



RODALE
FALL
2011



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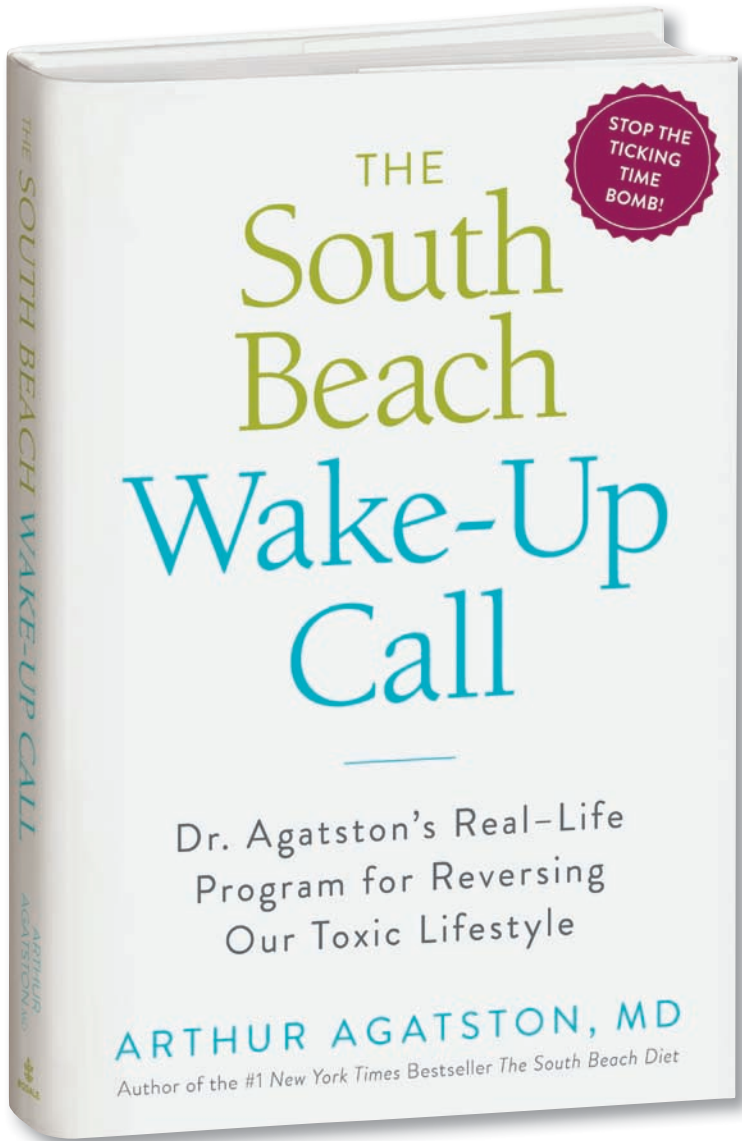
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The South Beach Wake-Up Call

Dr. Agatston's Real-Life Program for Reversing Our Toxic Lifestyle

ARTHUR AGATSTON, MD

From the creator of the South Beach Diet comes a call to change the fast-food, sedentary way of life that's aging us quickly and killing us slowly

There is a proverbial ticking time bomb in our midst. It's the toxic lifestyle that is wreaking havoc on our nation's health and well-being and posing an equal threat to everyone from the very young to the very old. In today's fast-food-obsessed, couch-potato culture, two-thirds of all adults and one-third of all children are either overweight or obese, rates of diabetes and heart disease are soaring, and the future for many of us looks dismal.

The time for a transformation is now, and one of the leading agents of change is renowned cardiologist and creator of the South Beach Diet Dr. Arthur Agatston, who is determined to reverse America's failing health profile. After explaining how we got to this sorry state, Dr. Agatston introduces his Toxic Turn-around. This empowering program provides realistic strategies and tools everyone can use to shop, cook, eat, and exercise better—improving the family table, getting quality sleep, reducing stress, and making our homes and communities healthier. Informed by cutting-edge research and the tenets of a diet that has already changed the way America eats, this book goes to the next level, providing a blueprint for all Americans to make positive and *sustainable* lifestyle changes that will not only improve their own health but that of generations to follow.

As a bonus, *The South Beach Wake-Up Call* includes 30 new, easy-to-prepare recipes featuring Dr. Agatston's top "mega foods" for better health.

ARTHUR AGATSTON, MD, is a preventive cardiologist, associate professor of medicine, and the author of the best-selling *The South Beach Diet* and companion books. He is frequently quoted in the media on diet and health. He lives and practices medicine in Miami Beach, FL.

SEPTEMBER

ISBN 978-1-60529-332-5

HARDCOVER \$27.99 / \$31.99 Can.

HEALTH

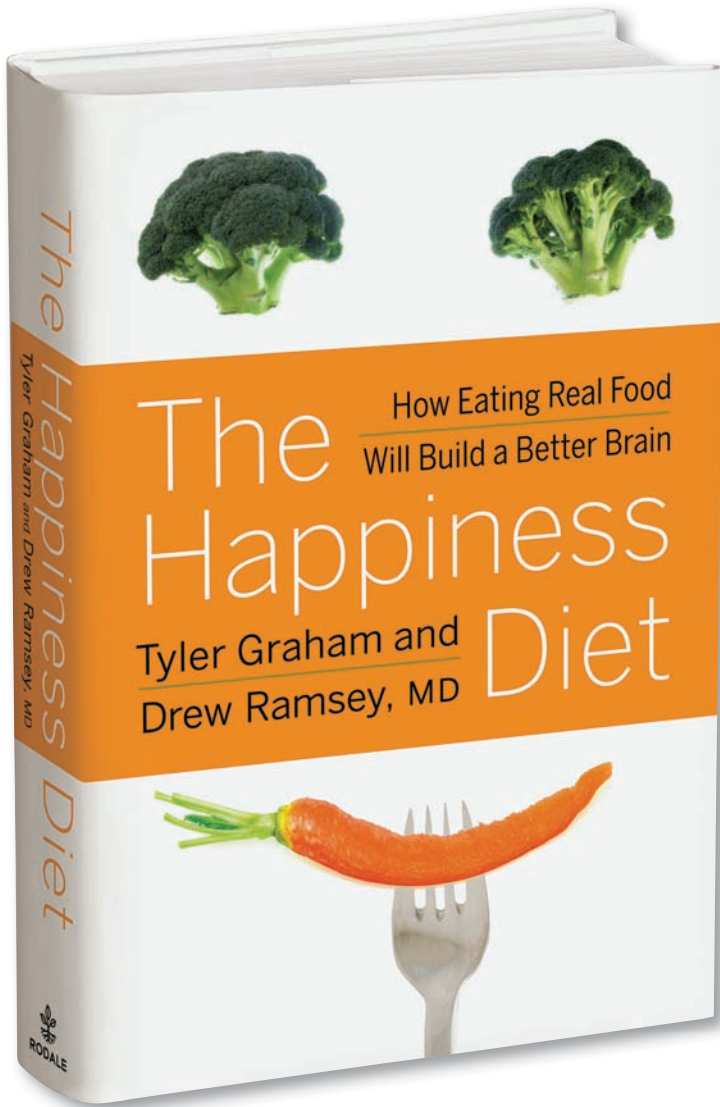
6" × 9"

288 pages

E-book ISBN: 978-1-60961-316-7

MARKETING

- National author publicity
- TV satellite tour
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Social media campaign
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promotional support from *Prevention* and Prevention.com
- Promotional support from SouthBeachDiet.com, including e-blasts



The Happiness Diet

How Eating Real Food Will Build a Better Brain

TYLER GRAHAM AND DREW RAMSEY, MD

An action plan for reclaiming America's health and happiness

In just a few generations, the staples of the American diet have changed. We know that our food is making us unhealthy. But it's also making us *unhappy*. It's no coincidence that rates of both obesity and depression have doubled in the last decade. We are what we eat, and if it's the Standard American Diet (or the SAD Diet), we're priming ourselves for a lifetime of unhappiness.

While many books have examined the ways in which food impacts our physical health, *The Happiness Diet* is the first one to clearly elucidate the link between how we eat and how we *feel*. Happiness is a biological event, and in order for our brains to fire on all cylinders, they must be properly nourished. Our neurotransmitters rely on vital nutrients like manganese, B vitamins, and healthy fats to do their jobs—and if we're feeding our brains the SAD Diet, we're sabotaging our mental health.

In *The Happiness Diet*, readers will learn the simple changes that make a big difference in how they feel. With food lists, shopping tips, brain-building recipes, a Happiness Food Pyramid, and other tools, Graham and Dr. Ramsey empower readers to build a better brain and reclaim happiness.

TYLER GRAHAM reports on health and fitness for *Details* magazine and has held editorial positions at *O, The Oprah Magazine*, *Prevention*, and *Best Life*. He lives in Brooklyn.

DREW RAMSEY, MD, is an assistant clinical professor of psychiatry at Columbia University, where he specializes in the treatment of anxiety and mood disorders. He lives in New York City.

SEPTEMBER

ISBN 978-1-60529-327-1

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6" × 9"

304 pages

15 black-and-white illustrations

E-book ISBN: 978-1-60961-317-4

MARKETING

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

SEPTEMBER

ISBN 978-1-60961-310-5

PAPERBACK ORIGINAL \$16.99 / \$18.99 Can.

HEALTH

6" × 9"

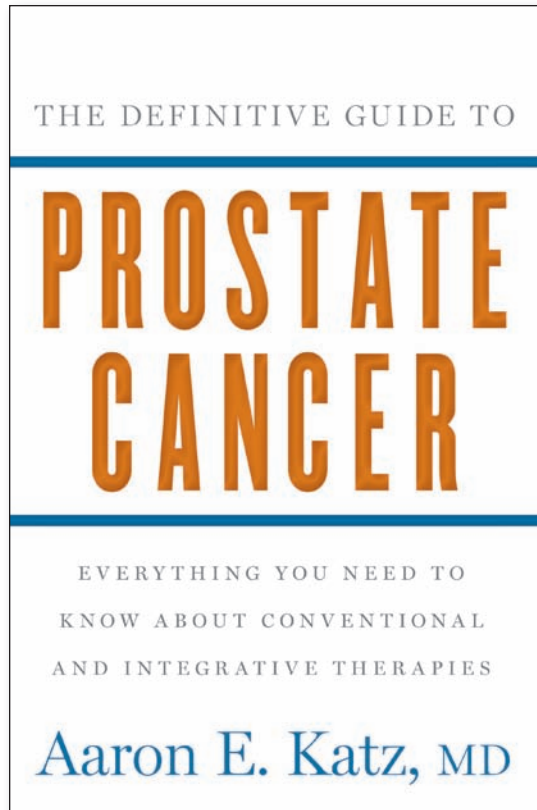
288 pages

Black-and-white illustrations

E-book ISBN: 978-1-60961-311-2

MARKETING

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



The Definitive Guide to Prostate Cancer

Everything You Need to Know about Conventional and Integrative Therapies

AARON E. KATZ, MD

The complete guide to coping with prostate cancer, with expert health advice for every man

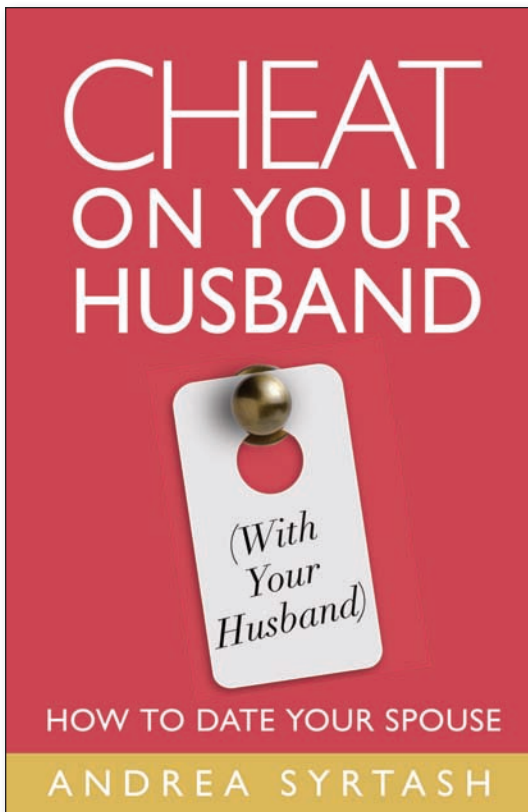
This comprehensive handbook gives men the vital information they need to effectively navigate every step of dealing with prostate cancer. A newly diagnosed cancer patient faces a mind-numbing array of treatment options, including medical therapies that carry serious side effects—and determining the right course of action is an overwhelming task. In simple yet scientific terms, this book empowers readers with the tools they need to proactively fight cancer by making the most informed treatment decisions possible.

With groundbreaking developments recently emerging in both conventional and holistic prostate cancer research, it is imperative that men fighting this disease have the absolute latest information. As founder and director of the Center for Holistic Urology at Columbia University, Dr. Katz is uniquely positioned to guide readers through the new practices and breakthrough treatment options for every stage of the battle with cancer, from prevention to postdiagnosis.

One in six men will be diagnosed with prostate cancer in his lifetime, and countless families will be affected by this widespread but ultimately curable disease. Armed with Dr. Katz's expert guidance, patients will be equipped to actively participate in reclaiming their health and navigating this difficult diagnosis.

"Dr. Katz is one of a new generation of doctors that is seeking to move into a truly integrative and holistic kind of medicine" —Mehmet Oz, MD

AARON E. KATZ, MD, is the author of *Dr. Katz's Guide to Prostate Health* and is a regular guest on Fox Business Network and *Imus in the Morning*. He lives in New York City.



SEPTEMBER

ISBN 978-1-60961-109-5

PAPERBACK ORIGINAL \$15.99 / \$18.50 Can.

RELATIONSHIPS

5½" × 8¼"

224 pages

E-book ISBN: 978-1-60961-110-1

MARKETING

- National author publicity
- National radio interview campaign
- Print feature campaign
- Social media campaign
- Promoted in Rodale magazines, e-newsletters, and Web sites

Cheat on Your Husband (With Your Husband)

How to Date Your Spouse

ANDREA SYRTASH

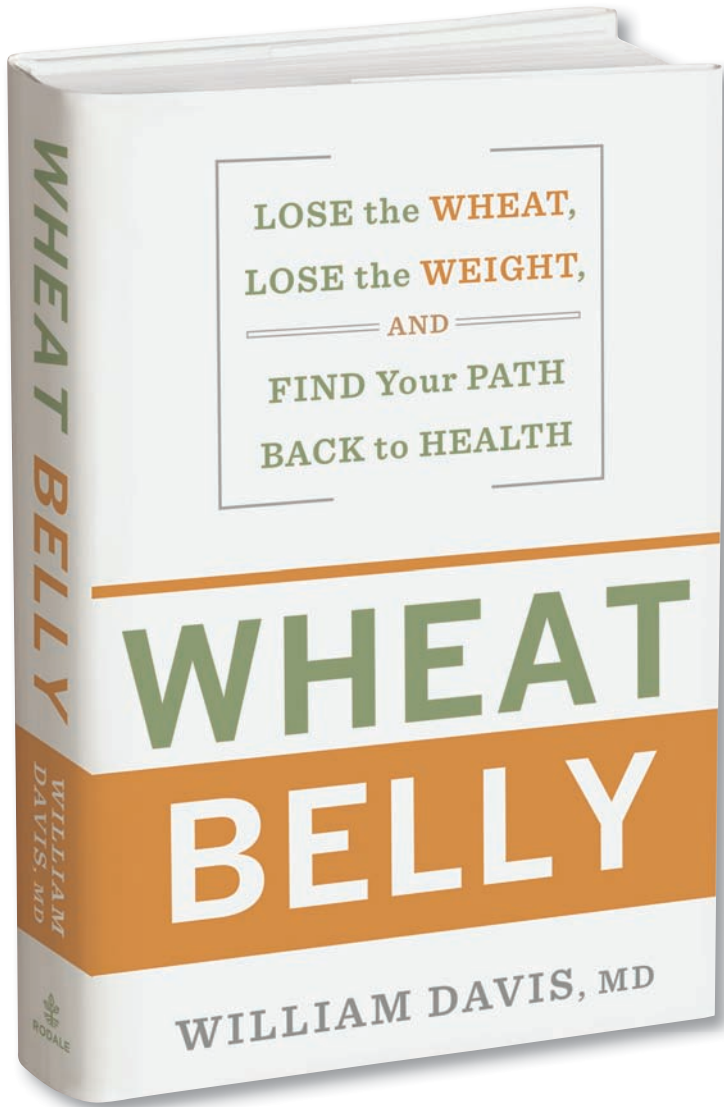
How women can reconnect with themselves and their partners to create a more satisfying marriage

Too many women wake up in their marriages and ask themselves, “Is this it?” After years of sharing domestic duties, raising kids, and balancing careers, they can’t help but wonder if they’re living the life they’ve always intended to have.

In *Cheat on Your Husband (With Your Husband)*, dating and relationship expert Andrea Syrtash shows women how to create more exciting and fulfilling relationships with their spouses (and with themselves) by reconnecting with the people they were when they fell in love. Using real-life examples of couples who have benefitted from her techniques, Syrtash walks readers through exercises such as:

- **King for a Day:** For one day, surrender control and let your partner take the lead when it comes to childcare, domestic duties, and romantic moments.
- **Interview Your Partner:** Ask him questions like *Who were you before we got married? What part of your identity have you lost that you miss? What do you miss about our connection?*
- **Do Sweat the Small Stuff:** Our daily lives are made up of ordinary moments. Most people let those moments become part of a mindless routine. Take back these easy opportunities to connect with your spouse.

ANDREA SYRTASH regularly contributes to Oprah.com, Yahoo!, and various other Web sites and magazines, in addition to hosting NBC’s digital show *On Dating*. She lives with her husband in Brooklyn.



Wheat Belly

Lose the Wheat, Lose the Weight, and Find Your Path Back to Health

WILLIAM DAVIS, MD

A renowned cardiologist explains how eliminating wheat from our diets can prevent fat storage, shrink unsightly bulges, and reverse myriad health problems

Every day, over 200 million Americans consume food products made of wheat. As a result, over 100 million of them experience some form of adverse health effect, ranging from minor rashes and high blood sugar to the unattractive stomach bulges that preventive cardiologist William Davis calls “wheat bellies.” According to Davis, that excess fat has *nothing* to do with gluttony, sloth, or too much butter: It’s due to the whole grain wraps we eat for lunch.

After witnessing over 2,000 patients regain their health after giving up wheat, Davis reached the disturbing conclusion that wheat is the single largest contributor to the nationwide obesity epidemic—and its elimination is key to dramatic weight loss and optimal health. In *Wheat Belly*, Davis exposes the harmful effects of what is actually a product of genetic tinkering and agribusiness being sold to the American public as “wheat”—and provides readers with a user-friendly, step-by-step plan to navigate a new, wheat-free lifestyle.

Informed by cutting-edge science and nutrition, along with case studies from men and women who have experienced life-changing transformations in their health after waving goodbye to wheat, *Wheat Belly* is an illuminating look at what is truly making Americans sick and an action plan to clear our plates of this seemingly benign ingredient.

WILLIAM DAVIS, MD, is a preventive cardiologist whose unique approach to diet allows him to advocate reversal, not just prevention, of heart disease. He is the founder of the TrackYourPlaque.com program. He lives in Wisconsin.

SEPTEMBER

ISBN 978-1-60961-154-5

HARDCOVER \$25.99 / \$29.99 Can.

HEALTH / NUTRITION

6" × 9"

304 pages

E-book ISBN: 978-1-60961-155-2

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author’s Web sites, HeartscanBlog.blogspot.com and TrackYourPlaque.com



Surviving the Dragon

A Tibetan Lama's Account of 40 Years under Chinese Rule

ARJIA RINPOCHE

FOREWORD BY HIS HOLINESS THE DALAI LAMA

The gripping story of a Buddhist monk's struggle against oppression in Communist China

"A deeply moving, vivid account that only a person who lived through these terrible events in Tibet could write. . . . This stunning book exposes the consequences of a regime without compassion. I was often moved to tears." —Jeffrey Hopkins, professor emeritus of Tibetan and Buddhist studies, University of Virginia

ARJIA RINPOCHE, one of the most important religious leaders to escape Tibet since the Dalai Lama fled into exile, started the Buddhist Center for Compassion and Wisdom in Mill Valley, CA, and is the director of the Tibetan Cultural Center. He lives in Bloomington, IN.

SEPTEMBER

ISBN 978-1-60961-147-7

PAPERBACK \$15.99 / \$18.50 Can.

MEMOIR

5½" × 8¼" 288 pages

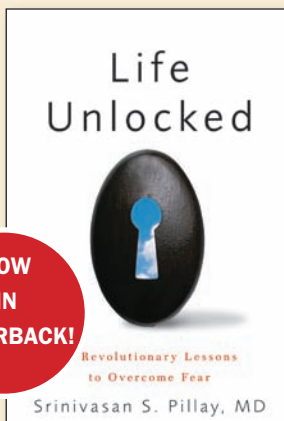
One 16-page black-and-white photo insert

E-book ISBN: 978-1-60529-162-8

MARKETING

- Online publicity and promotions

NOW
IN
PAPERBACK!



Life Unlocked

7 Revolutionary Lessons to Overcome Fear

SRINIVASAN S. PILLAY, MD

A Books for a Better Life Award finalist, the revolutionary new approach to creating happiness by overcoming self-limiting fears and anxiety

"Dr. Pillay does a wonderful job of translating neuroscience into layman's terms, vividly explaining how the human mind works. *Life Unlocked* provides a tremendous opportunity for introspection and can help anyone understand their fears and how to overcome them." —Steve Ward, coauthor of *Crash Course in Love* and star of VH1's *Tough Love*

SRINIVASAN S. PILLAY, MD, serves on the faculty of Harvard Medical School and is the director of the Panic Disorders Research Program at Harvard's McLean Hospital. He lives in Boston.

SEPTEMBER

ISBN 978-1-60961-146-0

PAPERBACK \$15.99 / \$18.50 Can.

SELF-HELP / PSYCHOLOGY

6" × 9" 304 pages

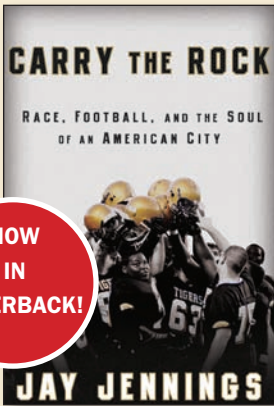
12 black-and-white illustrations

E-book ISBN: 978-1-60529-105-5

MARKETING

- Print feature campaign
- Online publicity and promotions

NOW
IN
PAPERBACK!



NOW
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PAPERBACK!

Carry the Rock

Race, Football, and the Soul of an American City
JAY JENNINGS

A chronicle of a season of Little Rock's Central High School football team that explores the legacy of the civil rights movement 50 years after the school's tumultuous integration

"Jennings writes . . . with authority and power." —*New York Times Book Review*

"A rich portrait of a complicated place and its people."
—*Arkansas Times*

JAY JENNINGS is a former writer for *Sports Illustrated* and has contributed to publications from the *Wall Street Journal* and the *New York Times* to *Vogue* and *Entertainment Weekly*. He lives in Little Rock, AR.

SEPTEMBER

ISBN 978-1-60961-184-2

PAPERBACK \$15.99 / \$18.50

SPORTS / HISTORY

5½" × 8⅞" 280 pages

One 8-page black-and-white photo insert

E-book ISBN: 978-1-60529-112-3

MARKETING

- Print feature campaign
- Online publicity and promotions



NOW
IN
PAPERBACK!

The Long Run

A New York City Firefighter's Triumphant Comeback
from Crash Victim to Elite Athlete
MATT LONG WITH CHARLES BUTLER

The widely acclaimed story of New York City firefighter Matt Long's emotional and inspiring journey from tragedy to recovery.

"*The Long Run* is the real deal. Armed with heart, wisdom, grit, and wit, Matt Long kicked death right in the ass and came roaring back to life. If you want a lesson in believing in yourself, in fighting back against all odds, buy this book." —Denis Leary, comedian, actor, writer, and creator of the television drama *Rescue Me*

MATT LONG is the founder of the I Will Foundation, which assists men, women, boys, and girls taking on pursuits they previously thought were beyond their reach. He lives in New York City.

CHARLES BUTLER is an editor at *Runner's World* and teaches journalism at Lehigh University.

OCTOBER

ISBN 978-1-60961-179-8

PAPERBACK \$15.99 / \$18.50 Can.

MEMOIR / RUNNING

5½" × 8⅞" 264 pages

One 8-page black-and-white photo insert

E-book ISBN: 978-1-60961-209-2

MARKETING

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



Photo by John Lee

Untitled Cookbook

TYLER FLORENCE

Another exciting collection of recipes from longtime Food Network star, renowned chef, and best-selling cookbook author Tyler Florence

Better than any other chef at work today, Tyler Florence knows what people want to eat and how to help them achieve spectacular results without stress or strife. He is a champion of using seasonal foods and layers of flavor to create uncomplicated dishes that celebrate traditional American comfort food in innovative ways.

One of America's most important culinary voices, Florence has shared his unique style and recipes on several Food Network shows over the past 15 years, including *Tyler's Ultimate* and most recently *The Great Food Truck Race*. His profile continues to grow with the debut of a new daytime show, *The Chefs*, on which he is a regular, and the openings of highly regarded restaurants in San Francisco, Mill Valley, and Napa, California. In addition to his culinary endeavors, Tyler is the proprietor of several houseware shops, produces wines under the Mondavi label, has created a best-selling mobile application, and is cofounder of Sprout, an organic baby food company.

His latest offering goes to the heart of what every cook wants from a cookbook: a go-to repertoire of recipes that deliver complex, sophisticated flavors that are at once up-to-date and instant classics. With the same lush photography and elegant production values that made *Tyler Florence Family Meal* a book both to gift and to use on a daily basis, the newest cookbook from Tyler Florence promises to earn a treasured spot on every good cook's shelf.

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

OCTOBER

ISBN 978-1-60529-337-0

PAPER OVER BOARD \$35.00 / \$40.00 Can.

COOKING

8" × 10"

304 pages

200 color photographs

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

MARKETING

- National author publicity
- Multi-city author tour
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Twitter feed and Web site, TylerFlorence.com

OCTOBER

ISBN 978-1-60961-113-2

HARDCOVER \$24.99 / \$28.99 Can.

CURRENT EVENTS

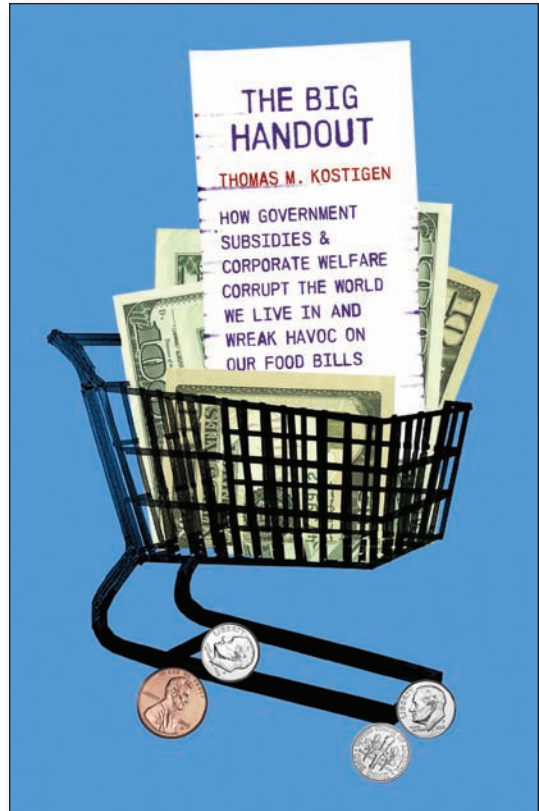
5½" × 8⅞"

272 pages

E-book ISBN: 978-1-60961-114-9

MARKETING

- National author publicity
- NPR interview campaign
- National print features and reviews
 - Online publicity and promotions
- Tie-in with author's speaking engagements



The Big Handout

How Government Subsidies and Corporate Welfare Corrupt the World We Live In and Wreak Havoc on Our Food Bills

THOMAS M. KOSTIGEN

A riveting journalistic exposé of how subsidies pervert our way of living, making us fatter, poorer, and unhealthy

Just reading the word “subsidies” may cause many people’s eyes to glaze over. We don’t think it affects us directly, so we tune out. But it turns out that this complicated-sounding issue has an enormous impact on all of us. *The Big Handout* is about bad fiscal, environmental, agricultural, water, energy, health, and foreign policies. And it’s a story about just one thing—subsidies.

A subsidy is a grant by the government to a private business that is deemed advantageous to the public. Cotton, wheat, corn, soy, and oil are the most subsidized commodities in the United States. In this eye-opening book, *New York Times* best-selling author Thomas Kostigen explores government policies that cost taxpayers \$200 billion per year, over \$1,500 per household. In some cases we pay more for subsidized goods than we’d pay in a free market—and, in the most shocking abuses of the subsidy system, we pay for goods that aren’t even produced.

The Big Handout exposes how artificial pricing hurts us and people worldwide, from our waistlines and pocketbooks to our health. By revealing just how toxic America’s subsidy system has become, for everyone, *The Big Handout* is a wake-up call that empowers readers to effect change.

THOMAS M. KOSTIGEN is the author of *The Green Blue Book* and *You Are Here*, and coauthor of the *New York Times* bestseller *The Green Book*. He lives in Los Angeles.



Photo by Blake Robinson Photography

OCTOBER

ISBN 978-1-60529-176-5

HARDCOVER \$32.50 / \$37.50 Can.

COOKING

8" × 10"

272 pages

75 color photographs

E-book ISBN: 978-1-60961-319-8

MARKETING

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

Cook without a Book: Meatless Meals

Recipes and Techniques for Part-Time and Full-Time Vegetarians

PAM ANDERSON

From one of the nation's most trusted cooks comes a collection of endlessly versatile formulas for quick, satisfying vegetarian and vegan meals

There are a lot of compelling reasons to eat less meat these days, but the shift to a totally or even partly vegetarian lifestyle is easier said than done for many beef, poultry, and fish lovers. In *Cook without a Book: Meatless Meals*, best-selling author Pam Anderson encourages readers to eat meat-free a day or two a week and makes it easy to do so with recipes for simple, fun vegetarian and vegan meals that are made from accessible, wholesome ingredients. To help readers prep their kitchens for meatless cooking, she includes tips and techniques for stocking the pantry and refrigerator. Instead of presenting complicated, inflexible recipes, she lays out blueprints with ingredient options for everything from hearty breakfasts and fun salads and sandwiches to satisfying main courses—so readers can craft a rewarding dish exactly to their personal tastes.

Colorful, comprehensive, and perfect for parents, caretakers, and singles and couples alike, *Cook without a Book: Meatless Meals* will show all aspiring vegetarians that eating a little (or a lot) less meat can be simple, healthy, and totally delicious.

PAM ANDERSON is the author of six cookbooks, including an IACP Award winner and two James Beard nominees. She has written for numerous food and lifestyle magazines and appears frequently in national media. She lives in Connecticut and Pennsylvania.

OCTOBER

ISBN 978-1-60961-224-5

PAPERBACK \$19.99 / \$22.99 Can.

SPORTS / RUNNING

6" × 9"

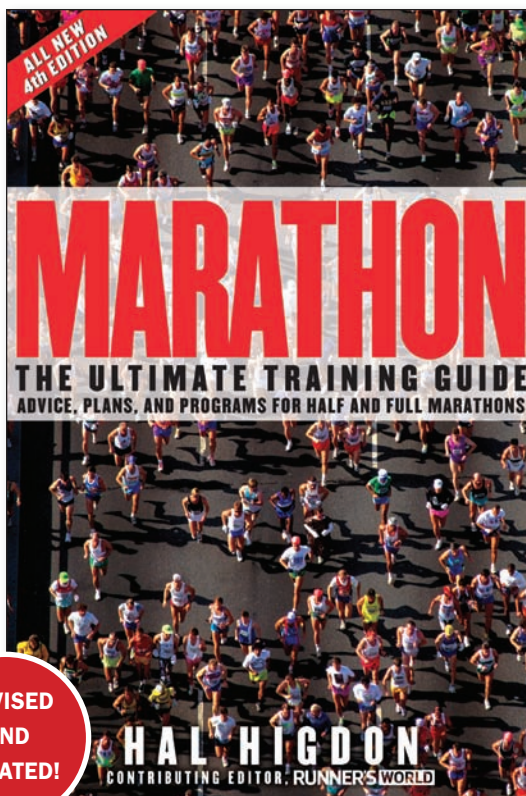
384 pages

E-book ISBN: 978-1-60961-225-2

MARKETING

- **Confirmed feature in *Runner's World***
 - National author publicity
 - Radio interview campaign
 - National print features and reviews
- Promotional support from *Runner's World* and RunnersWorld.com
- Timed to release for marathon season

Previous edition ISBN: 978-1-59486-199-4



REVISED
AND
UPDATED!

Marathon

The Ultimate Training Guide

HAL HIGDON

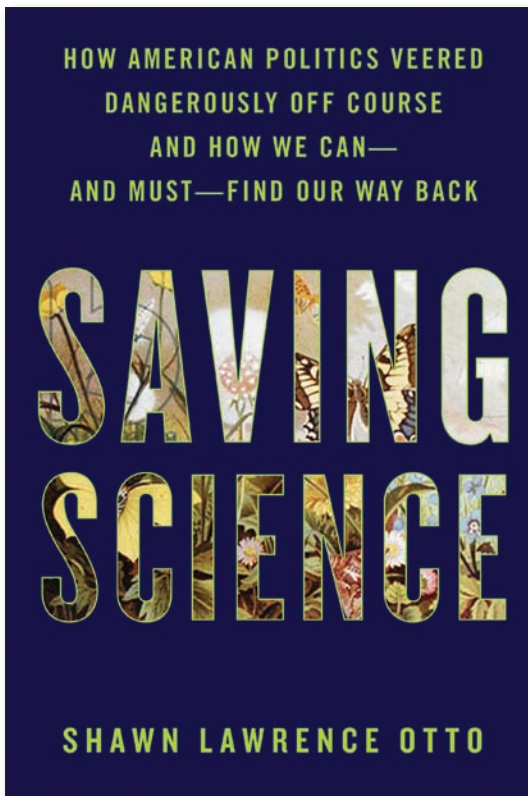
A timely update to the definitive guide to marathon training, bound to capture a whole new audience of runners

Especially in tough economic times, running offers an affordable and positive way to relieve stress and gain a sense of accomplishment. Marathons and—more than ever—half-marathons are the ultimate achievement for runners and have experienced an unprecedented boom in the last several years.

New hunger for reliable information on marathon and half-marathon training, as well as new technologies that have revolutionized ordinary people's ability to train intelligently, means the time is right for a new edition of longtime *Runner's World* contributor Hal Higdon's classic guide to taking the guesswork out of preparing for a marathon, whether it's a reader's first or fiftieth.

Since its original publication in 1993, Higdon's definitive manual has sold over a quarter of a million copies through all channels. The book is such a consistent seller for many reasons, but above and beyond all the others is this one: It works. At the core of the book remains Higdon's clear and essential information on training, injury prevention, and nutrition. With more than 25 percent new material, this fourth edition of a running classic will be a must-own for both longtime runners and those new to the sport.

HAL HIGDON has contributed to *Runner's World* longer than any other writer and is the author of 34 books. He ran eight times in the United States Olympic Trials and won four World Masters Championships. He is one of the founders of the Road Runners Club of America (RRCA).



OCTOBER

ISBN 978-1-60529-217-5

HARDCOVER \$24.99 / \$28.99 Can.

SCIENCE / CURRENT EVENTS

6" × 9"

256 pages

E-book ISBN: 978-1-60961-320-4

MARKETING

- National author publicity
- NPR interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- IndieBound promotion
- Promoted on author's Web site, ScienceDebate.org

Saving Science

**How American Politics Veered Dangerously Off Course and How We Can—
And Must—Find Our Way Back**

SHAWN LAWRENCE OTTO

An engrossing exploration of how the next great social and policy challenges that America and the world face revolve around science and technology, and what we can do to prepare for them

The increasing online communication among scientists and engineers around the globe is causing a phase-change in the scientific revolution, speeding up the process of scientific discovery and the convergence of knowledge across a variety of once-separate fields. Solutions to the largest problems the world faces—climate change, energy, biodiversity loss, ocean health, water supply, and bio-security—are scientific and technological, but politics is failing to keep up with them. Tremendous discoveries are being made in geo-engineering, genetics, synthetic life, and neuroscience that will impact all of us. Yet our social and political institutions are behind the times. Less than 2 percent of members of Congress have a professional background in science or the training to tell valid information from nonsense. Half the new members elected in 2010 deny climate change is happening.

Shawn Lawrence Otto downloads some of the great minds of the science world and writes a behind-the-scenes look at the top science questions facing the country now and in the near future. *Saving Science* exposes how the government, our politics, and the media prevent us from finding the real solutions we need to the catastrophes we may confront—and shows us how we can remedy the situation.

SHAWN LAWRENCE OTTO is the cofounder and CEO of Science Debate 2008, the largest political initiative in the history of science. He is also an award-winning screenwriter best known for writing and coproducing the Academy Award-nominated *House of Sand and Fog*. He lives in Minnesota.



My Last Supper: The Second Course

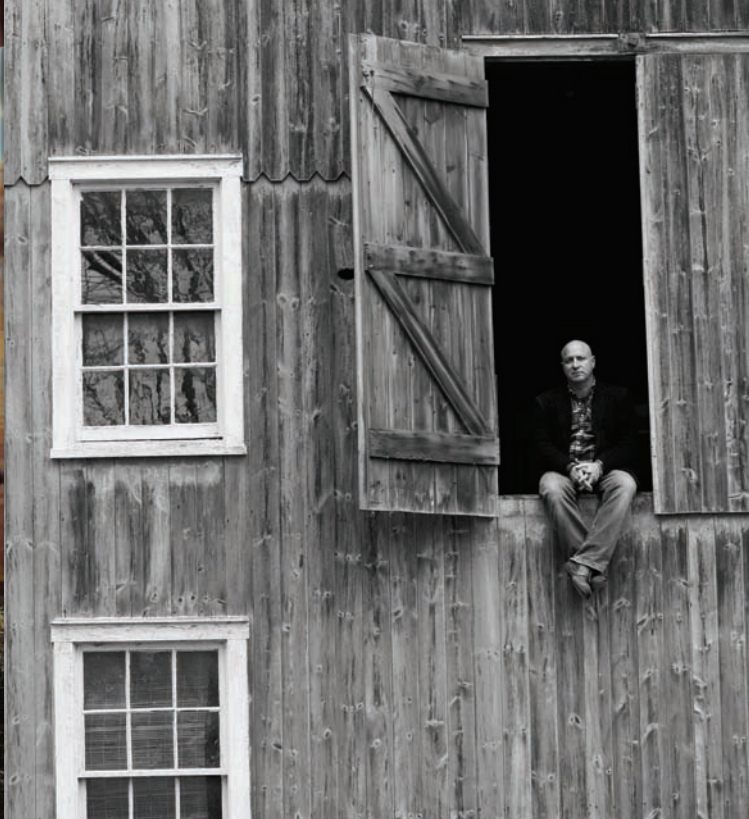
**50 More Great Chefs and Their Final Meals
Portraits, Interviews, and Recipes**

MELANIE DUNEA

An irresistible collection of stunning photography and original recipes, in which culinary luminaries answer the question: What would you eat for your last meal on earth?

In her first book, *My Last Supper*, Melanie Dunea transformed a pastime that has animated restaurants after hours for decades into a sumptuous photographic journey that provided a glimpse into the rarified world of top chefs. The book garnered national media and critical acclaim for the chic and beautiful package and the totally unique conceit.

In *My Last Supper: The Second Course*, Dunea expands her circle from the highest echelons of chefs to include the best-loved food personalities such as Emeril Lagasse, Joël Robuchon, Tom Colicchio, and Bobby Flay to ask them the question that drove the first volume: “What would you eat for your last meal on earth?”



Photos by Melanie Dunea
(clockwise from left): Joël
Robuchon, Bill Telepan,
Tom Colicchio, David Hemm



A perfect gift for anyone who loves food, beautifully produced with gorgeous photography, *My Last Supper: The Second Course* is so much more than a coffee table book—it's a fascinating glimpse into the world of people who eat, breathe, and sleep food. As the number of people who consider themselves foodies has exploded, this book is sure to capture the audience who loved the first one and captivate those who are new to the scene.

MELANIE DUNEA photographs the most influential people in the public eye. Her work can be seen on magazine covers, book jackets, movie posters, and album covers. Her last book, *My Country*, was published in 2010. She lives in New York City.

OCTOBER

ISBN 978-1-60529-076-8

HARDCOVER \$39.99 / \$45.99 Can.

COOKING / PHOTOGRAPHY

9" × 12¼"

192 pages

50 color photographs

MARKETING

- National author publicity
- NPR interview campaign
- National print features and reviews
- National radio giveaway promotion
- Featured in holiday gift-giving round-ups
- Online advertising
- Online publicity and promotions

OCTOBER

ISBN 978-1-60961-181-1

PAPERBACK \$15.99 / \$18.50 Can.

FOOD / TRAVEL

5½" × 8⅞"

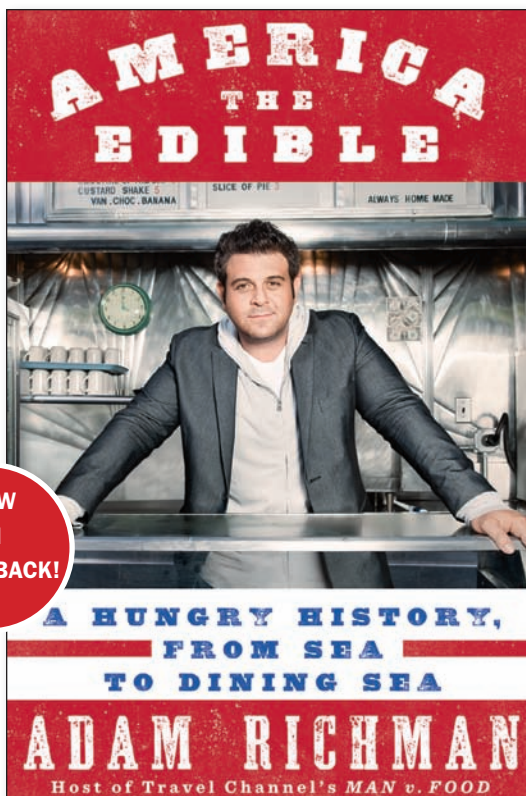
288 pages

54 black-and-white photographs

E-book ISBN: 978-1-60961-196-5

MARKETING

- Print feature campaign
- Online publicity and promotions



America the Edible

A Hungry History, from Sea to Dining Sea

ADAM RICHMAN

The hungry host of Travel Channel's most popular show presents a collection of culinary adventures and fascinating foodie facts from nine of America's tastiest cities

Great food does more than just sustain us—it is a means of forging connections, experiencing local culture, and even mending a broken heart. In *America the Edible*, Travel Channel's *Man v. Food* host Adam Richman brings together nine chapters from his compulsively readable food journal: recalling memorable meals and the company that shared them with equal parts affection, acerbity, and rue. With each chapter focusing on a different American city, he shares all there is to know about the history and cultural significance of our nation's tastiest fare, paying homage to everything from lobster rolls and late-night diner meals to Tex Mex and more. Plus, he includes tips on fabulous and not-so-fabulous restaurants and where to locate hidden culinary treasures, as well as recipes for recreating some of the delicious favorites he discovered along the way.

Quirky, vivacious, and packed with adventure, embarrassment, and comradery, *America the Edible* will take readers on an educational, laugh-out-loud ride through America's culinary landscape.

ADAM RICHMAN is the host of the Travel Channel series *Man v. Food*. An actor who has appeared in several TV shows, he has also worked in many restaurants around the country. He lives in Brooklyn.

Sustainable Excellence

The Future of Business in a Fast-Changing World

ARON CRAMER AND ZACHARY KARABELL

A pioneering work about integrating environmentally responsible business practices with the aims of big business

“Sustainable Excellence provides an insightful window into the intersection of business and environment. Companies that take to heart the lessons Aron Cramer and Zach Karabell provide will be well positioned as natural resource constraints reshape the business landscape.”

—Mark Tercek, president and CEO of the Nature Conservancy

ARON CRAMER has been the CEO of Business for Social Responsibility since 2003. In the eight years since he assumed the helm, the organization has doubled in size to cover the United States, Europe, and Asia.

ZACHARY KARABELL, the author of ten critically acclaimed books, has been an advisor to Business for Social Responsibility and is a regular contributor on CNBC.

OCTOBER

ISBN 978-1-60961-180-4

PAPERBACK \$15.99 / \$18.50 Can.

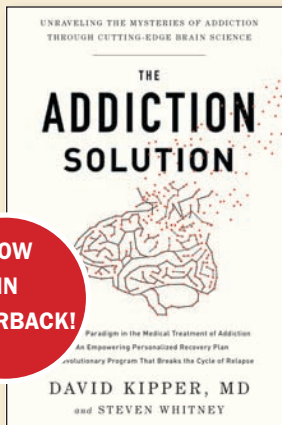
BUSINESS & ECONOMICS / GREEN BUSINESS

5½" × 8¾" 288 pages

E-book ISBN: 978-1-60961-211-5

MARKETING

- Print feature campaign
- Online publicity and promotions



The Addiction Solution

Unraveling the Mysteries of Addiction through Cutting-Edge Brain Science

DAVID KIPPER, MD, AND STEVEN WHITNEY

The revolutionary program that brings freedom from addiction, based on new science that proves that addiction is an inherited, neurochemical disease

“The Addiction Solution is a must-read for anyone battling alcoholism or another drug addiction, whether they are the addict or the affected family member.” —Danny Kopels, CADC II, ICADC, certified alcohol and drug counselor

DAVID KIPPER, MD, practices internal medicine in Beverly Hills and has treated addictive disorders for more than 20 years. He has appeared on the *Today* show and contributes to the *Huffington Post*. He lives in Los Angeles.

STEVEN WHITNEY has published five books. He coauthored the international bestseller *It's Your Body: A Woman's Guide to Gynecology*, which was translated into 17 languages. His thriller, *Singled Out*, was a national bestseller.

NOVEMBER

ISBN 978-1-60961-183-5

PAPERBACK \$15.99 / \$18.50 Can.

SELF-HELP / ADDICTION

6" × 9" 304 pages

25 black-and-white illustrations

E-book ISBN: 978-1-60961-197-2

MARKETING

- Print feature campaign
- Online publicity and promotions
- Promoted on authors' Web site, TheAddictionSolution.com



Photo by Marc Anthony

Sam Talbot's Guide to the Sweet Life

Living Large with Diabetes

SAM TALBOT

From *Top Chef* finalist Sam Talbot comes a lively and inspiring guide to living a full, meaningful, and delicious life with diabetes

Sam Talbot is a professional chef, restaurateur, surfer, painter, philanthropist, and, since the age of 12, type 1 diabetic. Yet he has not let the disease stop him from living a rich life packed with energy, adventure, and achievement—culinary and otherwise. In his first, much-anticipated book, he recounts how diabetes has affected but not compromised his life or career, and he shares his own tips—alongside those from other famous diabetics like Halle Berry, Larry King, and Tommy Lee—on how to handle everything from work and hobbies to relationships and travel with discipline and enthusiasm. To round out this advice, he offers bits of foodie wisdom and 75 innovative recipes for fresh, all-natural dishes anybody, diabetic or not, can prepare and enjoy.

Heartfelt, entertaining, and backed by real-life experience and solid medical expertise, *Sam Talbot's Guide to the Sweet Life* will give readers hope, inspiration, and the proof they need to realize that life with diabetes isn't about diabetes: It's about living.

SAM TALBOT was runner-up on Season 2 of Bravo's *Top Chef*. His latest restaurant, Imperial #9 in Soho's Mondrian Hotel, opens in early 2011. He lives in New York City.

NOVEMBER

ISBN 978-1-60529-095-9

HARDCOVER \$32.50 / \$37.50 Can.

COOKING

7½" × 9½"

272 pages

50 color photographs

E-book ISBN: 978-1-60961-322-8

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, SamTalbot.com
- Timed to release for Diabetes Awareness Month

NOVEMBER

ISBN 978-1-60529-263-2

HARDCOVER \$24.99 / \$28.99 Can.

CURRENT EVENTS

6" × 9"

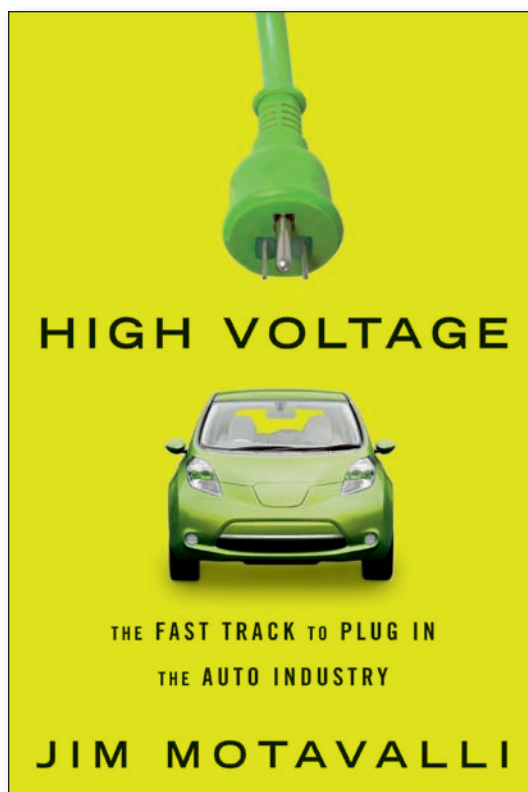
288 pages

One 8-page black-and-white photo insert

E-book ISBN: 978-1-60961-323-5

MARKETING

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



High Voltage

The Fast Track to Plug In the Auto Industry

JIM MOTAVALLI

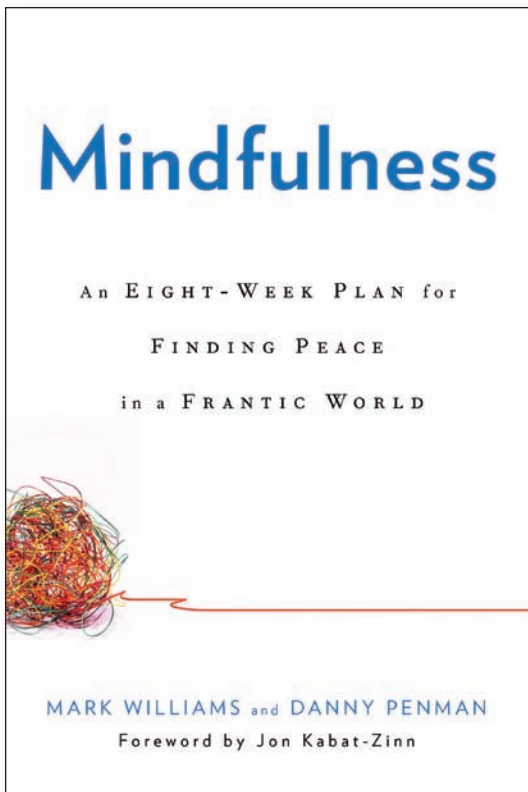
A fast-paced narrative chronicling the worldwide and robustly competitive race to dominate the market for electric cars, the larger-than-life moguls behind them, and the changes to come in the auto industry

The auto industry of 2020 is likely to be very different from the field of troubled auto giants we see today. Just as in the 1980s it was unimaginable that the home computer would become as common and easy to use as a toaster, so the days of electric cars and plug-in charging stations seem like something still far off in the future.

But the combination of technological breakthroughs and charging networks driven by global warming and peak oil makes it clear that revolutionary change in the auto industry is happening right now.

In *High Voltage*, Jim Motavalli documents the evolution from the internal combustion engine to electric power, catching the industry in a period of profound change. Personality-driven and dramatic, the book chronicles the race to dominate the market, focusing on big players like Tesla and Fisker, as well as a tiny start-up and one female-led battery supplier. Motavalli charts the changes to come in the industry—a future where we will live on a smart grid, our cars “fueling,” i.e. charging, while we shop or sleep. But the ramifications for the larger picture that Motavalli explores will be massive—altering foreign policy, reducing trade deficits, and perhaps even ending global warming.

JIM MOTAVALLI is the author of *Forward Drive* and several other books. He blogs on clean cars for the *New York Times*, CBS, and NPR’s *Car Talk*, among others. He lives in Connecticut.



NOVEMBER

ISBN 978-1-60961-198-9

HARDCOVER \$24.99 / \$28.99 Can.

HEALTH / MEDITATION

6" × 9"

256 pages

E-book ISBN: 978-1-60961-199-6

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Tie-in with authors' speaking engagements
- Promoted in Rodale magazines, e-newsletters, and Web sites

Mindfulness

An Eight-Week Plan for Finding Peace in a Frantic World

MARK WILLIAMS AND DANNY PENMAN

FOREWORD BY JON KABAT-ZINN

From one of the leading thinkers on Mindfulness-Based Cognitive Therapy, a pioneering set of simple practices to dissolve anxiety, stress, exhaustion, and unhappiness

Everyday life is so frantic and full of troubles that we have largely forgotten how to live a joyful existence. We try so hard to be happy that we often end up missing the most important parts of our lives. In *Mindfulness*, Oxford professor Mark Williams and award-winning journalist Danny Penman reveal the secrets to living a happier and less anxious, stressful, and exhausting life.

Based on the techniques of Mindfulness-Based Cognitive Therapy, the unique program developed by Williams and his colleagues, the book offers simple and straightforward forms of mindfulness meditation that can be done by anyone—and it can take just 10 to 20 minutes a day for the full benefits to be revealed.

“Want a happier, more content life? I highly recommend the down-to-earth methods you’ll find in this book. Professor Mark Williams and Dr. Danny Penman have teamed up to give us scientifically grounded techniques we can apply in the midst of our everyday challenges and catastrophes.”

—Daniel Goleman, author of *Emotional Intelligence*

MARK WILLIAMS, PhD, is a professor of clinical psychology at the University of Oxford and a founding fellow of the Academy of Cognitive Therapy. He is the author of *The Mindful Way through Depression*. He lives in England.

DANNY PENMAN, PhD, is a feature and comment writer for the UK's *Daily Mail*. After gaining a PhD in biochemistry, he worked for *The Independent* and the BBC. He lives in England.

NOVEMBER

ISBN 978-1-60529-407-0

HARDCOVER \$25.99 / \$29.99 Can.

NATURE

6" × 9"

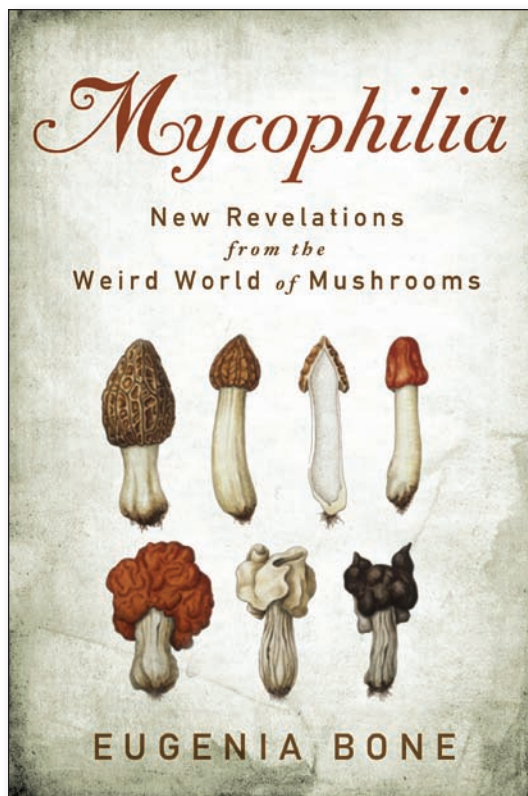
384 pages

30 black-and-white illustrations

E-book ISBN: 978-1-60961-324-2

MARKETING

- NPR interview campaign
- National print features and reviews
- Online publicity and promotions
 - IndieBound promotion
- Promoted on author's Web site, blogs.denverpost.com/Preserved



Mycophilia

New Revelations from the Weird World of Mushrooms

EUGENIA BONE

From veteran food writer Eugenia Bone comes a fascinating exploration of the cultural, social, and scientific dimensions of the ubiquitous—yet often misunderstood—mushroom

An incredibly versatile cooking ingredient containing an abundance of vitamins, minerals, and possibly cancer-fighting properties, mushrooms are among the most expensive and sought-after foods on the planet. Yet when it comes to fungi, culinary uses are only the tip of the iceberg. Throughout history fungus has been prized for its diverse properties—medicinal, ecological, even recreational—and has spawned its own quirky subculture dedicated to exploring the weird biology and celebrating the unique role it plays on earth. In *Mycophilia*, accomplished food writer and cookbook author Eugenia Bone examines the role of fungi as exotic delicacy, curative, poison, and hallucinogen, and ultimately discovers that a greater understanding of fungi is key to facing many challenges of the 21st century.

Engrossing, surprising, and packed with up-to-date science and cultural exploration, *Mycophilia* is part narrative and part primer for foodies, science buffs, environmental advocates, and anyone interested in learning a lot about one of the least understood and most curious organisms in nature.

EUGENIA BONE is an author and a food writer who has been featured in numerous national publications. She writes a blog on preserving foods for the *Denver Post*. She lives in New York City.



NOVEMBER

ISBN 978-1-60961-300-6

HARDCOVER \$24.99 / \$28.99 Can.

FASHION

7½" × 9½"

208 pages

75 color photographs

E-book ISBN: 978-1-60961-301-3

MARKETING

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

Handmade Chic

40 Projects That Look Handmade, Not Homemade

LAURA BENNETT

From *Project Runway* finalist and fashion designer Laura Bennett comes a sophisticated collection of craft projects that are anything but homespun

In *Handmade Chic*, Laura shares simple strategies for creating 40 small luxuries and high-fashion accessories, from a smart leather iPad portfolio to a feather-embellished evening bag. With sections organized in skill-building order and based on type of accessory—small leather goods, agendas and notepads, electronics, bags and wallets, and evening items—Laura offers patterns, easy-to-follow diagrams, and detailed instructions for fabricating each glamorous project, whether it involves sewing from scratch or embellishing a prepurchased garment. While showcasing her own creative designs, she provides readers with the basic techniques and encouragement they need to come up with variations and create their own signature pieces.

Packed with Laura's signature flair and finesse, vibrant four-color photos, step-by-step drawings, and a complete list of suggestions on where to purchase materials, *Handmade Chic* is an accessible guide to at-home crafting that is elegant enough for the most modern, fashion-savvy of women.

LAURA BENNETT was a finalist on the TV series *Project Runway*. She has designed a line of clothing for QVC and appears regularly on CBS's *The Early Show* presenting craft segments. She lives in New York City.

NOVEMBER

ISBN 978-1-60529-592-3

PAPERBACK ORIGINAL \$18.99 / \$21.99 Can.

FITNESS

7½" × 9½"

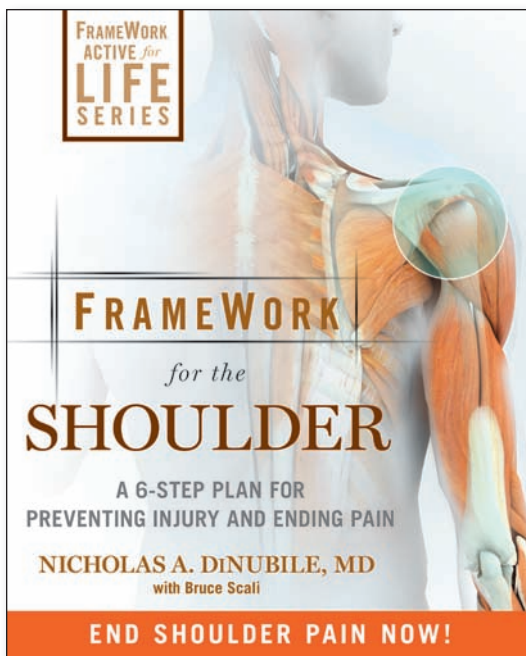
208 pages

100 black-and-white photographs

E-book ISBN: 978-1-60961-325-9

MARKETING

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



FrameWork for the Shoulder

A 6-Step Plan for Preventing Injury and Ending Pain

NICHOLAS A. DiNUBILE, MD, WITH BRUCE SCALI

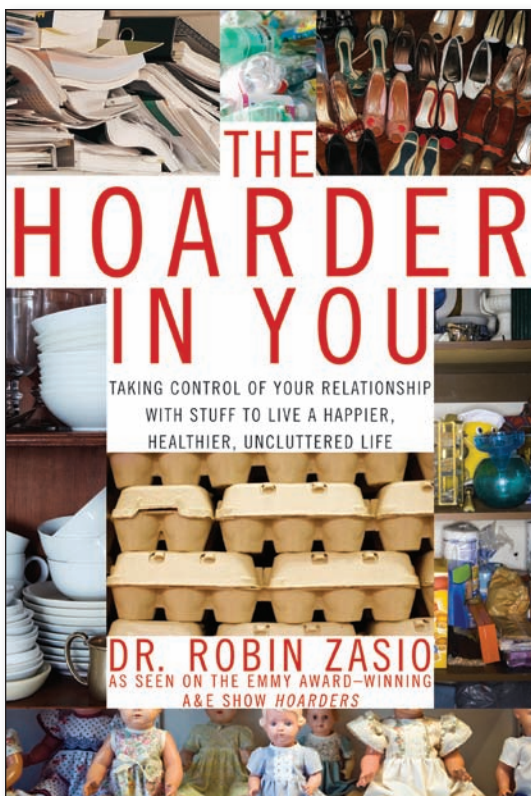
Manage and prevent any and all shoulder problems with the proven FrameWork philosophy

Individuals with shoulder ailments know the frustration of having to miss out on the everyday activities they enjoy. They have also experienced the difficulty of finding an exercise program that does not exacerbate their pain or symptoms, yet they know the importance of exercise in maintaining healthy shoulders and bodies.

Help has arrived. Renowned sports medicine physician Dr. Nicholas DiNubile provides readers with cutting-edge strategies for safely starting, building, and maintaining a lifestyle and exercise program designed to overcome pain and injury in the shoulder. This complete resource includes:

- **a comprehensive explanation of the causes, preventive strategies, and treatment of common problems**
- **tailor-made exercise plans incorporating innovative exercises that can be done at home or the gym**
- **nutrition and lifestyle advice to reduce pain and fortify muscles, tendons, and bones**

NICHOLAS A. DiNUBILE, MD, an orthopedic surgeon specializing in sports medicine and a best-selling author, has served as orthopedic consultant to the Philadelphia 76ers and the Pennsylvania Ballet. His advice has been featured on prime-time television and in the *New York Times*, the *Wall Street Journal*, the *Washington Post*, and *Newsweek*. His award-winning television special, *Your Body's FrameWork*, has been aired on PBS nationwide.



DECEMBER

ISBN 978-1-60961-131-6

HARDCOVER \$24.99 / \$28.99 Can.

SELF-HELP

6" × 9"

256 pages

E-book ISBN: 978-1-60961-132-3

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Local author publicity in California

The Hoarder in You

Taking Control of Your Relationship with Stuff to Live a Happier, Healthier, Uncluttered Life

DR. ROBIN ZASIO

From the hit A&E show *Hoarders*, psychologist Dr. Robin Zasio shows readers how to take control of their stuff and de-clutter their lives

The once little-known condition of hoarding has become a household phrase—in part due to the popularity of the Emmy Award–winning television show *Hoarders*, which has captivated audiences with its stark and heartbreaking look at the people who suffer from this paralyzing condition.

Our fascination with hoarding stems, according to Dr. Robin Zasio, from the fact that we all fall somewhere on the hoarding continuum. From compulsive shoppers to hobbyists and collectors to ordinary, run-of-the-mill pack rats—to some degree or another, we all hoard.

Dr. Zasio shares behind-the-scenes stories from the show, including some of the most serious cases of hoarding that she's encountered—and explains how we can learn from these extreme examples. She also shares psychological and practical advice for de-cluttering and organizing, including how to:

- **tame the emotional pull of acquiring additional things**
- **make order out of chaos by getting a handle on clutter**
- **create an organizational system that reduces stress and anxiety**

ROBIN ZASIO, PsyD, LCSW, is a featured doctor on the hit A&E series *Hoarders* and specializes in treating hoarding and other anxiety-related disorders. She lives in Sacramento.



RODALE

Fall 2011

New releases from the Rodale brands:

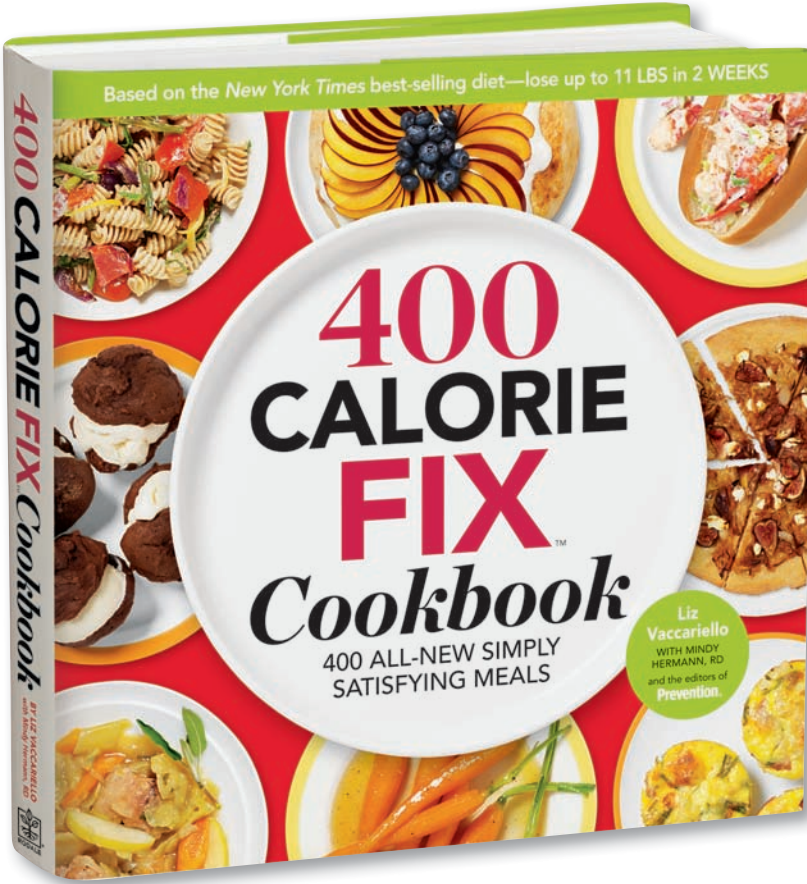
Bicycling®

Men'sHealth

Prevention

RUNNER'S
WORLD.

Women'sHealth®



400 Calorie Fix™ Cookbook

400 All-New Simply Satisfying Meals

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

This sumptuous companion to *400 Calorie Fix* presents 400 more delicious and satisfying 400-calorie meals to help readers lose weight

When it comes to managing weight, research proves that calories matter most. When the *400 Calorie Fix* debuted, readers learned an ingenious way to control calories deliciously—without counting! Now, the *400 Calorie Fix Cookbook* brings to the table 400 all-new tantalizing 400-calorie meals. Whether they are cooking for the family or preparing for their next party, readers will be able to drop pounds while eating perfect portions of delicious dishes like Crêpes with Strawberries, Bananas, and Nutella; Thai Beef Salad; and Golden Roast Chicken with Lemon, Garlic, and Rosemary.

In addition to 200 all-new recipes that create up to 400 healthy, balanced meals, readers will:

- **sharpen their 400 Calorie Lenses with easy visual cues and shortcuts to spot calories in the kitchen and at the grocery store**
- **learn how to customize 400-calorie meals to their tastes and lifestyles**
- **jump-start healthy eating and lose up to 11 pounds with an all-new 2 Week Quick Slim meal plan**

LIZ VACCARIELLO is the former editor-in-chief of *Prevention*. Coauthor of the *400 Calorie Fix* and the *New York Times* bestseller *Flat Belly Diet!*, she resides in New Jersey with her family.

MINDY HERMANN, RD, is a registered dietitian, author, and food expert, and coauthor of the *400 Calorie Fix*. She and her husband live in New York.

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 978-1-60529-328-8

HARDCOVER \$27.99 / \$31.99 Can.

COOKING / DIET

8" × 8"

368 pages

129 color photographs

MARKETING

- National author publicity
- National print features
- Online advertising
- Online publicity and promotions
- Promotional support from *Prevention* and Prevention.com
- Major direct-mail marketing campaign began in Spring 2010

Also available:

400 Calorie Fix

OCTOBER

ISBN 978-1-60961-182-8

PAPERBACK \$21.99 / \$24.99 Can.

FITNESS

7½" × 9½"

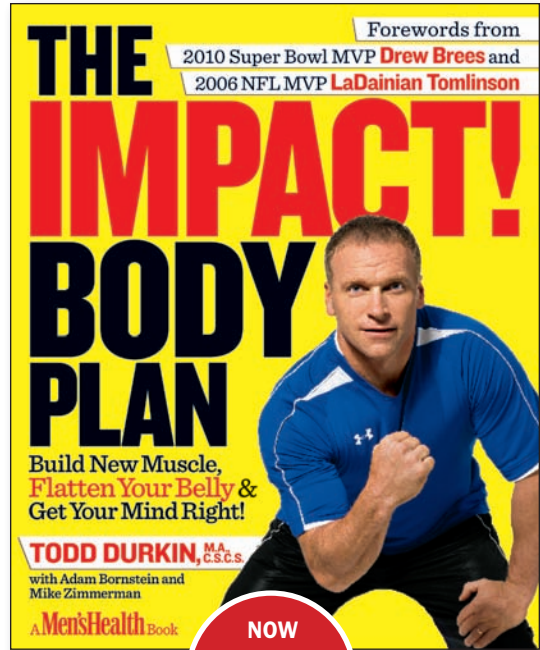
304 pages

600 color photographs

E-book ISBN: 978-1-60961-001-2

MARKETING

- Print feature campaign
- Online publicity and promotions
- Promotional support from *Men's Health* and MensHealth.com



**NOW
IN
PAPERBACK!**

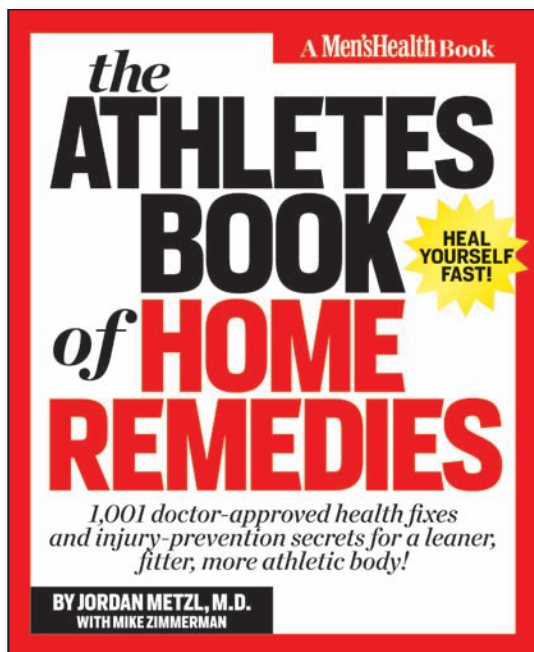
The Impact! Body Plan**Build New Muscle, Flatten Your Belly & Get Your Mind Right!****TODD DURKIN, MA, CSCS, WITH ADAM BORNSTEIN AND MIKE ZIMMERMAN
FOREWORDS BY DREW BREES AND LADAINIAN TOMLINSON****America's premier sports trainer reveals his unique and revolutionary program that builds champions and changes people's lives**

Two of the greatest comeback stories in sports are 2010 Super Bowl MVP Drew Brees and New York Jets running back LaDainian Tomlinson. Both were considered washed-up—until they met Todd Durkin. Now, Durkin's amazing fitness techniques are available to everyone else, as well.

In Durkin's San Diego gym, 70-year-old retirees exercise alongside professional athletes and see the same amazing results. Readers who want to rebuild their bodies and get in the best shape of their lives will find Durkin's program rejuvenating and revolutionary.

Filled with motivational tips that will help readers stick to their fitness and nutrition plans, *The Impact! Body Plan* is a complete wellness program that can change one's life for the better.

TODD DURKIN, MA, CSCS, is a performance coach, personal trainer, and motivational speaker. He has appeared on *60 Minutes*, ESPN, and the NFL Network. He lives in San Diego.



SEPTEMBER

ISBN 978-1-60961-234-4

PAPERBACK ORIGINAL \$26.99 / \$31.00 Can.

HEALTH

7½" × 9½"

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

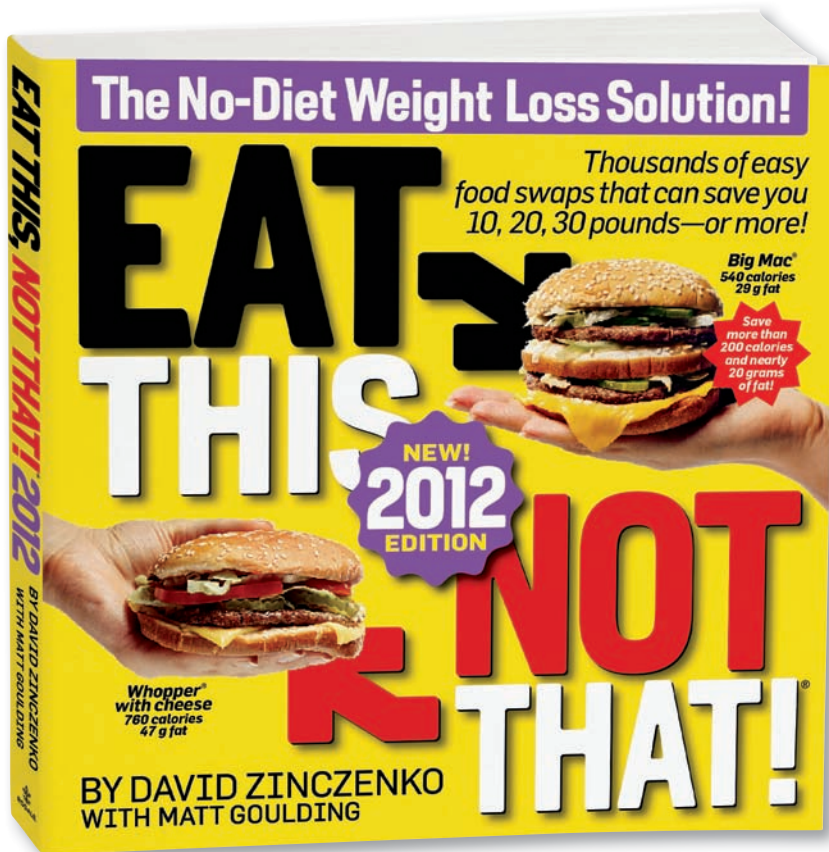
From casual joggers to competitive triathletes, high school footballers to aging weekend warriors, tens of millions of Americans enjoy—and get injured enjoying—sports and fitness activities. (High school athletics alone result in more than 2 million injuries a year!) Now, the hobbled masses have an authoritative 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 the head-to-toe diagnostic manual, ensuring that readers will not only come back from injury stronger than ever, but will avoid getting sidelined in the future.

JORDAN METZL, MD, is a nationally known sports medicine physician at New York City's Hospital for Special Surgery. He appears regularly on the esteemed *New York Magazine's* 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*.



Eat This, Not That!® 2012

The No-Diet Weight Loss Solution!

DAVID ZINCZENKO WITH MATT GOULDING

Best-selling authors David Zinczenko and Matt Goulding return with the latest iteration of their publishing sensation, *Eat This, Not That!*

With an angry food industry hot on their heels and a ravenous fan base clamoring for more, Zinczenko and Goulding once again redefine the American food landscape.

Featuring up-to-the-minute information on the ever-changing array of supermarket and restaurant offerings, *Eat This, Not That! 2012* reveals the shocking calorie counts, mind-bending sugar and fat loads, and deceptive advertising and marketing techniques that are making America fat—and gives readers the information they need to fight back.

Packed with cool tips, industry secrets, and essential nutrition knowledge, *Eat This, Not That! 2012* is a must-have for anyone who cares about what they eat—and how they look.

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

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

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! The Best (& Worst) Foods in America

The Eat This, Not That! No-Diet Diet

Eat This, Not That! for Kids!

Eat This, Not That! Restaurant Survival Guide

Eat This, Not That! Supermarket Survival Guide

SEPTEMBER

ISBN 978-1-60961-065-4

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

DIET

6½" × 6½"

368 pages

400 color photographs

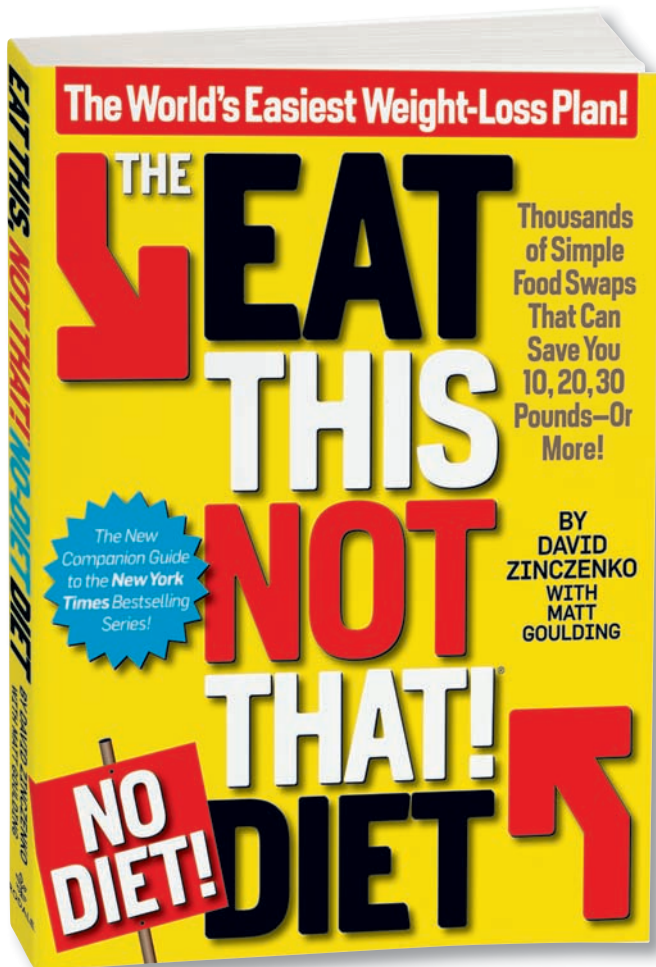
E-book ISBN: 978-1-60961-066-1

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promotional support from *Men's Health*, *Women's Health*, *EatThis.com*, *MensHealth.com*, and *WomensHealthMag.com*
- 12-copy floor displays (ISBN 978-1-60961-336-5, \$239.88 / \$275.88 Can.)

Previous edition ISBN: 978-1-60529-313-4

Recently Published



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! 2011

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

Eat This, Not That! for Kids!

Eat This, Not That! Restaurant Survival Guide

Eat This, Not That! Supermarket Survival Guide

The Eat This, Not That!® No-Diet Diet

The World's Easiest Weight-Loss Plan!

DAVID ZINCZENKO WITH MATT GOULDING

The authors of the best-selling *Eat This, Not That!* series offer a prescriptive diet program that teaches how to use common fast foods, packaged goods, and favorite comfort-food recipes to lose weight

The appealing premise of the *Eat This, Not That!* series—that weight loss and a healthy lifestyle are as simple as making the right food choices—has launched book after book onto national bestseller lists. Now, for the first time, the principles of *Eat This, Not That!* have been condensed into a complete day-by-day, meal-by-meal nutrition and weight-loss plan.

This No-Diet Diet lets readers enjoy all their favorite eating places—such as Burger King, McDonald's, Dunkin' Donuts, and Olive Garden—and all their favorite comfort foods, including ice cream, pizza, and macaroni and cheese, while losing 10, 20, 30 pounds or more. The plan also includes a complete workout, dozens of delicious recipes, and testimonials and inspirational messages from real people who have lost as much as 175 pounds by making the healthy choices from the *Eat This, Not That!* books.

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

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

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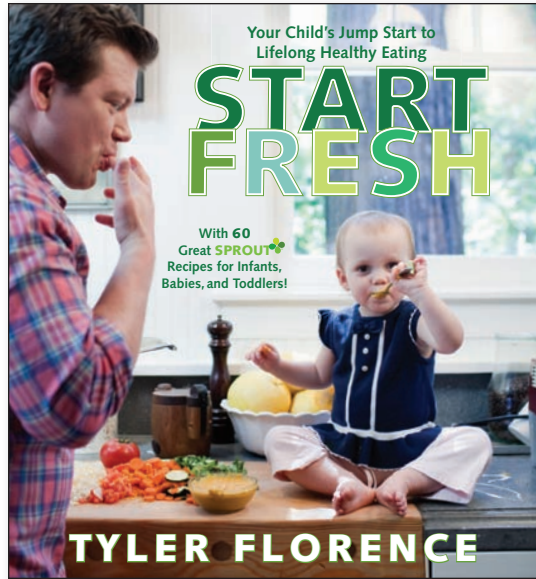
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 - Cross promotion with Sprout baby food
- Promoted on author's Twitter feed and Web site, TylerFlorence.com



Start Fresh

Your Child's Jump Start to Lifelong Healthy Eating

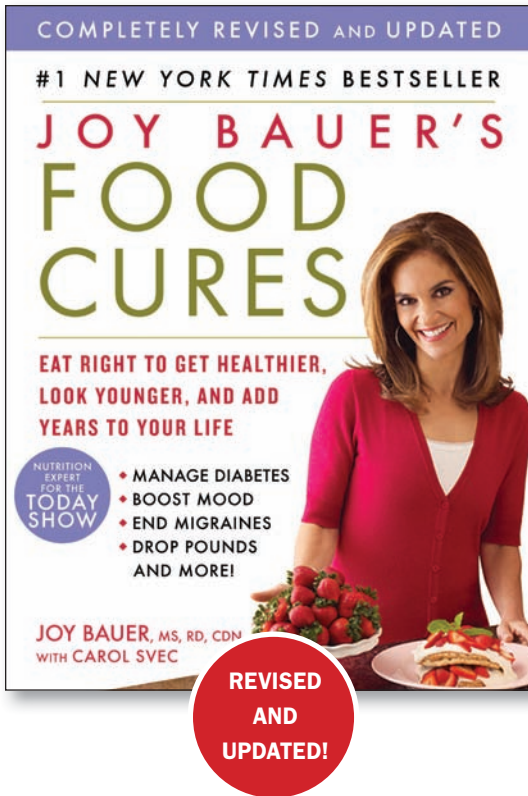
TYLER FLORENCE

Longtime Food Network star and chef, and father of three, Tyler Florence presents a collection of recipes for delicious, all-natural baby foods

Known for making refined, restaurant-quality cuisine accessible to home chefs across the nation, best-selling cookbook author and television personality Tyler Florence truly believes that everybody deserves to eat delicious, flavorful food prepared with care and the freshest ingredients—and that goes for babies, too. In his newest cookbook, *Start Fresh*, he takes the expertise he has used to create his own line of organic baby food and presents 60 quick, user-friendly recipes for baby meals packed with simple, easy-to-digest fruits, vegetables, and grains straight from the earth—nothing processed allowed. Covering three developmental stages for children ages 7 to 24 months, the recipes introduce varied flavors and textures to ensure babies become lifelong healthy eaters.

A practical, charming little package from a caring dad and exceptional chef whom thousands have come to trust, *Start Fresh* gives parents the tools they need to prepare nutritious food their babies will love to eat—for a truly fresh and healthy start.

TYLER FLORENCE is the author of six cookbooks and host of the Food Network shows *Tyler's Ultimate* and *The Great Food Truck Race*. He owns several California restaurants and is the cofounder of Sprout, an organic baby food company. He lives in Mill Valley, CA.



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JOY BAUER, MS, RD, CDN, is the author of seven books on food and nutrition, the nutrition expert for the *Today* show and Yahoo.com, and a contributing editor to *Parade* and *Woman's Day*. She lives in New York City.



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The Abs Diet 6-Minute Meals for 6-Pack Abs

DAVID ZINCZENKO, EDITOR-IN-CHIEF OF *MEN'S HEALTH* WITH TED SPIKER



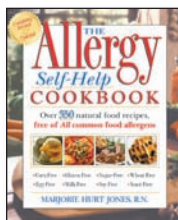
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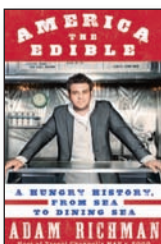


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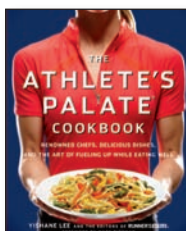


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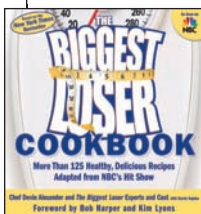
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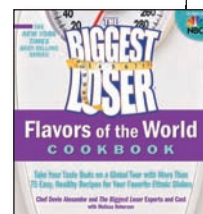
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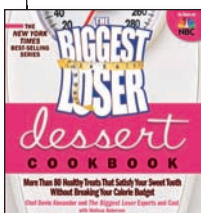
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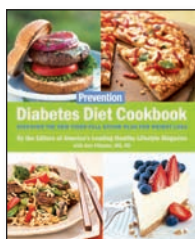
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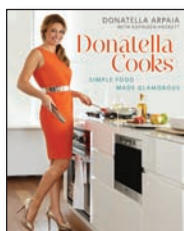


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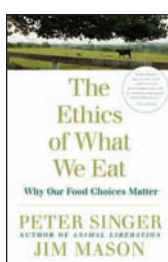
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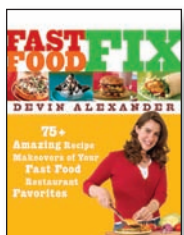
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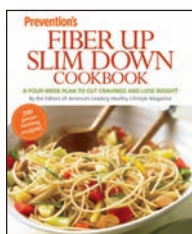
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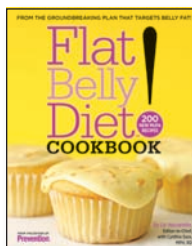


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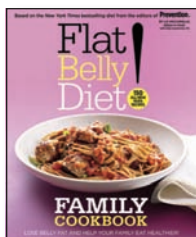


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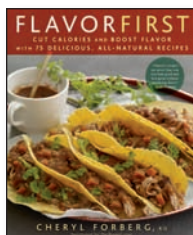
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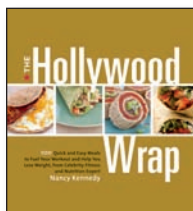
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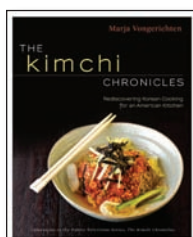
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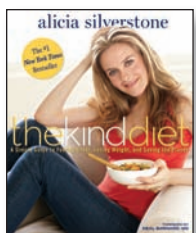
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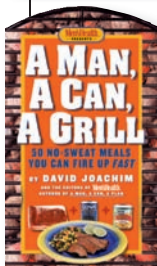


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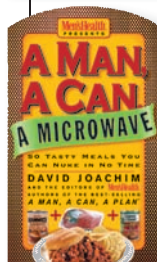


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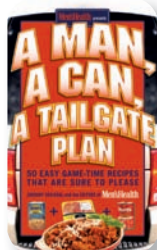


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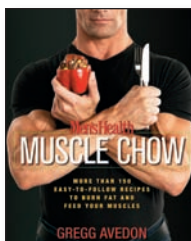
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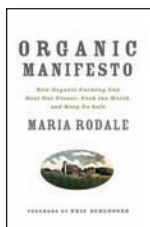
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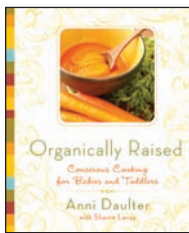


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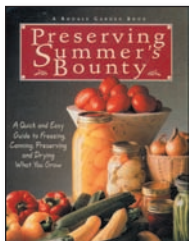


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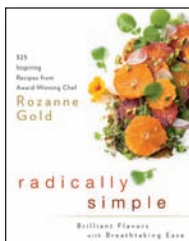


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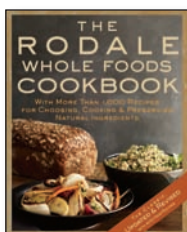
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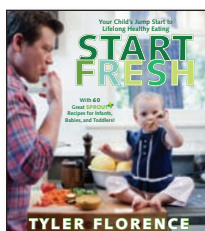
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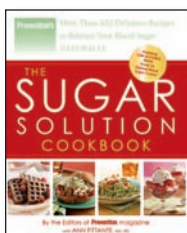
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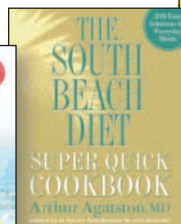
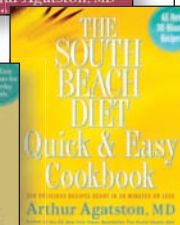
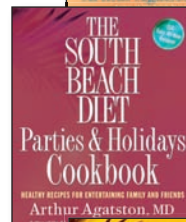
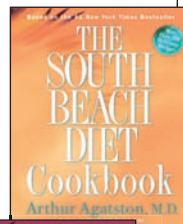
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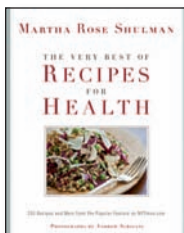
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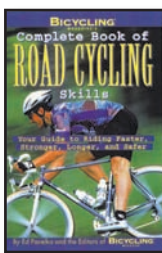
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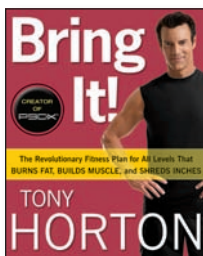
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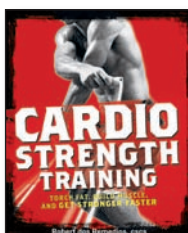
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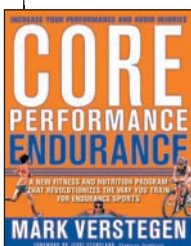
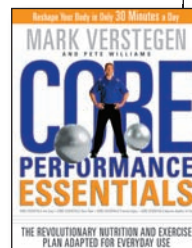
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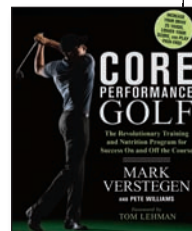
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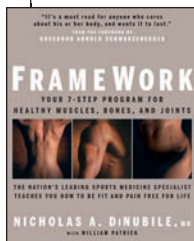
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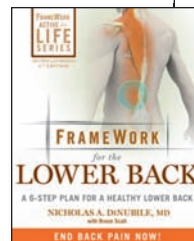
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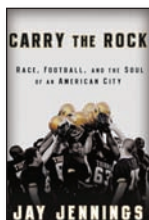
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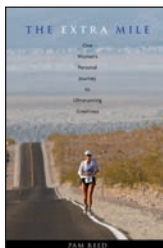
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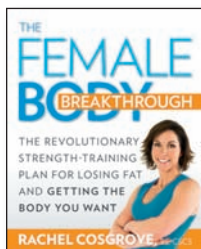
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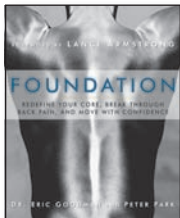
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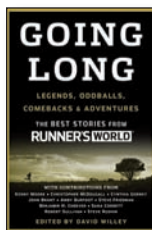
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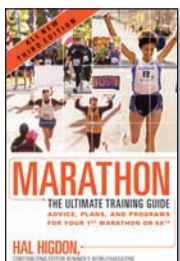
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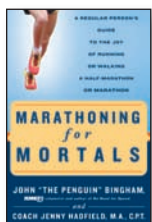
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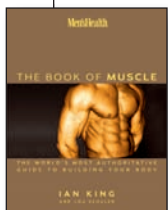
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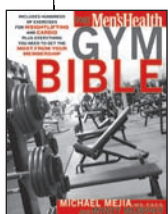
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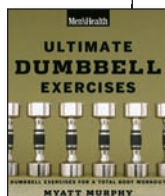
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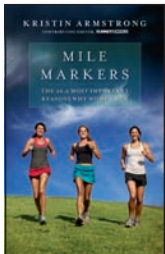
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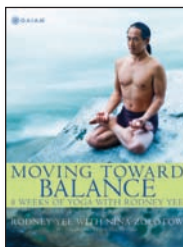


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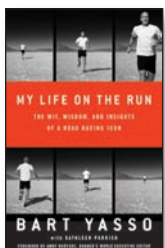
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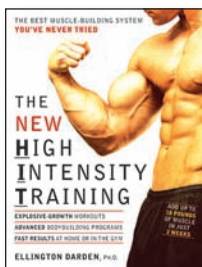
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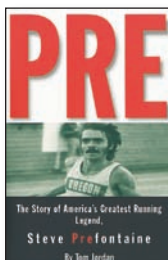
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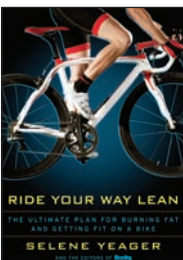
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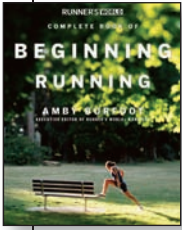
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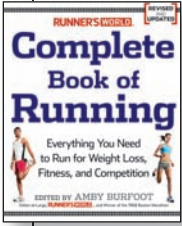
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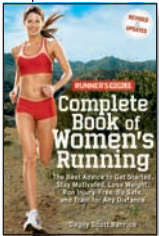
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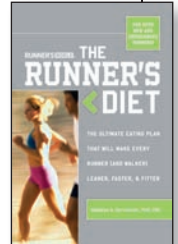
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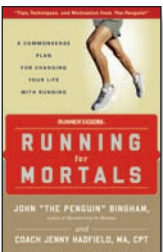
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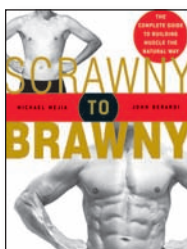
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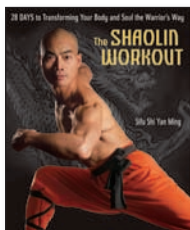
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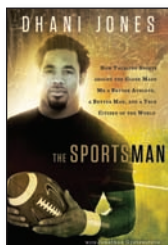
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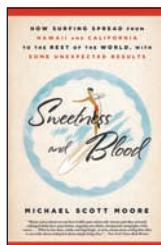
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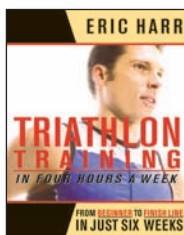
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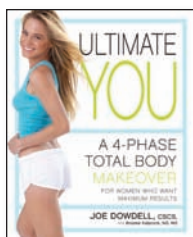
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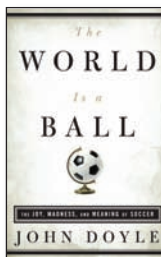
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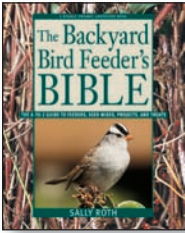
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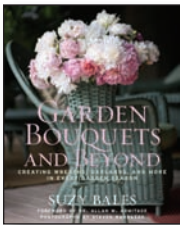
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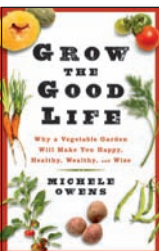


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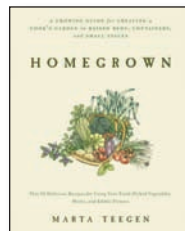


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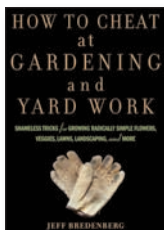


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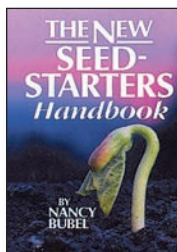
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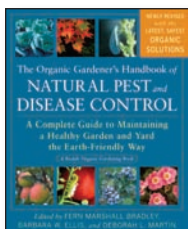
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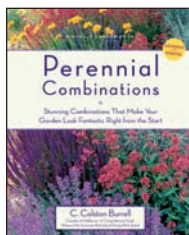


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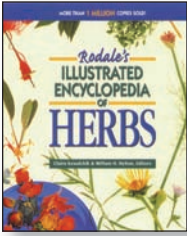
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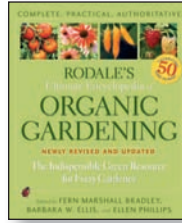
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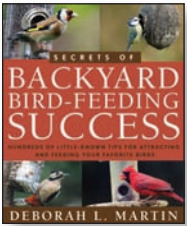


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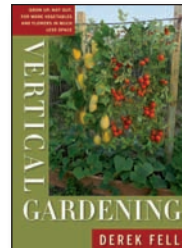


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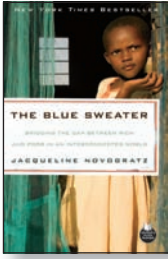


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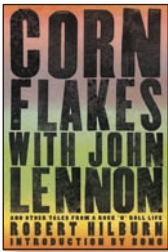


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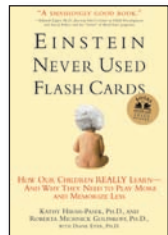


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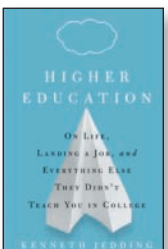


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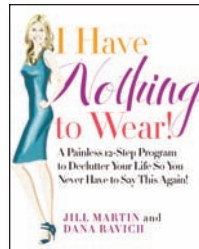


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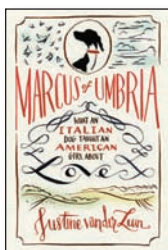
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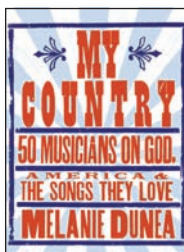
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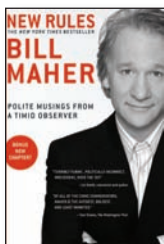
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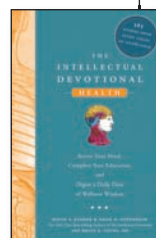
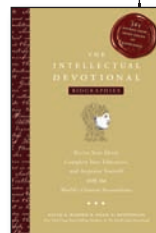
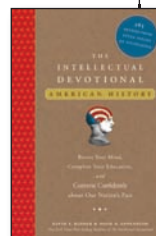
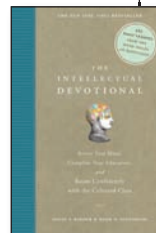
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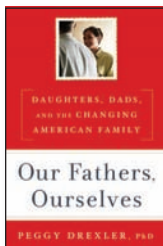


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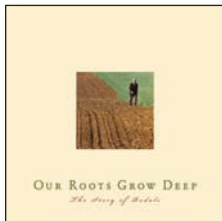
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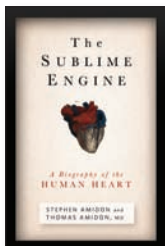


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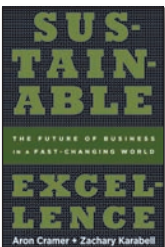


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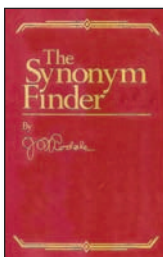


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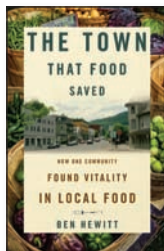
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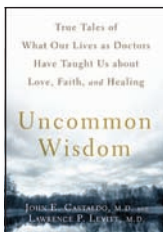
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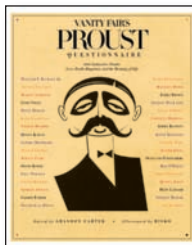
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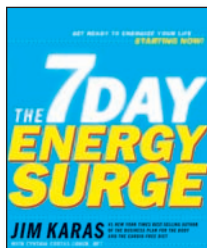
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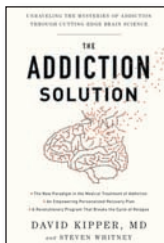
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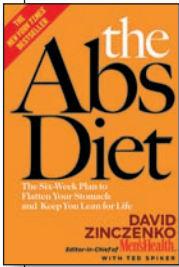


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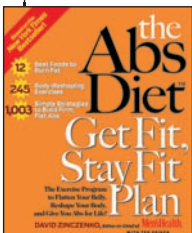
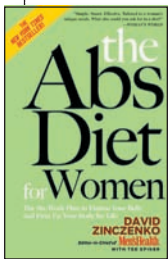
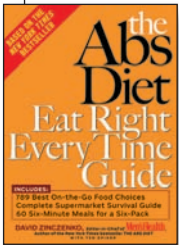
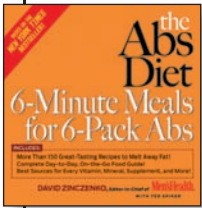
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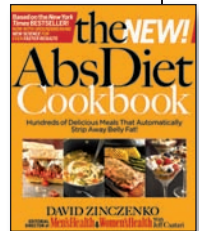
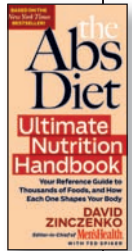
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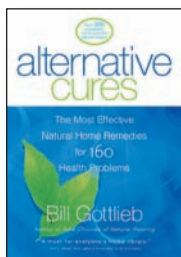


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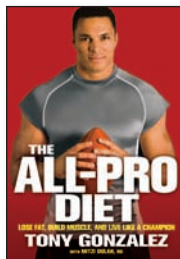
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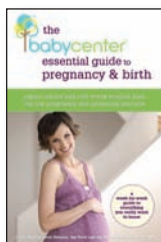
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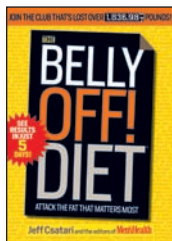
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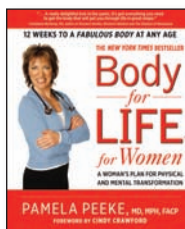
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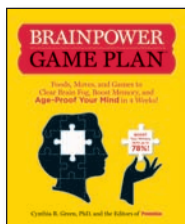
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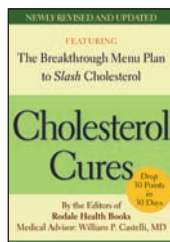
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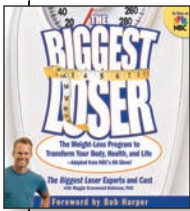
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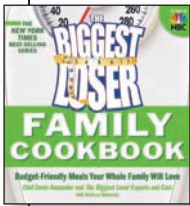
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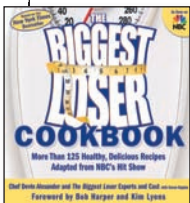
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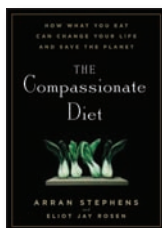
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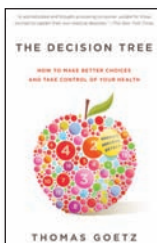


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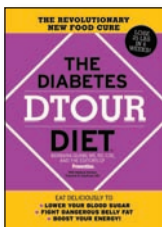


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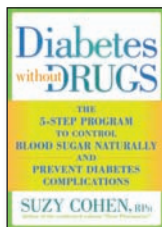
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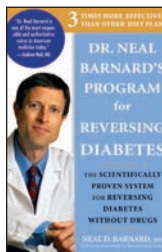
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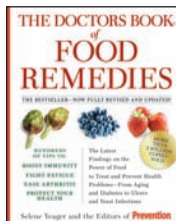


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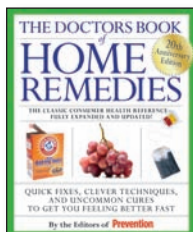
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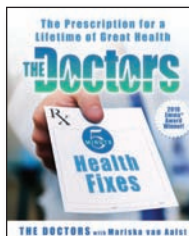
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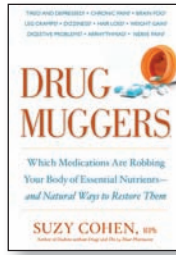
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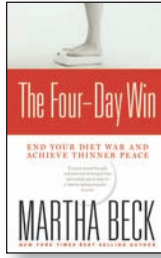


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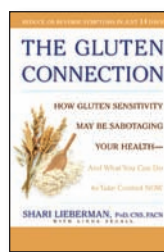


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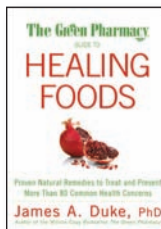


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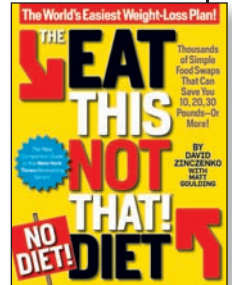
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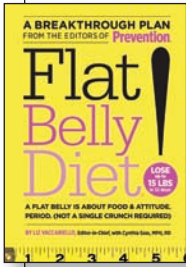
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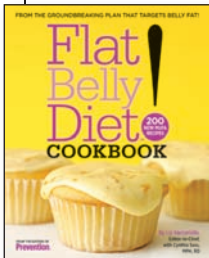
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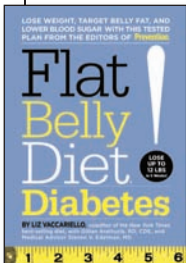
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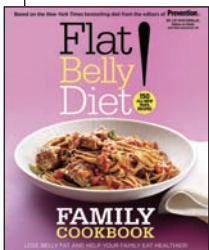


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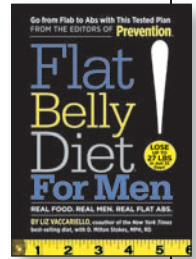
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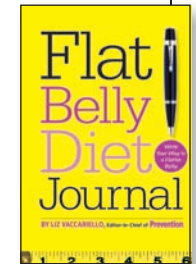
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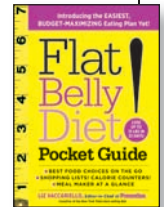
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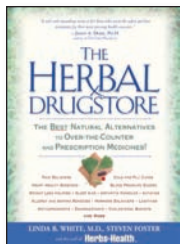


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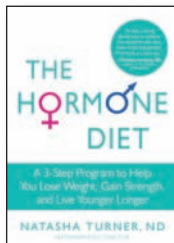


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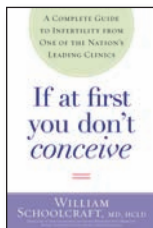


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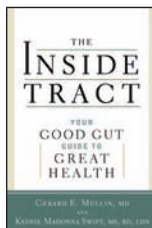


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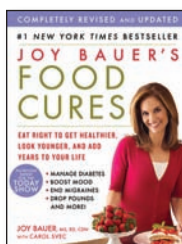


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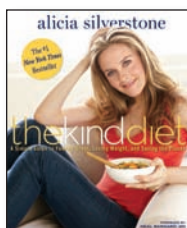


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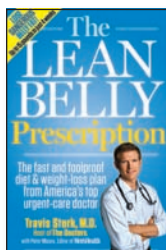


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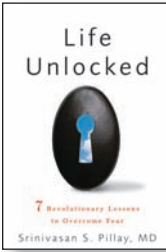
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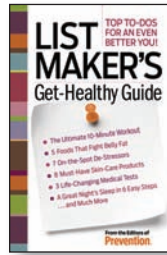
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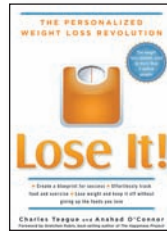


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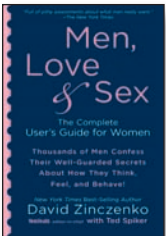
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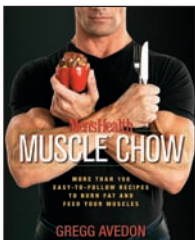


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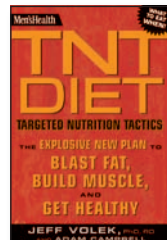


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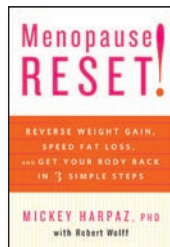
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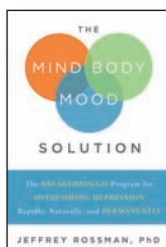


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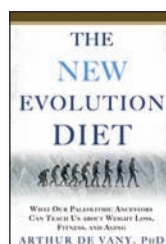
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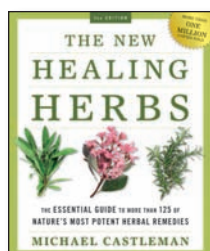


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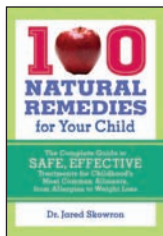


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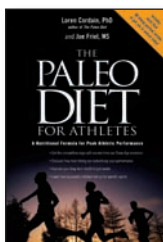


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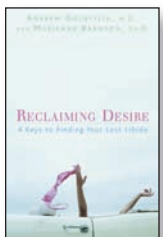


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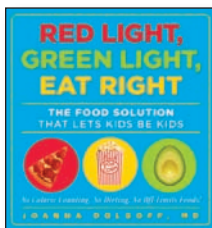


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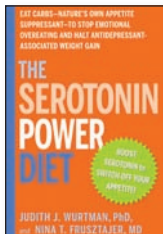


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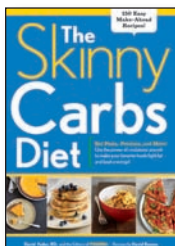


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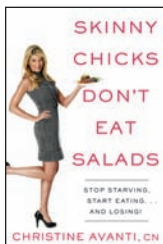


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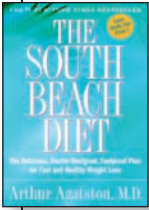


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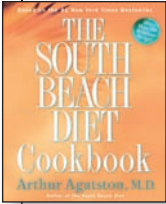
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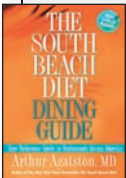
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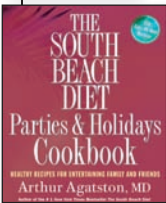
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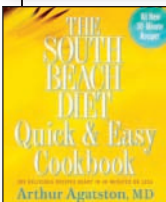
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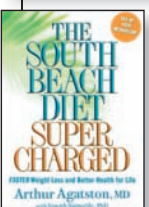
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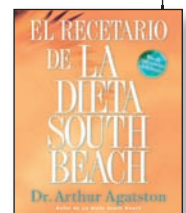
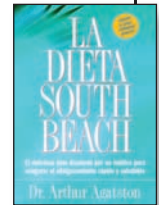
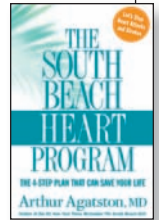
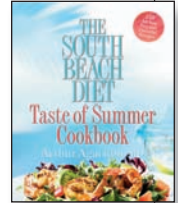
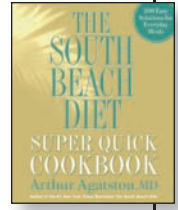
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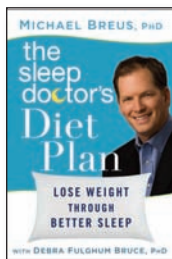
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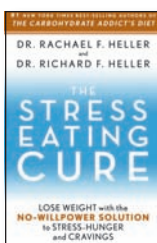


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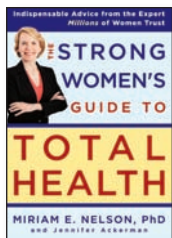
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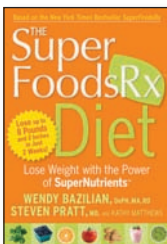


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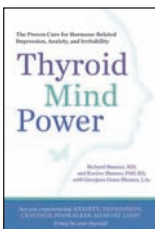


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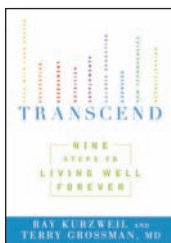


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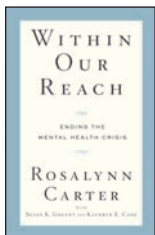


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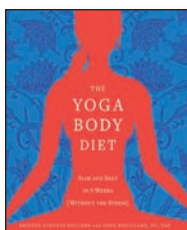


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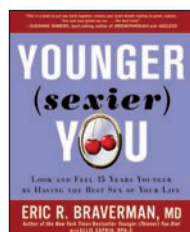


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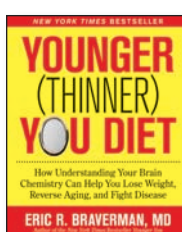


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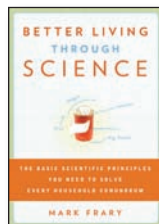
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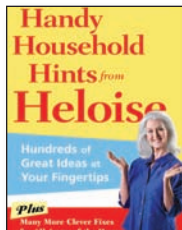


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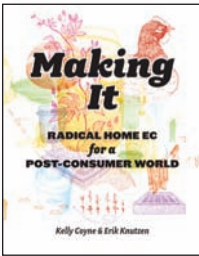


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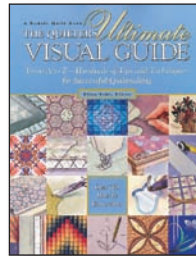
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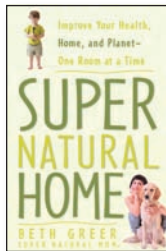


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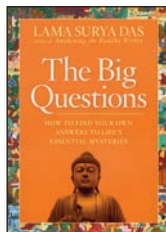


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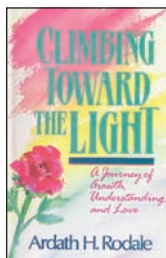
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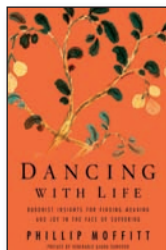


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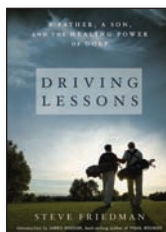
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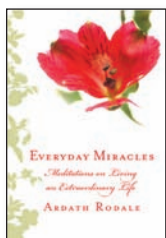
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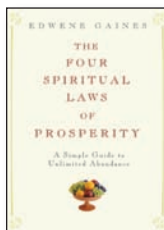


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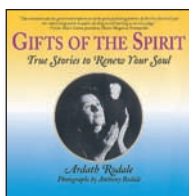
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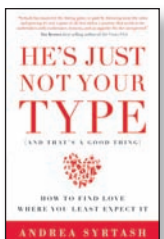


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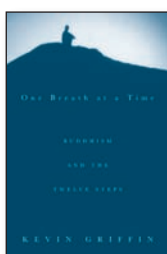


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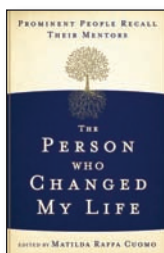


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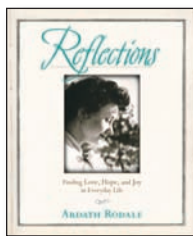
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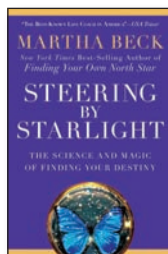
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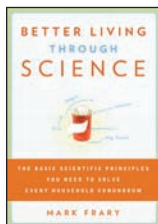
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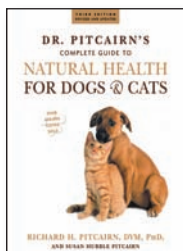
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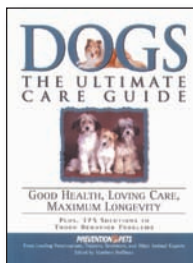
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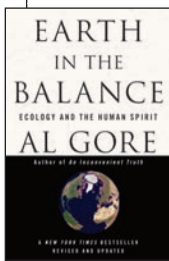
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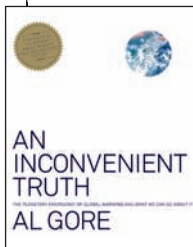


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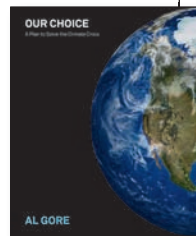


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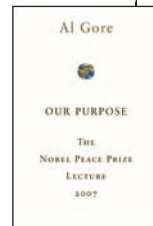


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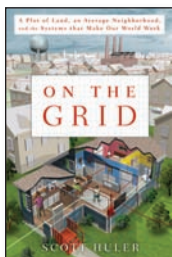
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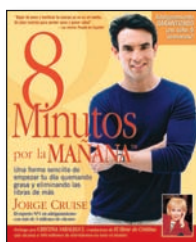
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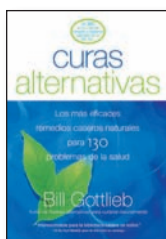
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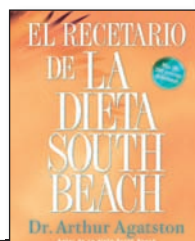
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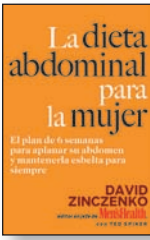
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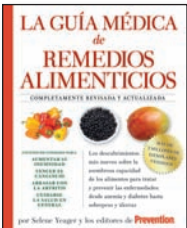
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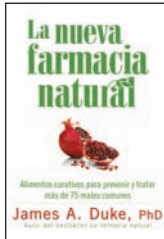


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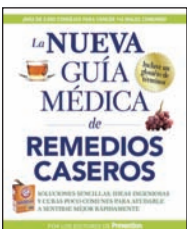
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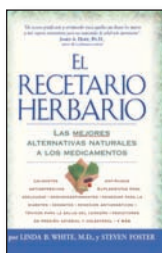
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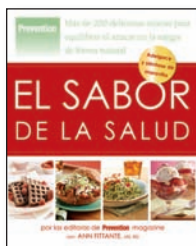
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- Promotional support from *Women's Health* and WomensHealthMag.com
- Cross promotion with *The Men's Health Big Book of 15-Minute Workouts*

The Women's Health Big Book of 15-Minute Workouts

A Leaner, Sexier, Healthier You—In Half the Time!

SELENE YEAGER

A busy-woman's guide to the shortest, most effective workouts, from the most trusted weight loss source in the world

Time is every woman's most precious commodity—and a lack of it is the number one reason, in survey after survey, that women give for why they don't exercise. But research now shows that as little as 15 minutes of resistance training is *just as effective* in spiking one's metabolism as a workout lasting more than twice as long. All it takes is 15 minutes to achieve lifelong results—and women are more likely to stick to an exercise plan if it's chopped down to those 15 minutes.

The Women's Health Big Book of 15-Minute Workouts is both an introduction to the fundamentals of short workouts and a comprehensive collection of hundreds of the most effective ones. These workouts have been designed for every fitness goal, from total body conditioning to targeting trouble spots with exercises like the 15 Minute Flat-Belly-without-a-Single-Crunch Workout. Other highlights include:

- an eating plan with delicious meals that take 15 minutes or less to prepare
- workouts for when you're stuck in traffic or traveling and can't make it to the gym
- hundreds of tips from America's best trainers, nutritionists, and exercise scientists

SELENE YEAGER is a top-selling author, certified personal trainer, and all-American Ironman triathlete. She lives in Lehigh Valley, PA.

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