to design their own balanced, healthful menus. They can then pair their healthy eating habits with the *Walk Off Weight* workout plan to stay on track to find their best body and stay fit for life.

HEIDI McINDOO is a nutrition consultant and freelance writer. She is a member of both the American Dietetic Association and the International Culinary Association. McIndoo lives near Boston with her family.

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THE BIGGEST LOSER EXPERTS AND CAST

The experts and cast members of the megahit reality show are back with more healthy lifestyle advice

NBC's hit weight loss show, *The Biggest Loser*, continues to inspire millions of people to shed pounds, get healthy, and live the Biggest Loser lifestyle. Timed to coincide with the show's 11th season in winter 2011, this book will benefit from the same high-caliber, NBC-supported marketing campaign that has driven the sales of the other titles. This next book in the *New York Times* best-selling series, with more than 4.1 million copies in print, will feature guidance from *The Biggest Loser* experts as well as tips and advice from the contestants themselves.



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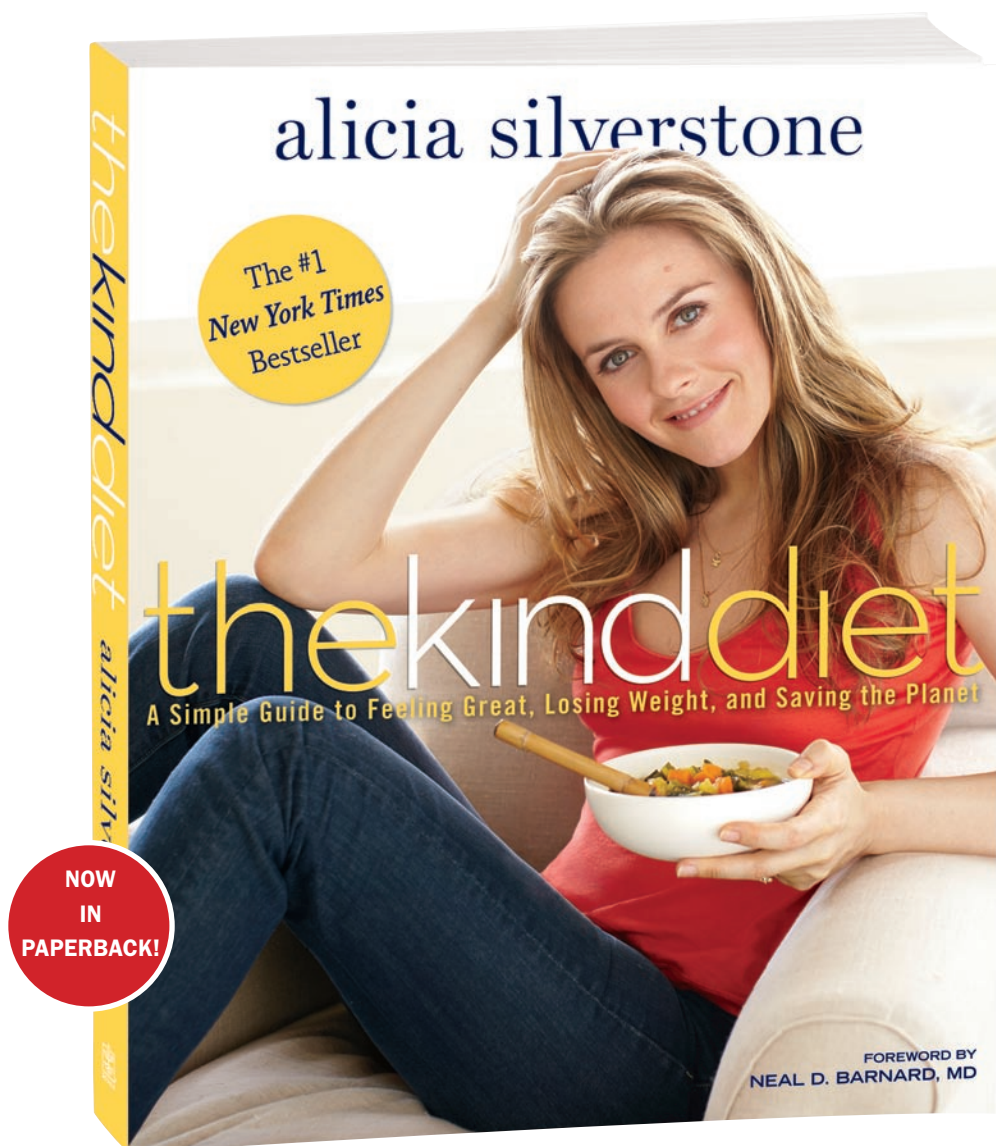
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100 color photographs

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- National radio interview campaign
- Print feature campaign
- Major support from *Prevention* and Prevention.com
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Featured on NBC.com and BiggestLoser.com
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“Alicia Silverstone’s *The Kind Diet* is an enjoyable and nonjudgmental introduction to the meatless lifestyle that shows how even baby steps can have an enormous impact on our own well-being and the health of the planet.”

—Giada De Laurentiis, author and host of *Everyday Italian*

The Kind Diet

A Simple Guide to Feeling Great, Losing Weight, and Saving the Planet

ALICIA SILVERSTONE

FOREWORD BY NEAL D. BARNARD, MD

The actress, conservationist, and animal rights advocate shares her secrets for staying thin and vibrantly healthy—and saving the planet in the process

After spending more than 20 weeks on the *New York Times* bestseller list, Alicia Silverstone's inspiring guide to eating a plant-based diet has introduced hundreds of thousands of readers to a brand-new relationship with food and health. Now available as a reasonably priced paperback and printed on 100% recycled paper with earth-friendly soy ink, *The Kind Diet* continues to inspire readers to diminish the role of "nasty" foods like meat and dairy in their diets in favor of superhero foods that support good health and take a much gentler toll on our natural resources and environment.

Sharing the insights that encouraged her to become a vegan and outlining the incredible physical benefits of adopting a plant-based diet, Alicia Silverstone presents a user-friendly 3-level program to accommodate everyone—those who just want to "flirt" with the wide range of readily available meat and dairy substitutes and up their consumption of grains and vegetables, those who are ready to adopt a vegan lifestyle, and those who wish to experience full "superhero" status with a modified macrobiotic regimen that provides maximum weight loss and health benefits. Striking full-color photographs and over 100 of Alicia's favorite recipes for vegans and superheroes round out this stunning introduction to the animal-free diet. Equal parts memoir, health guide, and keepsake cookbook, *The Kind Diet* is sure to make every reader's transition to a plant-based diet attainable, empowering, and delicious.

ALICIA SILVERSTONE is a film, theater, and television actress and a dedicated activist on behalf of the planet and endangered animals. She has appeared on *Oprah*, the *Today* show, *The View*, and *The Rachael Ray Show* and was voted "Sexiest Female Vegetarian." She lives in Los Angeles with her husband and their rescued dogs.

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MARKETING

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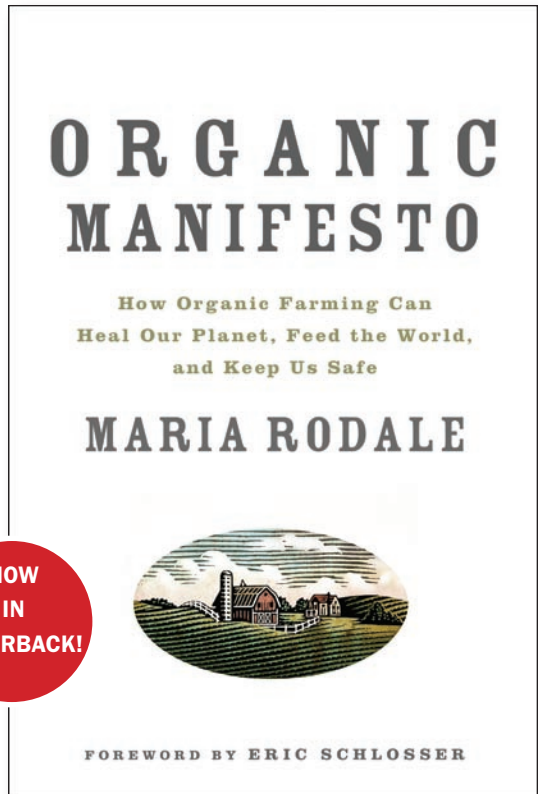
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240 pages

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- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites

Hardcover ISBN: 978-1-60529-485-8



Organic Manifesto

How Organic Farming Can Heal Our Planet, Feed the World, and Keep Us Safe

MARIA RODALE

FOREWORD BY ERIC SCHLOSSER

“Organic Manifesto is a challenging and provocative book that will stimulate debate and raise the public’s consciousness regarding the choices we make that ultimately can impact the health, safety, and security of America and the world!” —Richard Carmona, MD, MPH, FACS, 17th surgeon general of the United States

Rodale was founded on the belief that organic gardening is the key to better health both for us and for the planet. Now, in *Organic Manifesto*, CEO and third-generation organic farming advocate Maria Rodale sheds new light on the state of 21st-century farming. Drawing on extensive research and interviews with farmers and government officials nationwide, she examines the unholy alliances that have formed between the chemical companies that produce fertilizer and genetically altered seeds, the agricultural educational system that is virtually subsidized by those same companies, and the government agencies in thrall to powerful lobbyists. Her case is unequivocal: chemical-free, no-till farming may be the single most effective tool we have to sequester destructive carbon in the earth, reestablish the health of the soil, reduce chemicals in our food supply, and restore a valued farming culture that is itself gravely endangered.

Clear, comprehensive, and concise, Maria Rodale’s highly readable book sweeps away the misconceptions about organics and shows that this critical issue reaches far beyond the farmers’ market.

MARIA RODALE is the granddaughter of Rodale founder J. I. Rodale and a journalist, activist, and mother. She was named CEO of Rodale in 2009. She lives in Emmaus, PA.

- Armstrong, Lance, 8–9
 Barnard, Neal D., 46–47
Beer Craft, 15
Biggest Loser experts and cast,
 The, 45
 Bostwick, William, 15
 Breus, Michael, 4–5
 Bruce, Debra F., 4–5
Compassionate Diet, The, 17
 Coyne, Kelly, 10
 Cuomo, Matilda Raffa, 12
 D'Adamo, Peter, 24
 Dinkes, Adam, 31
 Drexler, Peggy, 7
Driving Lessons, 2–3
 Dugard, Martin, 11
**Eat This, Not That! When
 You're Expecting, 38–39**
 Fell, Derek, 27
Foundation, 8–9
 Friedman, Steve, 2–3
 Goodman, Eric, 8–9
 Green, Joey, 14
 Hammond, Darell, 6
 Hewitt, Ben, 20–21
Hormone Diet, The, 34
 Huler, Scott, 16
Hunt, Gather, Cook, 22–23
I Have Nothing to Wear, 33
Inside Tract, The, 29
Is This Normal?, 35
**Joey Green's Amazing Pet
 Cures, 14**
 Jones, Dhani, 18–19
Kimchi Chronicles, The, 32
Kind Diet, The, 46–47
 Knutzen, Erik, 10
Look Better Naked!, 40
Making It, 10
Making Supper Safe, 21
Marcus of Umbria, 28
 Marshall, Samantha, 31
 Martin, Deborah L., 30
 Martin, Jill, 33
 McIndoo, Heidi, 41
 Moore, Michael Scott, 26
 Mullin, Gerard E., 29
New Natural, The, 31
On the Grid, 16
**100 Natural Remedies for Your
 Child, 24**
Organic Manifesto, 48
Our Fathers, Ourselves, 7
 Park, Peter, 8–9
 Parks, Tim, 25
**Person Who Changed My Life,
 The, 12**
Prevention editors, 41
 Promaulayko, Michele, 40
Purpose and Play, 6
 Ravich, Dana, 33
 Rhodes, Maura, 40
 Rodale, Maria, 48
 Rosen, Eliot Jay, 17
 Rymill, Jessi, 15
 Sadick, Neil, 31
 Schlosser, Eric, 48
**Secrets of Backyard
 Bird-Feeding Success, 30**
 Shames, Georjana Grace, 13
 Shames, Karilee, 13
 Shames, Richard, 13
 Shaw, Hank, 22–23
 Silverstone, Alicia, 46–47
 Skowron, Jared M., 24
**Sleep Doctor's Diet Plan, The,
 4–5**
Sportsman, The, 18–19
 Stanten, Michele, 41
 Stephens, Arran, 17
Sweetness and Blood, 26
 Swift, Kathie Madonna, 29
Teach Us to Sit Still, 25
Thyroid Mind Power, 13
To Be a Runner, 11
**Town That Food Saved,
 The, 20**
 Turner, Natasha, 34
**Untitled Biggest Loser Book,
 44–45**
 Van der Leun, Justine, 28
Vertical Gardening, 27
 Vongerichten, Marja, 32
**Walk Off Weight Quick & Easy
 Cookbook, 41**
 Whyte, John, 35
 Zinczenko, David, 38–39



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