



## COLLINS PUBLISHING GROUP

A Division of HarperCollinsPublishers  
[www.harpercollins.com](http://www.harpercollins.com)

Dear Friends,

As our cover indicates, the time has come to reintroduce ourselves. So: Hello, we're the *Collins Publishing Group* and we're delighted to help serve your needs. Over the past several months we've recast who we are as a division, starting from a solid foundation and building out to strengthen each of our four distinct imprints to be more closely aligned with what readers increasingly need and desire. Along the way we've assembled an astonishing range of talent across departments, and recommitted ourselves to acquiring and publishing books guided by the quality of their content; marketplace need; editorial experience, knowledge, and passion; and our ability to package and publish them with creativity and insight.

Dating back to the roots of the Collins US Division there have been, rather confusingly, two colophons representing four imprints. But based upon the ongoing strategic evolution of Collins, and with the goal of strengthening the brand identification and authority of our four imprints, it's time our colophons reflected these changes. So with this catalog we are introducing our four new colophons for each of our imprints, including the renaming of *Collins Lifestyle and Wellness* as *Collins Living*, and introducing our exciting new general nonfiction imprint, *Collins*.

**Collins:** Publishing a broad range of high-visibility contemporary nonfiction from politics, current affairs, and narrative non-fiction to sports, popular culture, humor, and popular reference.

**Collins Business:** Home of 50 years worth of paradigm-shifting books from Benjamin Graham and Peter Drucker to Harvey Mackay, Jack Welch, and Jim Collins—the gold standard of business book publishing.

**Collins Living:** Expert guidance for all the ways in which we look to live life to the fullest—including diet, popular psychology, health, and general self-help.

**Collins Design:** High-quality illustrated books with immediately accessible content presented with lush visuals and packaging.

The *Collins Publishing Group* is a division on the move, and we are excited about the many changes you'll be seeing reflected in our catalogs. We hope you'll share in our excitement.

Sincerely,

President and Publisher  
Collins Publishing Group



# CONTENTS

4	New for Fall 2008
5	Hardcovers
5	January
9	February
17	March
25	April
39	Trade Paperbacks
39	January
47	February
54	March
60	April
72	Smithsonian Distribution
75	Backlist
81	Collins Design
97	Subsidiary Rights
99	Index
102	Ordering Information



## BUSINESS: CAREER

978-0-06-171360-6  
\$19.95 (\$21.50 Can.)  
192 pages; 5½ x 8  
Carton Quantity: 40  
Selling Territory: W  
HARDCOVER

- ✓ *Be visible.*
- ✓ *Be easy.*
- ✓ *Be useful.*
- ✓ *Be ready.*

# Bulletproof Your Job

4 SIMPLE STRATEGIES TO RIDE OUT THE ROUGH TIMES AND COME OUT ON TOP AT WORK

Stephen Viscusi

Executive recruiter, workplace expert, and provocative television and radio personality Stephen Viscusi offers a comprehensive, authoritative, and up-to-the-minute guide to making the most out of an uncertain job economy

When times are flush, the workplace breeds all manner of overachievers, innovators, and enterprising heroes. It's also the generous refuge of ruthless climbers, shameless shirkers, and chronic complainers. When times get tough, companies make swift judgments about human capital, and no job is safe. And make no mistake about it, with the level of unemployment only slightly below that which marked the 2001 recession, these are tough times.

Hanging on to a job during tough times requires more than just working harder. It's about that "gray" area: how well you get along with your co-workers, how visible you are in the organization, or how good you make your boss look.

With distinct action items, dozens of anecdotal illustrations and examples, and lists and tips for adapting the strategies to your own situation, *Bulletproof Your Job* will show readers how to avoid the dreaded pink slip and create a long-term strategy for job security and career advancement that ensures they will never feel this vulnerable again.



© Peter Hurley

**Stephen Viscusi** is a careers professional and the founder of the executive search firm The Viscusi Group. He has been featured widely on national television and radio, and is the host of the nationally syndicated radio show *On the Job*. Stephen is also the author of *On the Job: How to Make It in the Real World of Work*. He lives in New York City.

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Blog Outreach
- Online Advertising
- Newsletter Feature



**JANUARY**  
—  
**HARDCOVERS**



NEW YORK TIMES BESTSELLING AUTHORS

# The Motley Fool Million Dollar Portfolio

THE CORPORATE INVESTMENT STRATEGY  
THAT BEATS THE MARKET

David Gardner and Tom Gardner

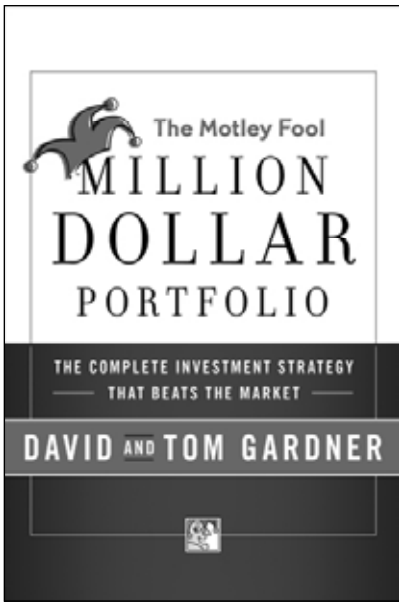
An innovative investing book based on a groundbreaking experiment that shows readers how to build a seven-figure portfolio

In the tradition of their bestselling books for individual investors, acclaimed stock pickers David and Tom Gardner lay bare the simple philosophy they have used to help millions of investors outfox Wall Street.

This book stems from the wildly successful Motley Fool Million Dollar Portfolio—a one-of-a-kind membership service that allows qualified individual investors to follow along as Tom Gardner invests and manages \$1 million of The Motley Fool's own money. Due to overwhelming demand, the service was closed to additional subscribers.

This book is the next best thing. In page after page of sound, sensible investment advice, readers are offered a rare window into one of the most successful investing enterprises in history. The book reveals proprietary methods for uncovering market-beating stocks, the philosophies that underpin the investment strategies of the million-strong Motley Fool online community, and advice on how any serious investor can attain even the loftiest financial goals. With infectious humor and recognized expertise, this book is at the heart of The Motley Fool's enterprise.

Brothers **David Gardner** and **Tom Gardner** cofounded The Motley Fool, a multimedia financial education company, in 1993. They have coauthored four *New York Times* bestsellers, including *The Motley Fool Investment Guide*, *The Motley Fool You Have More Than You Think*, and *The Motley Fool's Rule Breakers, Rule Makers*. The Gardners also oversee the award-winning website Fool.com (with more than 4.3 million unique visitors per month); a nationally syndicated newspaper column, carried by more than 200 papers; and ten monthly paid newsletters.



## BUSINESS & ECONOMICS: INVESTMENTS & SECURITIES

978-0-06-156754-4

\$24.95 (\$26.95 Can.)

288 pages; 6 x 9; index

Carton Quantity: 24

Selling Territory: W

HARDCOVER

HARPERLUXE

978-0-06-172003-1

\$24.95 (\$26.95 Can.)

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: New York, Washington, D.C.
- Cross-Promotion with Author Platform
- Blog Outreach
- Online Advertising
- Newsletter Feature
- Author Website: [www.fool.com](http://www.fool.com)



NEW YORK TIMES BESTSELLING AUTHOR

# The LIFE Diet

FOUR STEPS TO THIN FOREVER

Joy Bauer, MS, RD, CDN,  
*Today Show* Nutritionist

Look  
Incredible  
Feel  
Extraordinary!

A revolutionary weight loss plan, field-tested and proven by hundreds of people and thousands of lost pounds, that will get readers healthy and slim forever

*The LIFE Diet* stands for “Look Incredible, Feel Extraordinary.” That’s the end result of Joy Bauer’s fantastic approach to nutrition and weight loss. This complete weight loss program has everything readers need to know about diet and fitness—all in four steps that will shed pounds fast:

- 1) RELEASE—seven days that will release readers from negative eating habits
- 2) RELEARN—two weeks with guidelines from the first step, with added healthy and low-calorie snacks
- 3) RESHAPE—bad habits have been broken, new eating patterns have been learned, and now they’re incorporated into everyday life
- 4) REVEAL—the pounds are shed, a new approach to eating is born

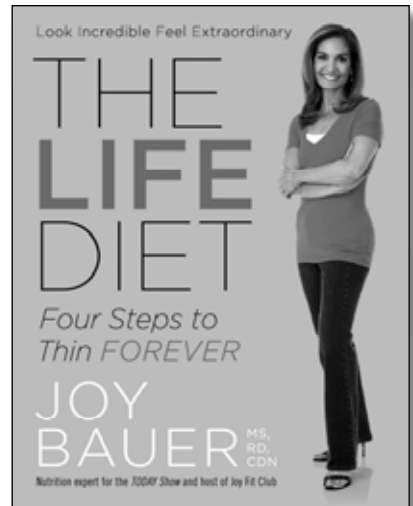
*The LIFE Diet* features everything readers need to know to be healthy and stay motivated, including exercises, plateau busters, recipes, and personal anecdotes from the dieters who’ve lost thousands of pounds with this plan.

- Joy Bauer is the nutrition and health expert on the *Today Show* and a health, diet, and nutrition feature writer for *Parade* magazine.



© Robin Mazres

**Joy Bauer** has built one of the largest nutrition centers in the country, Joy Bauer Nutrition. Bauer is the author of four books: *Joy Bauer’s Food Cures*, *Cooking with Joy*, *The 90/10 Weight Loss Plan*, and *The Complete Idiot’s Guide to Total Nutrition*. Bauer is the nutrition/health expert for the *Today* show, the weight loss expert for NBC’s primetime series *Shaq’s Big Challenge*, and Yahoo’s nutrition and weight loss expert. She contributes regularly to *Self* magazine and has been featured in many national magazines. She lives in New York with her family.



## HEALTH & FITNESS

978-0-06-166574-5

\$24.95 (\$26.95 Can.)

304 pages; 7⅞ x 9¼; index, photos throughout

Carton Quantity: 22

Selling Territory: W

**HARDCOVER**

e-book available

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Waterfront Media Campaign at Book Launch
- Author Appearances: New York City Area
- Blog Outreach
- Online Advertising
- Newsletter Feature
- Full Access Program
- Video Campaign
- Author Website: [www.joybauer.com](http://www.joybauer.com)



Smithsonian Books

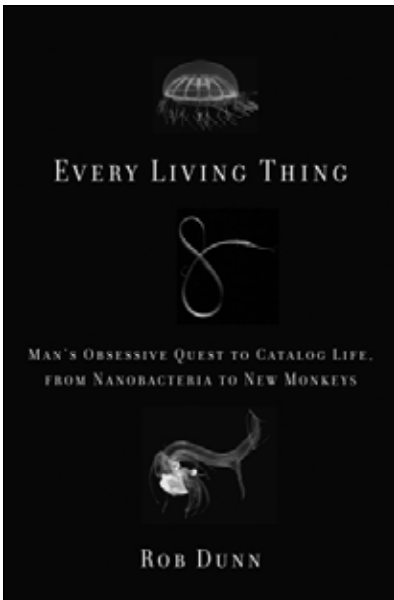
# Every Living Thing

MAN'S OBSESSIVE QUEST TO CATALOG LIFE, FROM  
NANOBACTERIA TO NEW MONKEYS

Rob Dunn

Preface by E.O. Wilson

A young biologist tells the fascinating story of  
scientists' unending quest to discover all life



## SCIENCE

978-0-06-143030-5

\$26.95 (\$28.95 Can.)

288 pages; 6 x 9; index

Carton Quantity: 24

Selling Territory: W

**HARDCOVER**

e-book available

## MARKETING & PUBLICITY

- National Broadcast and Print Media Campaign
- Smithsonian Institution Member Outreach

Biologists and laypeople alike have repeatedly claimed victory over life. A thousand years ago we thought we knew almost everything; a hundred years ago too. But, even today, Rob Dunn argues, discoveries we can't yet imagine still await.

In a series of vivid portraits of single-minded scientists, Dunn traces the history of human discovery from the establishment of classification in the 18<sup>th</sup> century to today's attempts to find life in space. The narrative telescopes from a scientist's attempt to find one single thing (a rare ant-emulating beetle species) to another scientist's attempt to find everything in a small patch of jungle in Guanacaste, Costa Rica. With poetry and humor, Dunn reminds readers how tough and exhilarating it is to study the natural world, and why it matters.

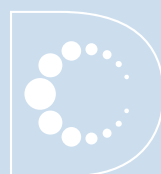


© Monica Sanchez

**Rob Dunn** is an assistant professor in the Department of Zoology at North Carolina State University as well as an up-and-coming science popularizer. His work appears in *Natural History*, *Scientific American*, *BBC Wildlife*, and *Seed* magazine. He lives in Raleigh, NC.



**FEBRUARY**  
—  
**HARDCOVERS**





# Something Like Beautiful

A SINGLE MOTHER'S STORY

asha bandele

From the author of *The Prisoner's Wife*, a poetic, passionate, and powerful memoir about the hard realities of single motherhood

When asha bandele, a young poet, fell in love with a prisoner serving a 20-to-life sentence and became pregnant with his daughter, she had reason to hope they would live together as a family. Rashid was a model prisoner, and expected to be paroled soon. But soon after Nisa was born, asha's dreams were shattered. Rashid was denied parole, and told he'd be deported to his native Guyana once released. asha became a statistic: a single, black mother in New York City.

On the outside, asha kept it together. She had a great job at a high-profile magazine and a beautiful daughter. But inside, she was falling apart. She began drinking and smoking and eventually stumbled into another relationship, one that opened new wounds. This lyrical, astonishingly honest memoir tells of her descent into depression when her life should have been filled with love and joy. *Something Like Beautiful* is not only asha's story, but the story of thousands of women who struggle daily with little help and much against them, and who believe they have no right to acknowledge their pain. Ultimately, asha takes account of her life and envisions for herself what she believes is possible for all mothers who thought there was no way out—and then discovered there was.



© Delphine Fawcndu-Burford

**asha bandele** is an award-winning author and journalist. A former features editor for *Essence* magazine, asha is the author of two collections of poems, the award-winning memoir *The Prisoner's Wife*, and the novel *Daughter*. She lives in Brooklyn with her daughter.



© Delphine Fawcndu-Burford

## MEMOIR

978-0-06-171037-7  
\$24.95 (\$26.95 Can.)  
256 pages; 5½ x 8¼  
Carton Quantity: 40  
Selling Territory: W  
**HARDCOVER**

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Featured in *Collins Reads* Campaign
- Book Sense Campaign
- Online Reading Group Campaign
- Blog Outreach
- First Look Program
- Newsletter Feature
- Virtual Blog Tour



# What Would Google Do?

Jeff Jarvis

A crucial manual for survival and success in any industry that asks the most important question today's leaders can ask themselves: What Would Google Do?

If any business is not thinking or acting like Google—the most meteoric company of our time—then it's not going to survive, let alone prosper, in the Internet age. To help readers begin to think like Google, Jeff Jarvis lays down the laws of “the new Google century,” including such insights as: Think Distributed; Become a Platform; Join the Post-scarcity, Open-source, Gift Economy; Do What You Do Best and Link to the Rest; Get Out of the Way; and Make Mistakes Well.

In a book that is as fun as it is original, Jarvis applies the Google principles not just to emerging technologies and the Internet, but to other industries—telecommunications, airlines, television, government, healthcare, manufacturers, education, media, and even your career—showing ultimately what the world would look like if Google ran it. The result is an astonishing, mind-opening book that will change the way readers ask questions and solve problems.



© Jake Jarvis

**Jeff Jarvis** is the proprietor of one of the web's most popular and respected blogs about media, *Buzzmachine.com*. He also writes the new media column for the *Guardian* in London. He was named one of 100 worldwide media leaders by the World Economic Forum in 2007 and 2008, and he was the creator and founding editor of *Entertainment Weekly*.



## BUSINESS & ECONOMICS

978-0-06-170971-5  
\$26.95 (\$28.95 Can.)  
224 pages; 6 x 9  
Carton Quantity: 28  
Selling Territory: W

**HARDCOVER**  
**HARPERLUXE**

978-0-06-171991-2  
\$26.95 (\$28.95 Can.)

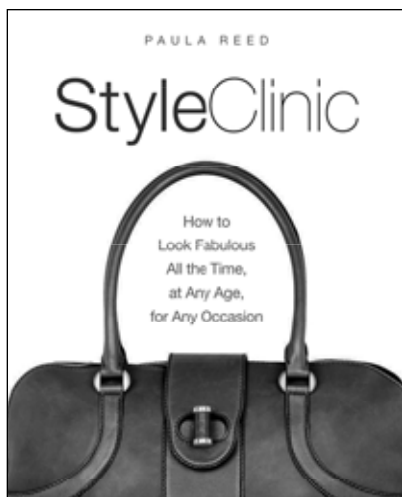
**HARPERAUDIO**  
Unabridged

978-0-06-172633-0  
12 Hours/10 CDs  
\$39.95 (\$42.95 Can.)

## MARKETING & PUBLICITY

- National Print and Online Advertising Campaign
- National Broadcast and Print Publicity Campaign
- 50-City Radio Campaign
- Author Appearances: Austin, New Jersey, New York, San Francisco
- Cross-Promotion with Author Platform
- Blog Outreach
- Video Campaign
- Newsletter Feature
- Full Access Program
- Author Website: [www.buzzmachine.com](http://www.buzzmachine.com)





## Style Clinic

HOW TO LOOK FABULOUS ALL THE TIME,  
AT ANY AGE, FOR ANY OCCASION

Paula Reed

Unlock the secret to your personal style with expert advice from the fashion director at *Grazia* magazine and former *InStyle* columnist

### FASHION

978-0-06-079354-8

\$27.95 (\$29.95 Can.)

272 pages; 6½ x 8; 150 color photos throughout

Carton Quantity: 28

Selling Territory: W

FLEXIBIND

Knowing what works and what doesn't, how and when to shop, and how to accessorize will set you apart as a woman who always looks effortlessly chic. With comprehensive tips on dressing right for your figure; classic color, fabric, and tailoring advice; and the lowdown on savvy shopping, Paula Reed proves that you don't have to have a big budget, a whole new wardrobe, or the latest fad to look great. Transform your life with these expert lessons and many more:

- The major investment versus the cheap buy
- How to dress ten pounds thinner
- Looking fabulous in your 20s, 30s, 40s, 50s, and beyond
- Secrets of the successful shopper
- The essential proportion of the perfect pants

With warmth, wit, and intelligence, *Style Clinic* will help you make fashion work for you—regardless of your age.

### MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- Blog Outreach
- Online Advertising

© Gustavo Papaleo



**Paula Reed** is the style director at the hot London-based glossy fashion magazine *Grazia*. She has appeared on the UK's *Project Catwalk*, and her writing has appeared in *InStyle*, *The Times* (London), *Harper's Bazaar*, *Elle*, *You* magazine, and *Town & Country*. She lives in London.



# The Secret Code of Success

7 STEPS TO MORE WEALTH AND HAPPINESS

Noah St. John

Foreword by Jack Canfield

A unique, seven-step process that will help readers defeat the subconscious factors that are preventing them from achieving their full potential

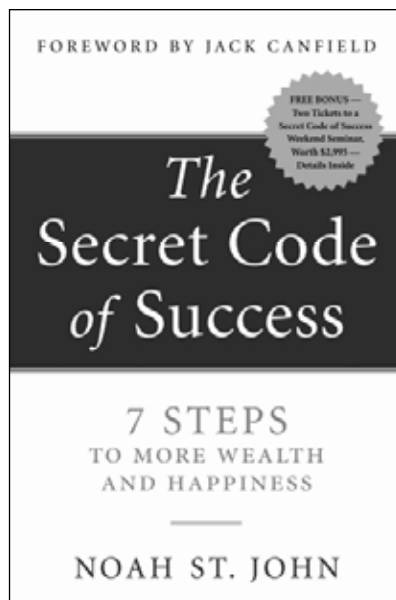
By working with thousands of clients at The Success Clinic of America, Noah St. John has found that when it comes to success, the conscious mind is the wrong place to start. St. John has discovered that most people carry negative and unexamined baggage in their subconscious minds—baggage that unknowingly prevents them from realizing success in their lives. St. John will show readers how to overcome these obstacles to achieve more happiness and success in every aspect of their lives.

- St. John has spoken to more than 350,000 people nationwide.
- Includes a free ticket to attend one of St. John's national seminars (valued at \$2,995).



© Half City Productions

**Noah St. John** is founder and CEO of The Success Clinic of America LLC, an internationally successful training company. He is the author of *Permission to Succeed* and *The Great Little Book of Affirmations*, which were both Amazon.com Hot 100 Sellers. He has been a featured guest expert on scores of radio, TV, print, and online outlets including *CNN Headline News*, NPR's *All Things Considered*, and local ABC, NBC, CBS, and Fox Television affiliates. He lives in Norton, OH.



## BUSINESS AND ECONOMICS

978-0-06-171574-7

\$19.95 (\$21.50 Can.)

224 pages; 5½ x 8¼

Carton Quantity: 44

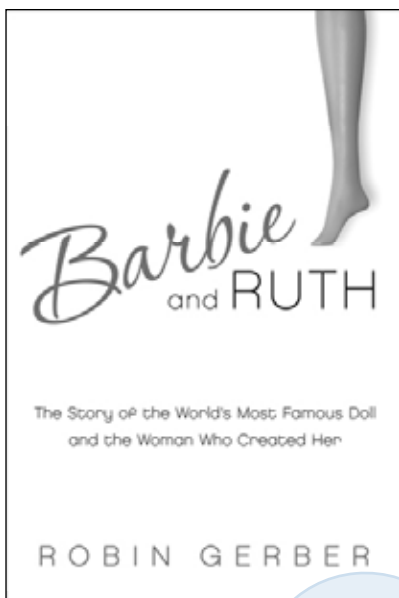
Selling Territory: W

**HARDCOVER**

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Cross-Promotion with Author Platform
- Online Advertising
- Newsletter Feature
- First Look Program
- Blog Outreach
- Video Campaign
- Author Website: [www.noahstjohn.com](http://www.noahstjohn.com)





# Barbie and Ruth

THE STORY OF THE WORLD'S MOST FAMOUS  
DOLL AND THE WOMAN WHO CREATED HER

Robin Gerber

The fascinating story of how one visionary woman and her product changed an industry and sparked a lasting debate about women's roles

## BIOGRAPHY/ BUSINESS

978-0-06-134131-1  
\$24.95 (\$26.95 Can.)  
288 pages; 6 x 9; index;  
8-page b & w photo insert  
Carton Quantity: 24  
Selling Territory: W  
HARDCOVER

March 9, 2009,  
marks Barbie's  
50<sup>th</sup> anniversary

*Barbie and Ruth* is the entwined story of two exceptional women. There's Barbie: the diminutive yet arrestingly voluptuous doll unveiled at the 1959 Toy Fair who became the treasure of 90% of American girls and their counterparts in 140 countries. She went on to become an Olympic athlete, an air force pilot, a boutique owner, a presidential candidate, and a cultural icon.

Then there's Ruth Handler, Barbie's creator: the tenth child of Polish-Jewish immigrants; a passionately competitive and creative business pioneer; and a mother and wife who wanted it all. After Ruth was forced out of Mattel, the company she founded, she used her breast cancer as an impetus to start a business that changed women's lives. She was ultimately honored as a pioneer, humanitarian, and masterful entrepreneur. Based on previously unavailable material, original research, and extensive interviews, *Barbie and Ruth* is the fascinating story of two women, and how together they indelibly changed American business and culture.



© Ariel Gerber Rubin

**Robin Gerber** is the author of several books, including *Leadership the Eleanor Roosevelt Way*, *Katharine Graham*, and the novel *Eleanor vs. Ike*. As a national commentator on women, leadership, and politics, her writing appears frequently in national newspapers, and she writes one of the most popular columns for *Reader's Digest*, "You Be the Judge." She lives in Bethesda, MD.

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances:  
New York, Washington, D.C.
- Book Sense Campaign
- Blog Outreach
- Newsletter Feature
- Author Website: [www.robingerber.com](http://www.robingerber.com)



# Lincoln's Men

THE PRESIDENT AND HIS PRIVATE SECRETARIES

Daniel Mark Epstein

A fresh angle on Lincoln as seen by his three young private secretaries—the men who knew him better than anyone outside his immediate family

*Lincoln's Men* is the first narrative portrait of the men who served as Lincoln's secretaries during the Civil War: Nicolay, Hay, and Stoddard. Each of the three had his influence upon Lincoln, and Lincoln had an enormous impact upon them. Daniel Mark Epstein captures the drama in each life: we see Nicolay, balancing his obligations to Lincoln with a long-distance engagement to his childhood sweetheart; Hay, the poet/amanuensis, in love with a famous and married actress; Stoddard, obsessed with gambling in the gold market. All three embraced the president as teacher, employer, and friend.

The secretaries left significant diaries, letters, and memoirs about Lincoln. Nicolay and Hay wrote the classic "authorized" biography of Lincoln, published in 1890 in ten volumes, and went on to distinguished careers in the foreign service after the war. An intimate and moving portrait of the Civil War White House, *Lincoln's Men* is essential reading for fans of American history.

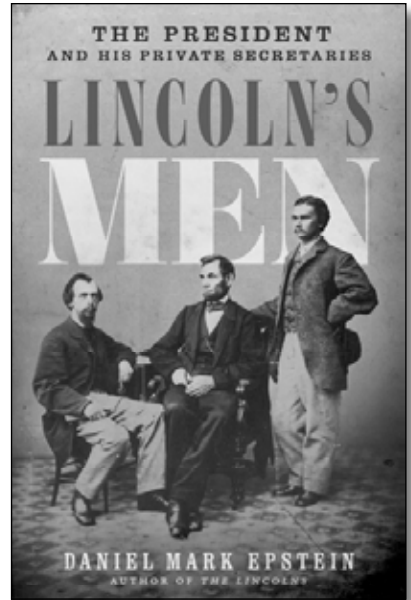
- Published in the bicentennial year of Lincoln's birth.



Photo by Jennifer Bishop

**Daniel Mark Epstein** is the author of more than 15 books of poetry, biography, and history, including *Lincoln and Whitman: Parallel Lives in Civil War Washington*, which received an Academy Award from the American Academy of Arts and Letters, and *The Lincolns: Portrait of a Marriage*. His work has appeared in

the *Atlantic*, *The New Yorker*, and the *New Republic*. He lives in Baltimore, MD.



## HISTORY

978-0-06-156544-1  
\$26.95 (\$28.95 Can.)  
256 pages; 5½ x 8¼  
Carton Quantity: 28  
Selling Territory: USCOM  
**HARDCOVER**

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Springfield, IL and Washington, D.C.
- Blog Outreach
- First Look Program
- Smithsonian Institution Member Outreach



NOW  
OCTOBER  
2008

# Scratch Beginnings

ME, \$25, AND THE SEARCH  
FOR THE AMERICAN DREAM

Adam Shepard

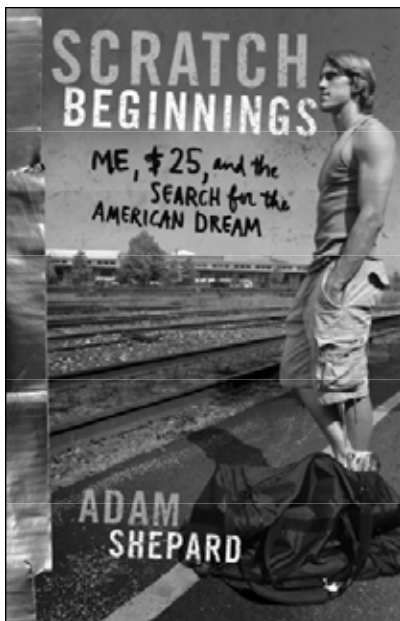
A compelling and inspiring work of investigative journalism in which the author, in a sort of “anti-*Nickel and Dimed*” experiment, sets out to see if someone who starts with nothing can still achieve the American Dream

Adam Shepard graduated from college disillusioned by the apathy he saw around him, and incensed by Barbara Ehrenreich’s famous works *Nickel and Dimed* and *Bait and Switch*. Eager to see if he could make something out of nothing, he set out to prove her theory wrong that those who start at the bottom stay at the bottom, and to see if the American Dream can still be a reality. With no concrete plan and nothing but \$25 and a backpack, Shepard got off a train in Charleston, South Carolina, and spent 70 days in a homeless shelter, with the goal of having \$2,500, a car, and a place to live by the end of a year.

Earnest, passionate, and hard-to-put-down, *Scratch Beginnings* is a story that will not only inspire readers, but also remind them that success can come to anyone who is willing to work hard—and that America is still one of the most hopeful and inspiring countries in the world.

“I’m average. My story is very basic, simple. My story is about the attitude of success. My goal is to better my lot and to provide a stepping-stone for everything else I want to accomplish in my life....” —Adam Shepard

• *Scratch Beginnings* was originally self-published and sold close to 10,000 copies. Shepard has appeared on the *Today Show* and in the *New York Post* to promote it.



## MEMOIR

978-0-06-171436-8

\$19.95 (\$21.50 Can.)

240 pages; 6 x 9

Carton Quantity: 40

Selling Territory: USCOM

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Charleston, Washington, D.C.
- Blog Outreach
- First Look Program
- Book Sense Campaign
- Academic Outreach
- Author Website:  
[www.scratchbeginnings.com](http://www.scratchbeginnings.com)

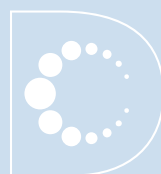


© Matthew Leggett

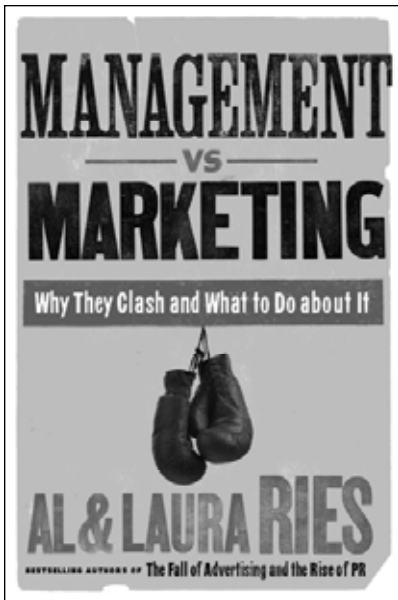
**Adam Shepard** is a 2006 graduate of Merrimack College in North Andover, MA. He lives in Raleigh, NC.



**MARCH**  
—  
**HARDCOVERS**







## BUSINESS & ECONOMICS

978-0-06-166919-4

\$26.95 (\$28.95 Can.)

256 pages; 5½ x 8¼; index

Carton Quantity: 40

Selling Territory: W

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Atlanta
- Cross-Promotion with Author Platform
- Blog Outreach
- Newsletter Feature
- Author Website: [www.ries.com](http://www.ries.com)

# Management vs. Marketing

WHY THEY CLASH AND WHAT TO DO ABOUT IT

Al Ries and Laura Ries

Renowned business gurus Al and Laura Ries give a blow-by-blow account of the battle between management and marketing—and why businesses ultimately need to listen to marketers in order to succeed

Bestselling authors Al and Laura Ries reveal their long awaited manifesto about the fundamentally different approaches that management and marketers take toward establishing brands and products. As the Rieses show, management tends to attract right-brain types who think verbally, logically, and analytically, while marketers tend to be left-brain oriented, thinking visually, intuitively, and holistically. And in today's media-dense and globally competitive environment, management can't succeed with both types of thinking.

Al and Laura Ries convincingly make this argument by examining tried-and-true brands and products and showing how and why some brands remain successful for years (McDonald's, Gatorade, and Kleenex) while others have declined (Saturn, Home Depot, and Motorola), passed by slicker, more focused brands. With strong writing, a light touch, and a healthy sense of humor, *Management vs. Marketing* will provide a game plan for companies that want to break through the deadlock, resolve this counterproductive struggle, and start reaping the rewards.

© Keiko Guest



**Al Ries** and his daughter and business partner **Laura Ries** are two of the world's best-known marketing consultants. Their Atlanta firm, Ries & Ries, works with many Fortune 500 companies. Al was recently named one of the Top 10 Business Gurus by *Advertising Age*. Laura is a frequent television commenter and guest and is also a frequently quoted marketing expert in the *New York Times*, the *Wall Street Journal*, *USA Today*, and other publications. They live in Atlanta, GA.

### Also Available:

*The Origin of Brands*

978-0-06-057015-6 (pb)

*The 22 Immutable Laws of Branding*

978-0-06-000773-7 (pb)

*The Fall of Advertising  
and the Rise of PR*

978-0-06-008199-7 (pb)



# With Purpose

GOING FROM SUCCESS TO SIGNIFICANCE  
IN WORK AND LIFE

Ken Dychtwald, Ph.D.  
and Daniel J. Kadlec

*With Purpose* challenges readers with a paradigm-shifting view of what matters most in the second half of life, redefining the way America views success, employment, retirement, and living a significant life

Success can be looked at in different ways from different points in your life. As a child, it was pleasing one's parents; in high school, it may have been about academic achievement and popularity; as a working adult, success is often represented by earning a good salary and the respect of others. But what about the years after initial goals have been pursued? What constitutes success then? Leisure or legacy?

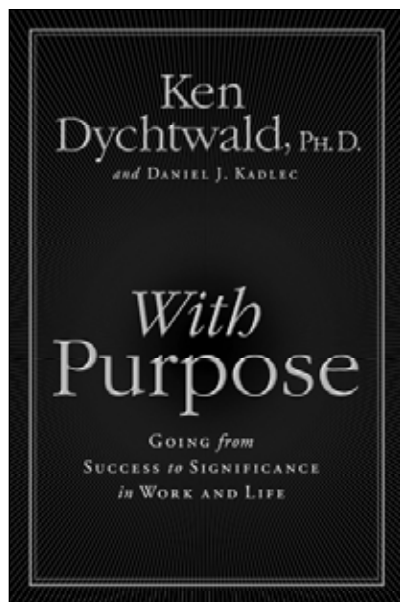
For more and more people, it's about making things better and about improving the world—large or small—in a lasting way. It's about changing the community, the nation, the political landscape, and the environment. *With Purpose* focuses on why readers should commit to having a lasting impact on the world and how they can do it. Ken Dychtwald addresses finances, opportunities, and realities of life, and includes inspiring stories of people who have made a difference while providing the resources to enable the reader to do the same. Men and women will identify their strengths, become inspired, and find themselves galvanized into action.

Courtesy of the Author



**Ken Dychtwald, Ph.D.**, is a renowned psychologist, gerontologist, public speaker, and bestselling author of 15 books, including *Bodymind*, *Age Wave*, and *Workforce Crisis*. His firm, Age Wave, has counseled Fortune 500 companies in product and service development for baby

boomers, and he's been featured in numerous media, including *60 Minutes*, *Oprah*, *WSJ*, and *Time*. He lives with his family in the San Francisco Bay Area.



## SELF-HELP/BUSINESS

978-0-06-137311-4  
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Carton Quantity: 24  
Selling Territory: W  
**HARDCOVER**  
**HARPERLUXE**  
978-0-06-172002-4  
\$24.95 (\$26.95 Can.)

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 50-City National Radio Campaign
- Tie-In to Author's Lecture Appearances
- Author Appearances: New York
- Blog Outreach
- First Look Program
- Online Advertising
- Newsletter Feature
- Full Access Program
- Author Websites:  
[www.kendychtwald.com](http://www.kendychtwald.com)  
[www.agewave.com](http://www.agewave.com)



Smithsonian Books

# The Gardner Heist

THE TRUE STORY OF THE WORLD'S LARGEST  
UNSOLVED ART THEFT

Ulrich Boser

One museum, two thieves, and the Boston underworld—the story behind the lost Gardner masterpieces and the art detectives who swore to get them back

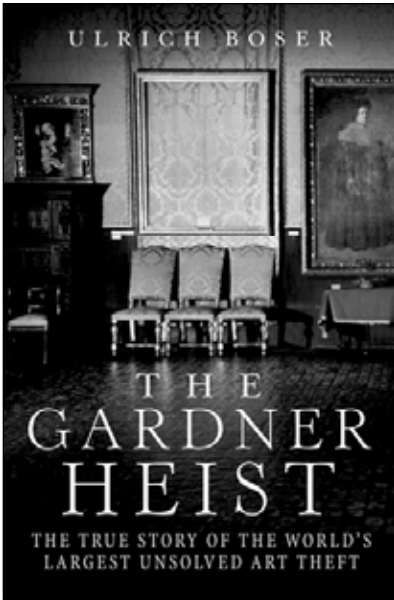
On March 18, 1990, two men dressed as policemen broke into the Isabella Stewart Gardner Museum in Boston and walked out with a dozen masterpieces, including one Vermeer, three Rembrandts, and five Degas. After thousands of leads, hundreds of interviews, and a \$5 million reward, not one painting has been recovered, nor a single person arrested. Worth \$500 million, the missing masterpieces have become the Holy Grail of the art world and one of the nation's most extraordinary unsolved mysteries.

When he died, Harold Smith, one of the world's great art detectives, believed he was just steps away from cracking the case. His family gave journalist Ulrich Boser access to his research. Traveling deep into the art underworld, Boser explores Smith's unfinished leads. He runs down Boston's most deadly Irish mobster, Whitey Bulger. He interviews Dick Ellis, a world-famous art detective who helped recover Edvard Munch's *The Scream*. He spends time with Myles Connor, a Mensa member and art looter extraordinaire. Boser eventually believes that he has solved one of the biggest mysteries of the case, uncovering the identities of the thieves who robbed the museum nearly two decades ago.



© Rebecca Hile

**Ulrich Boser** is a contributing editor at *US News and World Report* and writes about arts, culture, and social issues. His articles have appeared in the *New York Times*, the *Washington Post*, *Slate*, and *Smithsonian* magazine, among others. He lives in Washington, D.C.



## TRUE CRIME/ART

978-0-06-145183-6

\$25.95 (\$27.95 Can.)

272 pages; 6 x 9; 8-page color insert and b&w illustrations throughout; index

Carton Quantity: 24

Selling Territory: W

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Boston and Washington, D.C.
- Cross-Media Game Promotion
- Blog Outreach
- First Look Program
- Full Access Program
- Smithsonian Institution Member Outreach



# Losing My Religion

HOW I LOST MY FAITH REPORTING ON  
RELIGION IN AMERICA

William Lobdell

When one of the nation's most prominent religion reporters lost his faith, and wrote about it, the reaction from believers and atheists alike was enormous. Here is the story behind the story

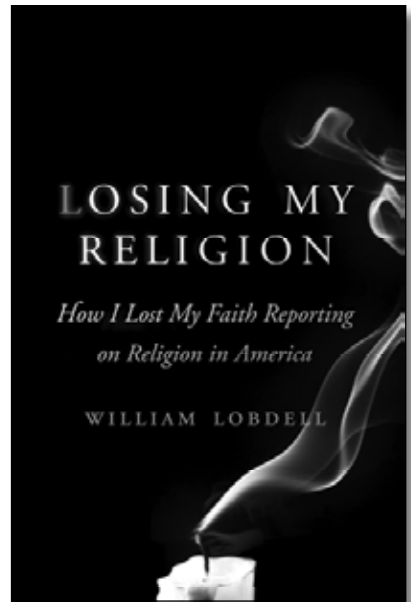
When editors at the *Los Angeles Times* assigned William Lobdell to the religion beat, he believed God had answered his prayers. As a serious Christian, he wanted to report objectively and respectfully about how belief shapes people's lives. But something very different happened. Slowly, his reporting drifted to the paradoxes of religion and soon to the religious underbelly. Each story chipped away at his faith. Eight years later, after intense encounters with believers of all sizes and shapes, he realized that his faith in God was gone.

*Losing My Religion* takes readers on a profound journey from agnosticism to a born-again conversion to a roller-coaster of extremes of the spirit—and ultimately to a new, deeply satisfying form of contentment without God. This courageous memoir speaks both to the doubts of believers and the yearnings of doubters.



© Challenge Roddick

**William Lobdell** has been a journalist for 25 years, winning many state and national awards. He now writes feature profiles for the *Los Angeles Times* and is on the visiting faculty at the University of California, Irvine. He is married with four boys.



## RELIGION/MEMOIR

978-0-06-162681-4  
\$25.95 (\$27.95 Can.)  
304 pages; 6 x 9; index  
Carton Quantity: 32  
Selling Territory: W

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Los Angeles
- Featured in *Collins Reads* Campaign
- Book Sense Campaign
- Online Reading Group Campaign
- Blog Outreach
- First Look Program
- Newsletter Feature
- Author Website:  
[www.williamlobdell.com](http://www.williamlobdell.com)





## BUSINESS & ECONOMICS

978-0-06-167219-4

\$25.95 (\$27.95 Can.)

288 pages; 6 x 9; 8-page insert with photos; index

Carton Quantity: 24

Selling Territory: W

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- Blog Outreach
- Newsletter Feature

# alibaba

THE INSIDE STORY BEHIND JACK MA  
AND THE CREATION OF THE WORLD'S BIGGEST  
ONLINE MARKETPLACE

Shiyong Liu and Martha Avery

The first in-depth look at the multibillion-dollar company [alibaba.com](http://alibaba.com)—often billed as “China’s eBay”—and the inspirational story behind the man who created it

For anyone seeking to understand China’s meteoric rise, and looking for the next big phenomenon online, the story of [alibaba.com](http://alibaba.com) and its founder Jack Ma (the Chinese equivalent of Bill Gates) is crucial reading. Jack Ma’s story is remarkable: despite growing up in China during the Cultural Revolution, in a period of total state control of the economy, he developed keen entrepreneurial instincts that would eventually allow him to recognize the Internet’s ability to transform the way business is done around the world.

With his creation, [alibaba.com](http://alibaba.com), the world’s biggest business-to-business website, one can buy and sell everything, from acrylic blankets to acoustic components, air beds to air-separators, abrasive tools to anchors—and that’s just the first letter of the alphabet! From an initial investment of \$60,000 in 1999, [alibaba.com](http://alibaba.com) is now worth approximately \$26 billion and is one of the most acclaimed Internet companies worldwide.

- Yahoo currently holds a 39% share of [alibaba.com](http://alibaba.com)

**Shiyong Liu** is a journalist, CEO of Guangtian Xiangshi Culture Company, and Chairman of the Board of GT-Sunstone, a company that focuses on media consulting. He lives in Beijing.

**Martha Avery** is an author and translator currently working with the Chinese publisher CITIC Press on a series of titles on Chinese business moguls. She holds a BA in Chinese and Japanese languages, an MBA from the Wharton School, and has worked in Japan, Hong Kong, China, and Mongolia. She divides her time between the United States and Budapest.



# Righteous Porkchop

FINDING A LIFE—AND GOOD FOOD—BEYOND  
FACTORY FARMS

Nicolette Hahn Niman

Foreword by Robert F. Kennedy, Jr.

A searing account of the “factory farm” industry—and the effects the techniques have on health and well-being—by an engaging female crusader who finds love and purpose along the way

*Righteous Porkchop* blows the lid off the shocking practices of today’s meat, poultry, and dairy industries by following the experiences of an intrepid environmental lawyer who goes up against the big business farming establishment. It’s the story of Nicolette Hahn Niman’s search for—and ultimate discovery of—a way for America to produce food from animals that is healthful, environmentally sound, and humane.

Part memoir, part exposé, Nicolette takes the reader through her battles with the industrial farming conglomerates as she organizes a national reform movement and shows again and again that the industry’s problems are surmountable, both for the individual and society. Along the way, her quest leads to an unlikely pairing when Nicolette, an urban, East Coast vegetarian attorney, falls for a high-profile Californian cattle rancher.

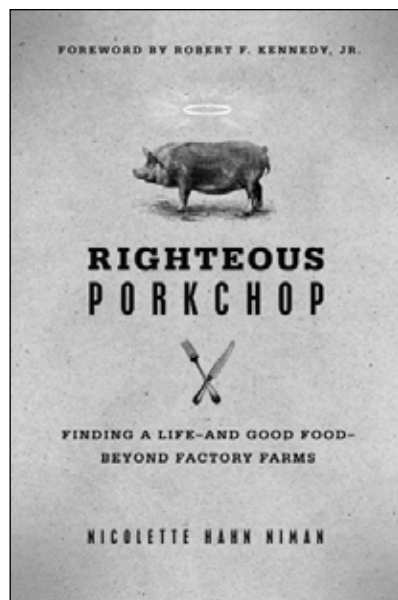
From a health standpoint, *Righteous Porkchop* details how and why to avoid meat, poultry, and eggs tainted by chemicals and antibiotic-resistant bacteria. From an eating standpoint, the book shows how readers can reclaim the pleasures of good dining by seeking out foods from traditionally farmed animals.



© Mitch Tobias

**Nicolette Hahn Niman** is an environmental activist and cattle rancher who has been published in the *New York Times* and speaks regularly at environmental conferences and food events. A former attorney, she is now married to the founder of the famed Niman Ranch, a collective of traditional farms. She

lives in northern California.



## MEMOIR/ SOCIAL SCIENCES

978-0-06-146649-6

\$22.95 (\$24.95 Can.)

256 pages; 5½ x 8¼; index

Carton Quantity: 36

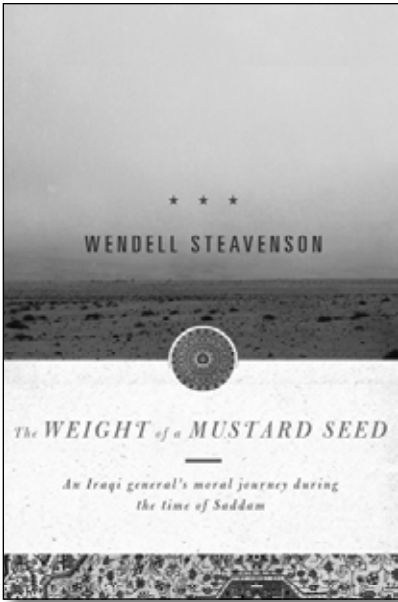
Selling Territory: USCOM

**HARDCOVER**

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City Radio Campaign
- Author Appearances: New York, San Francisco Bay Area
- Book Sense Campaign
- Blog Outreach
- First Look Program
- Newsletter Feature





# The Weight of a Mustard Seed

AN IRAQI GENERAL'S MORAL JOURNEY DURING THE TIME OF SADDAM

Wendell Steavenson

An unprecedented and breathtakingly intimate account of Iraqi life under Saddam Hussein's brutal regime, revealed through the tragic life story of one of Saddam's loyal generals

*It was just an inkling of a story then a question hanging in my head in the blue shadow hour of a leavening dawn: What had happened to these people? Why had they served such a regime? How had they accommodated their own morality? How had they lived? How had they lived with themselves?*

General Kamel Sacht was a favorite of Saddam Hussein's, a hero of the Iran-Iraq war, head of the army in Kuwait City during Desert Storm, and the Governor of the province of Maysan. But when it came time for his sons to do their military service he refused to let them join the "criminal" organization that he had given his life to. Kamel Sacht realized, too late, that he had become a participant in the terror regime that had strangled his country and destroyed its people.

Through the story of Kamel Sacht and those around him—his wife, his sons and daughters, a psychiatrist and friend, the head of the Republican Guard, a director of Abu Ghraib prison—through Saddam's four wars and brutal repression, the years of hard-bitten sanctions and the internecine anarchy of the American occupation, Wendell Steavenson shows the choices Iraqis have had to make between exile and collaboration, God and jihad. Here are the Iraqis behind the headlines and the universal humanity and the tragedy begotten of unintended consequences.

**Wendell Steavenson** is the author of the acclaimed memoir *Stories I Stole*. She has lived in and reported from post-Soviet Georgia, Ethiopia, Iran, Iraq, and Lebanon. Her work has appeared in the *London Observer*, the *Telegraph*, *Prospect* magazine, *Financial Times* magazine, *Slate*, *Granta*, the *New Yorker*, and *Time* magazine. She lives in Paris.

## CURRENT EVENTS / POLITICS

978-0-06-172178-6

\$24.95 (NCR)

288 pages; 5 x 8

Carton Quantity: 40

Selling Territory: USCOM

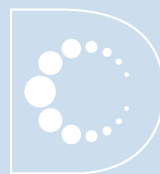
HARDCOVER

## MARKETING & PUBLICITY

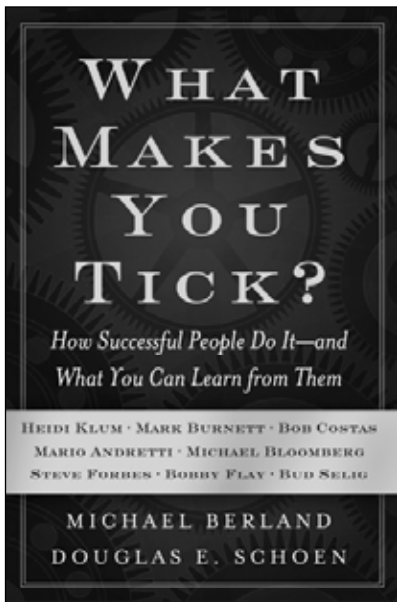
- National Broadcast and Print Campaign
- 25-City National Radio Program
- Featured in *Collins Reads* Campaign
- Online Reading Group Campaign
- Blog Outreach
- First Look Program
- Newsletter Feature
- HarperCollins.com Feature
- Gather.com Campaign



**APRIL**  
—  
**HARDCOVERS**







# What Makes You Tick?

Michael Berland and  
Douglas E. Schoen

Two strategists profile a diverse range of industry leaders to learn what it means to join the ranks of the truly successful

For 20 years, Michael Berland and Douglas E. Schoen have been in the business of winning. Yet, after interviewing more than 50 leaders in their respective fields, they discovered something unexpected: that winning isn't really what motivates these leaders. What drives the top businessmen, politicians, athletes, and entertainers to be their very best—even after they've won the Masters, developed a thriving company, or made their millions? The answer: Success.

Berland and Schoen investigate a range of highly successful people—from Steve Forbes and craigslist's Craig Newmark to Michael Bloomberg and Heidi Klum—to see what they actually think about success. They also profile four styles of successful people: Visionaries, Natural Born Leaders, Do-Gooders, and Independence Seekers, offering readers a chance to discover what kind of success they might be. Berland and Schoen demonstrate that success isn't about changing who you are, but rather about figuring out what makes you tick, and leveraging those assets to get to where you want to go.

**Michael Berland** and **Douglas E. Schoen** were founding partners at the internationally-renowned strategic research firm Penn, Schoen & Berland Associates. Berland works around the world as a strategic adviser to global brands. He lives in Westchester County, NY. Schoen has been a Democratic campaign consultant for more than 30 years and is widely recognized as one of the co-inventors of overnight polling. He is the author of several books including *The Power of the Vote* and *Declaring Independence*. He lives in New York City.

## BUSINESS:LEADERSHIP

978-0-06-087815-3  
\$24.95 (\$26.95 Can.)  
304 pages; 6 x 9; index  
Carton Quantity: 24  
Selling Territory: W

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign



# The Thoreau You Don't Know

WHAT THE PROPHET OF ENVIRONMENTALISM REALLY MEANT

Robert Sullivan

A revolutionary and timely reconsideration of a major American literary and environmental icon from the bestselling author of *Rats*

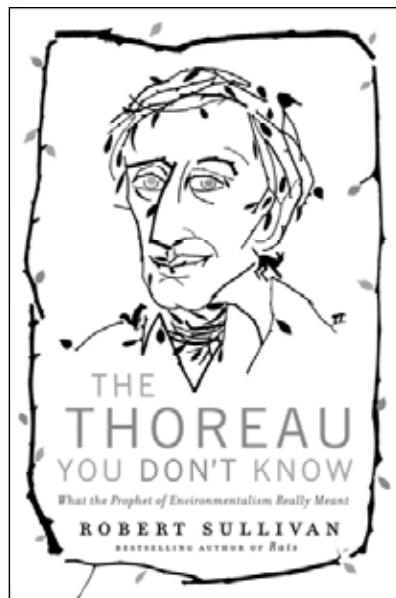
Henry David Thoreau is one of those authors that readers think you know, even if they don't. He's the solitary curmudgeon with the shack out in the woods, the mystic worshipping solemnly in the quiet church of nature. He's our national Natural Man, the prophet of environmentalism.

But here Robert Sullivan—who himself has been called an “urban Thoreau” (*New York Times Book Review*) presents the Thoreau you don't know: the activist, the organizer, the gregarious adventurer, the guy who likes to go camping with friends (even if they sometimes accidentally burn the woods down). Sullivan argues that *Walden* was a book intended to revive America, a communal work forever pigeonholed as a reclusive one, and that this misreading is at the heart of our troubled relationship with the environment today. Sullivan shows us not a lonely eccentric but a man in his growing village, a man who danced and sang, who worked throughout his short life at the family pencil-making business, and moved into his parents' house after leaving Walden, but always paid his father rent. Passionate yet whimsical, *The Thoreau You Don't Know* asks us to re-examine our everyday relationship with the natural world, and one another.



© Myrna G. Copaleen

**Robert Sullivan** is the author of *The Meadowlands*, *A Whale Hunt*, and *Rats*. He is a contributing editor to *Vogue*, and his writing has appeared in the *New Yorker* and the *New York Times* magazine. He lives in Brooklyn with his wife and two children.



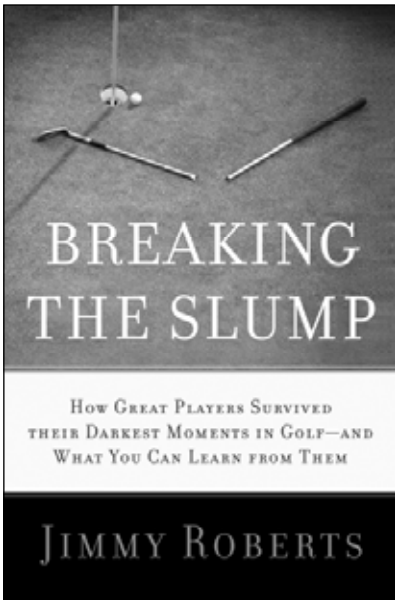
## BIOGRAPHY/NATURE

978-0-06-171031-5  
\$25.95 (\$27.95 Can.)  
256 pages; 5 x 7½; index  
Carton Quantity: 32  
Selling Territory: USCOM  
[HARDCOVER](#)

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City Radio Tour
- Author Appearances: Boston, New York, Portland
- Featured in *Collins Reads* Campaign
- Online Reading Group Campaign
- Blog Outreach
- First Look Program
- Newsletter Feature





# Breaking the Slump

HOW GREAT PLAYERS SURVIVED THEIR DARKEST MOMENTS IN GOLF—AND WHAT YOU CAN LEARN FROM THEM

Jimmy Roberts

Recover from playing that inevitable stretch of absolutely wretched golf by reading the “slump stories” of some of the greatest players in golf past and present

## SPORTS/GOLF

978-0-06-168599-6  
\$23.95 (\$25.95 Can.)  
224 pages; 5 x 7; photos  
Carton Quantity: 28  
Selling Territory: W  
HARDCOVER  
HARPERLUXE  
978-0-06-172018-5  
\$23.95 (\$25.95 Can.)

More people in the United States played golf last year than live in Canada. And it's probably safe to assume that all 37 million golfers have contemplated giving the sport up at some time because they were so frustrated with the way they were playing. For many, golf could be defined as long periods of aggravation, punctuated by brief but dazzling flashes of clarity and reward. When those brief, satisfying moments disappear, when the ball seems to have a mind of its own, when well-grooved swings suffer a complete and total collapse, we find ourselves in that panicked state known as a “slump.” The wonderful and terrifying thing about golf is that, regardless of skill level, a slump can, and does, happen to anyone.

Here, for the first time, is a book about some of the worst times in the careers of some of the most successful people to ever play the game—and how they dug themselves out. *Breaking the Slump* tells the story of golf greats Jack Nicklaus, Arnold Palmer, Greg Norman, Johnny Miller, Tom Watson, Phil Mickelson, and Dottie Pepper among many others. This is an emotional and spiritual first aid kit for anyone who plays the game because, like it or not, there are two kinds of golfers in this world: those who've suffered a debilitating slump...and those who will suffer one sometime in their future.



Courtesy of the Author

**Jimmy Roberts** has worked as a full-time reporter for ABC, ESPN, and NBC. He has won 11 Emmy® awards and a Golf Writers Association of America award. Roberts lives in Rye, NY, with his wife and three sons.

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City Sports Radio Campaign
- Author Appearances
- Online Publicity Campaign



# The Peter Principle

WHY THINGS ALWAYS GO WRONG

Laurence J. Peter and  
Raymond Hull

A brilliant, hilarious, and outrageous treatise that not only explains the rise and fall of organizations but of entire civilizations as well

This book caused a storm when first published in 1969, rising up the bestseller list to #1, charming readers from Topeka to Timbuktu, and finally, brilliantly, blessedly, giving the world an answer to a question that nags us all: Why is incompetence so rampant, so triumphant?

*The Peter Principle*, the eponymous law Dr. Laurence Peter coined, explains that, “In a hierarchy, every employee tends to rise to his level of incompetence.” It’s a revelation that’s cunning in its simplicity, ferocious in its universality, and brutal in its cleverness. It explains why incompetence is at the root of everything we endeavor to do—why schools bestow ignorance, why governments condone anarchy, why courts dispense injustice, why prosperity causes unhappiness, and why Utopian plans never generate Utopias....

At once a survival manual, a comedic gut buster, a masterpiece of sociological insight, and a revolutionary manifesto, this book deserves to be read, marked-up, memorized, and applied by a whole new generation of readers.

**Laurence J. Peter** was born in Canada and received an Ed.D. from Washington State University. An experienced teacher, counselor, school psychologist, prison instructor, consultant, and university professor, he wrote articles for many journals and magazines as well as several books. He died in 1990.

**Raymond Hull** wrote many stage plays as well as articles for *Punch*, *Macleans*, and *Esquire*. He died in 1985.



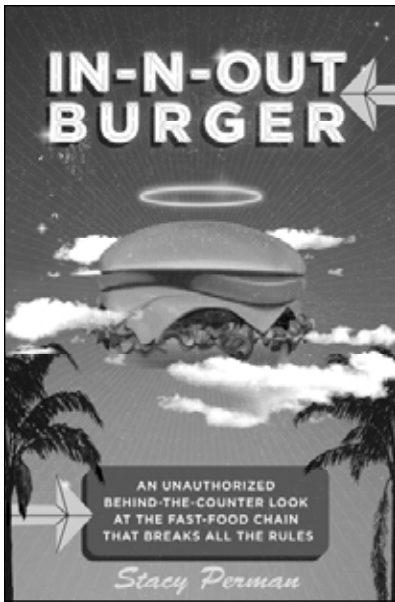
## BUSINESS & ECONOMICS

978-0-06-169906-1  
\$19.95 (\$21.25 Can.)  
192 pages; 5 x 7¼  
Carton Quantity: 44  
Selling Territory: USCOM  
Publishing History:  
William Morrow, 1969  
(hc) (978-0-68-802289-1)  
Harper Perennial, 1998  
(pb) (978-0-68-827544-0)  
**HARDCOVER**

## MARKETING & PUBLICITY

- National Print Campaign
- Blog Outreach
- Newsletter Feature
- Video Campaign





# In-N-Out Burger

A BEHIND-THE-COUNTER LOOK AT THE FAST-FOOD CHAIN THAT BREAKS ALL THE RULES

Stacy Perman

The inside story of the renegade burger chain that evokes a passionate following unlike any other

## BUSINESS & ECONOMICS

978-0-06-134671-2

\$24.95 (\$26.95 Can.)

256 pages; 5½ x 8¼; 8-page photo insert; index

Carton Quantity: 40

Selling Territory: W

HARDCOVER

In fast-food corporate America, In-N-Out Burger stands apart. It is a family-owned chain that steadfastly refuses to franchise or be sold and is an incongruous testament to old-fashioned values, reminiscent of a simpler time when people, loyalty, and a freshly made, juicy hamburger meant something. It has become nothing less than a cultural institution that can lay claim to an insanely loyal following.

This is the story of a unique and profitable business that exceeds all expectations. It is a lesson in a counterintuitive approach to doing business that places quality, the customer, and employees first. *In-N-Out Burger* is a keenly observed narrative that explores the evolution of a California fad that transformed into an enduring cult of popularity; it is also the story of the conflicted, secretive, and ultimately tragic Snyder family that cooked a billion burgers and hooked zillions of fans. As the story of In-N-Out Burger unfolds, so too does the cultural history of America as influenced and shaped by car culture and fast food.

“There will always be successful companies that have kept their vision of quality.... Maybe I should do a trade and switch with In-N-Out. I might learn something.” —Daniel Boulud

“[In-N-Out] isn’t health food, but it’s food with integrity. It’s the real deal.” —Eric Schlosser, author of *Fast Food Nation*

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Los Angeles, Phoenix, San Diego
- Book Sense Campaign
- Blog Outreach
- Online Advertising
- Newsletter Feature



© Callie Danae Hirsch

**Stacy Perman** is a writer with *BusinessWeek* and the author of *Spies Inc.* A former writer with *Time* magazine, her work has appeared in the *Los Angeles Times*, *Business 2.0*, and the *Wall Street Journal*. Born in Los Angeles, she currently lives in New York.



# I Had to Row Across the Ocean

A WOMAN'S SOLO ODYSSEY

Tori Murden McClure

In this memoir combining high adventure and romantic quest, the first woman to row solo across the Atlantic Ocean discovers that the most important goal is not to prove that you are super-human, but to fully embrace your own humanity

When mapmakers of the distant past came to the end of the known world, they would inscribe “Here There Be Sea Monsters.” When Tori McClure attempted to row solo across the Atlantic Ocean in a 23-foot plywood boat with no motor or sail, she had no comprehension of the size of the monsters she would find. In deep solitude and perilous conditions, McClure was a loner determined to prove what one person with a mission can do. When she is finally brought to her knees by the worst hurricane season in the history of the North Atlantic, she must signal for help and go home in what she thinks is disgrace.

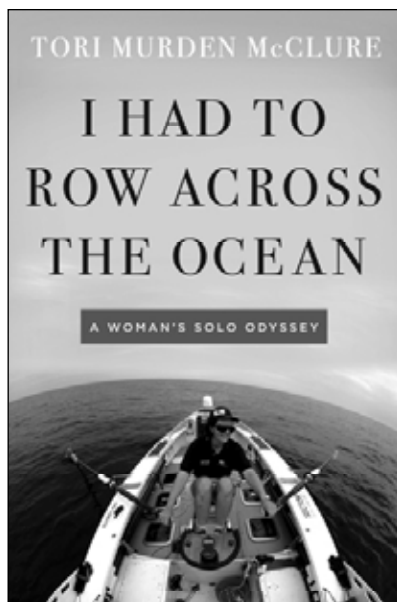
Back in Kentucky, her life begins to change in unexpected ways. She falls in love. She is obliged to embrace her own vulnerability. And she meets Muhammad Ali, who tells her that she does not want to be known as the woman who “almost” rowed across the Atlantic Ocean. So with her friends and her lover, she devises a strategy that will carry her to the opposite shore. With a wry sense of humor and a strong voice, McClure give us a true memoir of an explorer who maps her world with rare emotional honesty.



© Spalding University Archives

**Tori Murden McClure** is the first woman to row solo across the Atlantic and to ski over land to the South Pole. She has worked at the Muhammad Ali Center in Louisville and as a chaplain at Boston City Hospital, and has an MFA from Spalding University. Her many national appearances include *Oprah*, *Good Morning America*, *Today*, and *The Late Show with David Letterman*.

She lives in Louisville, KY.



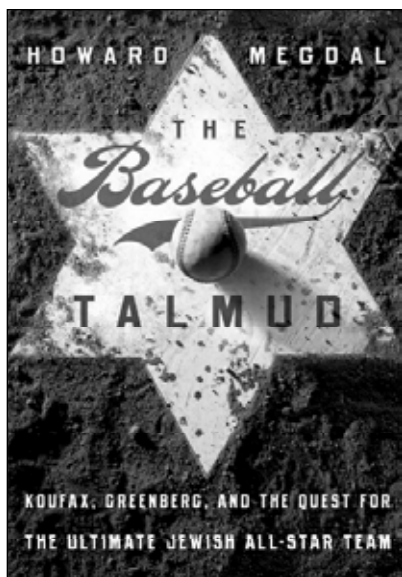
## MEMOIR

978-0-06-171886-1  
\$24.95 (\$26.95 Can.)  
304 pages; 6 x 9  
Carton Quantity: 24  
Selling Territory: W  
**HARDCOVER**

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Featured in *Collins Reads* Campaign
- First Look Program
- Blog Outreach





# The Baseball Talmud

KOUFAX, GREENBERG, AND THE QUEST FOR  
THE ULTIMATE JEWISH ALL-STAR TEAM

Howard Megdal

For anyone who has ever joked about Jewish athleticism, here is an argument-sparking, position-by-position analysis of every Jewish player ever in the Major Leagues—and which ones would make the ultimate Jewish All-Star Team

## SPORTS:BASEBALL/HUMOR

978-0-06-155843-6

\$22.95 (\$24.95 Can.)

256 pages; 5 x 7½; 10 b&w illustrations;  
index

Carton Quantity: 72

Selling Territory: USCOM

HARDCOVER

*The Baseball Talmud* will do for Jewish baseball players what Bill James did for the overall game. Using statistics and an evaluation of all-around baseball contributions, it ranks players, position by position, from the beginning of the game to today. From Steve Yeager's postseason heroics to Ken Holtzman's no-hitters, not to mention the inimitable linguistic and spying abilities of catcher Moe Berg, readers will start to see baseball history through the eyes of its Chosen players.

Now, when Ian Kinsler breaks in with the Texas Rangers at second base, there is a marker: Buddy Myer and his 2,131 hits. Jason Hirsh joins the Colorado Rockies, and not only is it clear he has the potential to be one of the better right-handed starters in Jewish history, he already takes the prize of tallest (6'8"). After analyzing all the stats, the book decides the all-time Jewish All-Star Team and, for argument's sake, pits them against some of the top teams playing today.

**Howard Megdal** covers baseball for the *New York Observer*. He is a regular contributor to *Gotham Baseball* and *Inside Pitch*, and has written for ESPN.com and numerous other publications. Megdal co-hosts the radio program *Gotham Baseball Live* with Mike Silva and is also a weekly radio guest of Bill Mazer on WVOX 1460 AM. Megdal's daily haiku recapping each Mets game can be read on [Metsgeek.com](http://Metsgeek.com). He lives in New York.

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City Sports Radio Campaign
- Author Appearances: New York
- Blog Outreach
- Online Advertising



# Flotsametrics and the Floating World

HOW ONE MAN'S OBSESSION WITH  
RUNAWAY SNEAKERS AND RUBBER DUCKS  
REVOLUTIONIZED OCEAN SCIENCE

Curtis Ebbesmeyer & Eric Scigliano

Pioneering oceanographer Curtis Ebbesmeyer uncovers the astonishing story of flotsam, unravels the mystery of marine currents, and changes the world's views of trash, the ocean, and our global environment

Curtis Ebbesmeyer is no ordinary scientist. He's been a consulting oceanographer for multinational firms and a lead scientist on international research expeditions, but he's never held a conventional academic appointment. He seized the world's imagination as no ordinary scientist could when he and his worldwide network of beachcomber volunteers traced the ocean's currents using thousands of sneakers and plastic bath toys spilled from storm-tossed freighters.

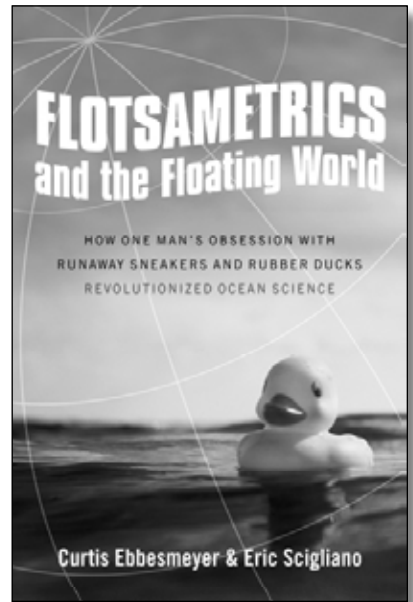
Now, for the first time, Ebbesmeyer tells the story of his lifelong struggle to solve the sea's mysteries, and shares his most surprising discoveries. He recounts how flotsam has changed the course of history—leading Viking mariners to safe harbors, Columbus to the New World, and Japan to open up to the West—and how it may even have made the origin of life possible. He explores the vast floating “garbage patches” and waste-heaped “junk beaches” that collect the flotsam and jetsam of industrial society. Finally, he reveals the music-like mathematical order in oceanic gyres and the threats that global warming and disintegrating plastic waste pose to the seas . . . and to us.



**Curtis Ebbesmeyer** holds a Ph.D. in oceanography from the University of Washington. Media worldwide have turned to his expertise on ocean currents and floating objects. He lives in Seattle, WA.



**Eric Scigliano** has reported on maritime and environmental issues for more than 20 years. His books include *Puget Sound* and *Michelangelo's Mountain*. He lives in Seattle, WA.



## SCIENCE

978-0-06-155841-2

\$26.95 (\$28.95 Can.)

288 pages; 6 x 9; b&w illustrations; index

Carton Quantity: 24

Selling Territory: W

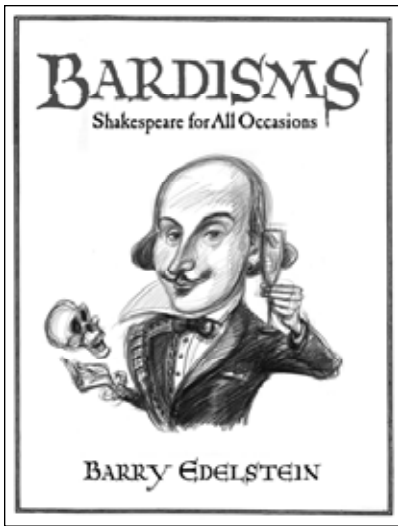
HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Seattle
- Book Sense Campaign
- Blog Outreach
- First Look Program
- Online Advertising
- Newsletter Feature
- Smithsonian Institution Member Outreach







# Bardisms

SHAKESPEARE FOR ALL OCCASIONS

Barry Edelstein

An accessible and comprehensive guide to using Shakespeare's wit and wisdom at any occasion, from a renowned Shakespearean director

## REFERENCE

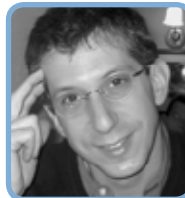
978-0-06-149351-5  
\$19.95 (\$21.50 Can.)  
224 pages; 5½ x 7½  
Carton Quantity: 44  
Selling Territory: W  
**HARDCOVER**

In *Bardisms*, Barry Edelstein gathers together the timeless Shakespearean wit and wisdom that's right for the big moments in life—and some of the not-so-big moments as well—and presents it in accessible and entertaining terms. Selections are grouped by occasion and presented with lively and succinct background material.

For anyone hoping to enhance their public remarks with some choice Shakespearean gem, *Bardisms* provides suggestions and examples for how to best weave the Bard's words into a simple and elegant speech, missive, or meditation. Also included are nuts and bolts tips on pronunciation, delivery, and emphasis, offering readers the practical tools needed to employ the quote as smartly and effectively as possible.

## MARKETING & PUBLICITY

- National Print Campaign
- 25-City National Radio Campaign
- Online Publicity



© Hiitt Pace

**Barry Edelstein** is a theater director noted for his productions of the plays of William Shakespeare. He has directed more than half the Bard's works at theaters around New York City and the U.S., including *As You Like It*, starring Gwyneth Paltrow, and *Julius Caesar*, starring Jeffrey Wright, for New York's "Shakespeare in the Park." He lives in Brooklyn, NY.



# But Wait... There's More!

TIGHTEN YOUR ABS, MAKE MILLIONS, AND LEARN HOW THE \$100 BILLION INFOMERCIAL INDUSTRY SOLD US EVERYTHING BUT THE KITCHEN SINK

Remy Stern

A lively behind-the-scenes look at the \$100 billion dollar industry of infomercials that acts as a fun-house mirror reflection of modern American society

*But Wait...There's More!* is a fun, ferocious chronicle of the enormous industry that markets the world's most outrageous products using the most outrageous tactics. Sad D-list celebs who sell themselves to pitch vacuum cleaners on late-night TV! Ex-cons who will do and say anything to sell you their wares! Results guaranteed—or your money back! But wait, there's more! Not only is the infomercial and home shopping industry outrageous beyond all belief, it mirrors American culture today: our rampant consumerism, our love of get-rich-quick schemes, our willingness to be suckered, and much more.

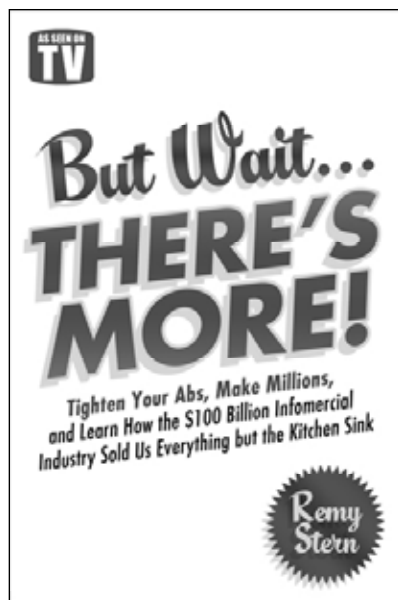
Journalist Remy Stern takes readers inside the world behind the one they see on their TVs, reveals the fascinating techniques infomercials use to vacuum the money out of their pockets, interviews all the key figures, and illustrates what this delightfully seamy underbelly shows us about our culture today.

- Last year, one out of every three Americans picked up the phone and ordered a product from a television infomercial.



**Remy Stern** is a former editor at *Radar* and has written for numerous publications including the *New York Times*, *Los Angeles Times*, *Chicago Tribune*, *Vanity Fair*, *Rolling Stone*, *Esquire*, *Details*, and numerous others. He lives in New York City.

© Ken Folahit



## BUSINESS & ECONOMICS

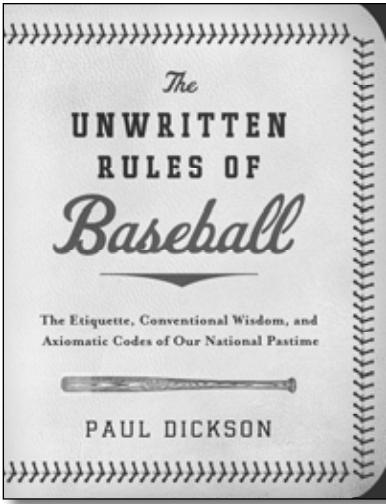
978-0-06-126055-1  
\$24.95 (\$26.95 Can.)  
288 pages; 6 x 9; index  
Carton Quantity: 24  
Selling Territory: W

HARDCOVER

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Book Sense Campaign
- Blog Outreach
- Online Advertising
- Newsletter Feature
- Video/E-Card Campaign





# The Unwritten Rules of Baseball

THE ETIQUETTE, CONVENTIONAL WISDOM, AND AXIOMATIC CODES OF OUR NATIONAL PASTIME

Paul Dickson

From beanballs to basebrawls, the most important rules governing the game of baseball have never been officially written down—until now

## SPORTS: BASEBALL

978-0-06-156105-4  
\$14.95 (\$16.25 Can.)  
256 pages; 5½ x 7  
Carton Quantity: 32  
Selling Territory: W  
HARDCOVER

When A-Rod distracts an opponent into an error; when a player “shows up” an umpire; when a brawl breaks out and someone brings a bat onto the field; when a commentator mentions the possibility of a no-hitter—in all of these cases, someone has violated one of the unwritten, immutable rules of baseball.

Far more important than the written rulebook, these unspoken laws represent a set of time-honored customs, rituals, and good manners that show a respect for the game, one’s teammates, and one’s opponents. Filled with colorful anecdotes and examples, this book lays out the laws that every player, umpire, manager, scorekeeper, reporter, and fan needs to know.

## MARKETING & PUBLICITY

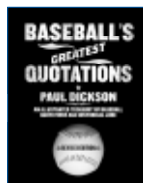
- National Broadcast and Print Media Campaign
- 25-City Sports Radio Campaign
- Blog Outreach
- Online Advertising



© Steve Hash

**Paul Dickson** is a well-known writer on baseball and history. His recent books include *The Hidden Language of Baseball*, *The Joy of Keeping Score*, and *Baseball's Greatest Quotations*.

### Also Available:



*Baseball's Greatest Quotations Rev. Ed.*  
978-0-06-126059-9 (hc)  
978-0-06-126060-5 (pb)



*Labels for Locals*  
978-0-06-088164-1 (pb)



# Sultana

SURVIVING THE CIVIL WAR, PRISON,  
AND THE WORST MARITIME DISASTER  
IN AMERICAN HISTORY

Alan Huffman

A powerful and moving look at the sinking of the *Sultana*—a surprisingly forgotten tragedy of the Civil War

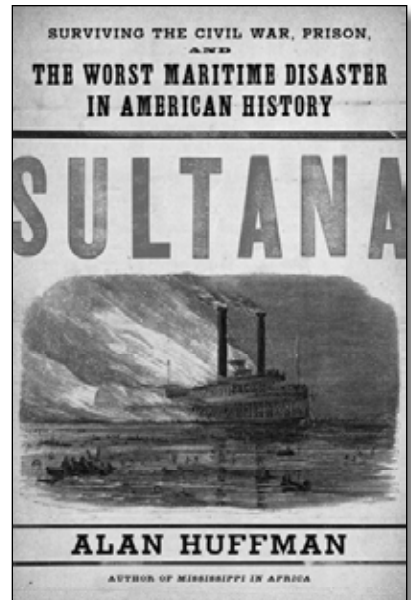
On an April night in 1865, the steamboat *Sultana* slowly moved up the dark Mississippi, its overtaxed engines straining under the weight of a human cargo that included an estimated 2,400 passengers—more than six times the number it was designed to carry. Most were weak, emaciated Union soldiers recently paroled from Confederate prison camps, finally on their way home after enduring the violence of war. At two a.m., three of the *Sultana*'s four boilers exploded. Within 20 minutes it went down in fire and water, taking an estimated 1,700 lives.

The *Sultana* remains the worst maritime disaster in American history, yet due to a confluence of overpowering contemporary events, it soon faded into relative obscurity. Following a group of survivors through the war, prison camp, the *Sultana* disaster, and the aftermath, *Sultana* is a stunning account of human endurance and adventure that will appeal to history and Civil War buffs, as well as anyone interested in stories of extreme survival.



© Paul De Pasquale

**Alan Huffman** is a freelance journalist and the author of the highly acclaimed *Mississippi in Africa*. He has appeared on numerous NPR shows and has contributed to many publications, including *Smithsonian* magazine, the *Los Angeles Times*, the *New York Times*, and the *Washington Post Magazine*. He lives in Bolton, MS.



## HISTORY

978-0-06-147054-7  
\$26.95 (\$28.95 Can.)  
320 pages; 6 x 9; index  
Carton Quantity: 24  
Selling Territory: USCOM  
**HARDCOVER**

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Mississippi and Tennessee
- Book Sense Campaign
- Smithsonian Institution Member Outreach

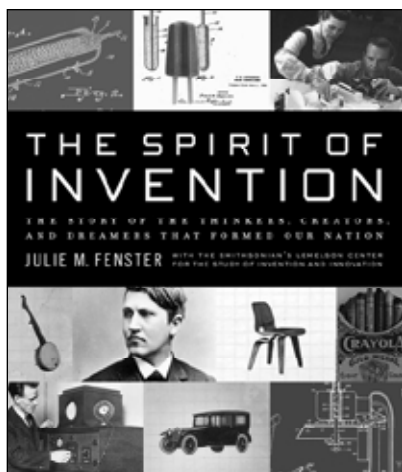


# The Spirit of Invention

THE STORY OF THE THINKERS, CREATORS,  
AND DREAMERS WHO FORMED OUR NATION

Julie M. Fenster, in conjunction with  
the Smithsonian's Lemelson Center for  
the Study of Invention and Innovation

An illustrated appreciation of America's spirit of  
invention, which introduces unique characters  
whose insistence on change for the better made  
America what it is today



## HISTORY

978-0-06-123189-6  
\$29.95 (\$31.95 Can.)  
256 pages; 8 x 9¼; full-color and b&w  
illustrations throughout  
Carton Quantity: 20  
Selling Territory: W

**HARDCOVER**

*The Spirit of Invention* is a fascinating examination of innovation as a driving characteristic of Americans from all eras and all walks of life. Following stages in the development and outlook of the inventor, it goes far beyond the expected. The book introduces Gertrude Forbes, a sickly widow so poor she had to live in her aunt's attic before overcoming all odds to invent a number of everyday items. Readers will follow Cromwell Dixon, who invented his own bicycle-powered airship at the age of 15, and eavesdrop on Thomas Edison and his tight-knit team in their famous laboratory in New Jersey. Invention is everywhere in America, and *The Spirit of Invention* puts readers beside the nation's innovators—unsinkable and irreplaceable.

Told in an engaging narrative style by Julie M. Fenster, an historian with an eye for a memorable story, and supported by a vast collection of archival material—photographs, newspaper clippings, and illustrations—*The Spirit of Invention* captures the spirit of dreamers compelled by the need to improve the world by bringing something new to it.

- The Smithsonian's National Museum of American History is launching a new Lemelson Hall of Invention featuring exhibits on the history of invention and innovation.



© T.C. Carrier

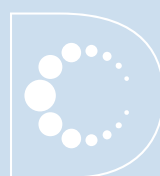
**Julie M. Fenster** is an award-winning author and historian specializing in the American story. She has written the *New York Times* bestseller *Parish Priest* with Douglas Brinkley; *Ether Day*, which won the prestigious Anesthesia Foundation Award for Best Book; and *Race of the Century*, which was nominated for the Pulitzer Prize. She lives in New York.

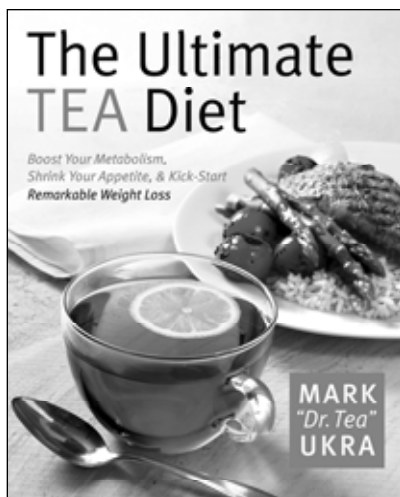
## MARKETING & PUBLICITY

- National Print Media Campaign
- Smithsonian Institution Membership Outreach



**JANUARY**  
—  
**PAPERBACKS**





## The Ultimate Tea Diet

BOOST YOUR METABOLISM, SHRINK YOUR APPETITE,  
& KICK-START REMARKABLE WEIGHT LOSS

Mark “Dr. Tea” Ukra

A down to earth and practical guide that  
reveals tea’s incredible weight-loss potential

### HEALTH & FITNESS: DIETS

978-0-06-144176-9

\$16.95 (\$18.50 Can.)

320 pages; 7½ x 9½

Carton Quantity: 24

Selling Territory: W

Publishing History:

Collins

(hc) (978-0-06-144175-2)

TRADE PAPERBACK

RAYO

*La Dieta del Te*

978-0-06-162424-7

\$16.95 (\$18.50 Can.)

e-book available

*The Ultimate Tea Diet* harnesses tea’s incredible weight-loss potential in a straightforward plan for losing weight in a safe and healthy way. Simply find a tea you love, drink it all day, follow an easy food plan, and watch the pounds fall off. Tea’s ability to encourage weight loss comes from the synergy of its three main ingredients, which causes a reduction in appetite and a stimulation of metabolism.

The food plan in *The Ultimate Tea Diet* includes tasty tea-based meals for breakfast, lunch, and dinner as well as tempting choices for midday snacks and sweet treats. All are made deliciously with tea, so not only is food incredibly flavorful, but it also allows for health and weight-loss benefits in every single bite. Drinking tea—and maintaining a conscientious focus on good health—can easily become a way of life. Every reader can slim down to a leaner, more energetic, and healthier person with *The Ultimate Tea Diet*.

### MARKETING & PUBLICITY

- National Print Campaign

© Drake Morton & Associates



Mark “Dr. Tea” Ukra’s family has been in the tea business for more than 200 years. During the past 15 years, Dr. Tea has traveled the world to pursue his studies of tea and is considered to be a leading authority on the subject. He lives in Los Angeles, CA, with his family.



PAPERBACK ORIGINAL

# How To Love Like a Hot Chick

THE GIRLFRIEND-TO-GIRLFRIEND GUIDE TO GETTING THE LOVE YOU DESERVE

Jodi Lipper & Cerina Vincent

A witty, irreverent dating and relationship guide that shows readers how to have the best love life possible

The duo who showed women how to embrace their bodies with the anti-diet book *How to Eat Like a Hot Chick* are back to remind readers of one thing that will transform their love lives forever—that they are already Hot Chicks! Like the best girlfriends every woman needs, Jodi Lipper and Cerina Vincent reveal their secrets for how to act like a Hot Chick in all aspects of dating and relationships with their unique, hilarious, no-nonsense advice. They guide readers through figuring out what they want, how to get it, and why they should never settle for less. Most importantly, they explain how to make this often baffling process more fun.

For women who are single, dating, in a relationship, or are so confused that they don't even know what their status is, *How to Love Like a Hot Chick* helps them laugh their way through every dating obstacle while offering valuable suggestions for how tackle each scenario like the sexy, fabulous women they deserve to be.



© Dan Heap

**Jodi Lipper** has written and edited books, screenplays, and television scripts in New York and Los Angeles. She now lives in Manhattan with her soon-to-be husband and couldn't be happier to help other women get the love they deserve.

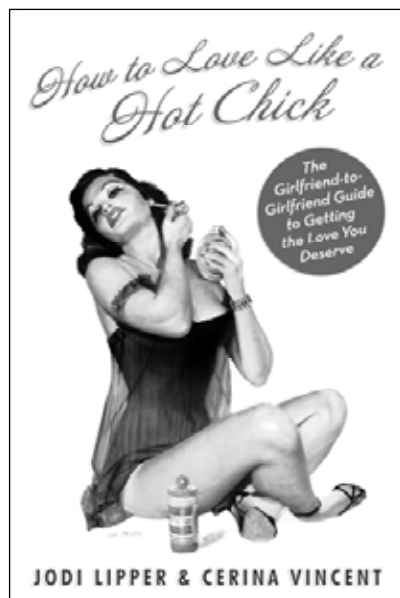


© Dana Patrick

**Cerina Vincent** is a writer and actress. She is best known for her parts on many popular television series and her daring roles in *Cabin Fever* and *Not Another Teen Movie*. Cerina lives in Los Angeles with her fiancé and is thrilled to share relationship advice with Hot Chicks everywhere.

Also Available:

*How to Eat Like a Hot Chick*  
978-0-06-156086-6 (pb)



## SELF-HELP

978-0-06-170644-8  
\$14.95 (\$16.25 Can.)

256 pages; 5½ x 8  
Carton Quantity: 72  
Selling Territory: WE

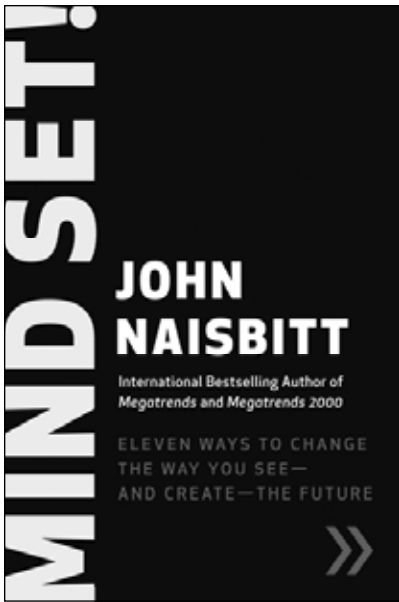
TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Los Angeles, New York
- Virtual Blog Tour
- Blog Outreach
- Online Advertising
- Newsletter Feature
- First Look Program
- Author Website:  
[www.heydayproductions.com](http://www.heydayproductions.com)







NEW YORK TIMES BESTSELLING AUTHOR

## Mind Set!

ELEVEN WAYS TO CHANGE THE WAY YOU SEE—  
AND CREATE—THE FUTURE

John Naisbitt

The author of *Megatrends* explains the attitudes and skills anyone can use to anticipate the future and respond to the realities of globalization

### MANAGEMENT

978-0-06-113689-4  
\$16.95 (\$18.50 Can.)  
304 pages; 6 x 9; index  
Carton Quantity: 40  
Selling Territory: W  
Publishing History:  
Collins  
(hc) (978-0-06-113688-7)

TRADE PAPERBACK

HARPERAUDIO

978-0-06-114262-8  
3 1/2 Hours/3 CDs  
\$22.95 (\$26.95 Can.)

e-book available

In *Mind Set!*, John Naisbitt reveals 11 cognitive tools that will allow readers to understand the critical, career-making trends transforming their daily lives and the world around them so they can anticipate and act on the future. In a narrative that is captivating in its scope and reach—with stories of Yao Ming and the NBA, and Goethe and global domains—Naisbitt liberates readers from the limitations of their routine ways of thinking with a step-by-step program to incorporate these new attitudes and apply them when making decisions.

“[John Naisbitt’s work] is triumphantly useful.”

—*Wall Street Journal*

“Though...most famous for his predictive talents, Naisbitt reveals himself to be a good storyteller as well.”

—*Booklist*

### MARKETING & PUBLICITY

- National Print Campaign



© Petra Spiola

John Naisbitt’s *Megatrends* topped the *New York Times* bestseller list for more than two years, was published in 57 countries, and sold more than eight million copies. Currently a faculty member at the Nanjing University in China, he is also the author of several other books, including the international bestsellers

*Re-Inventing the Corporation* and *Megatrends Asia*. He lives in Vienna, Austria.



NEW YORK TIMES BESTSELLER

# 21 Pounds in 21 Days

THE MARTHA'S VINEYARD DIET DETOX

Roni DeLuz, RN, ND  
with James Hester

Lose 21 pounds in 21 days with Dr. Roni DeLuz's uniquely designed dieting and cleansing regimen, perfect for losing weight the natural way

At the forefront of the cleansing approach to health and weight loss is Dr. Roni DeLuz. Dr. Roni's new detox plan targets the toxins in the foods and beverages we consume, as well as in our environments, that accumulate in our bodies, weigh us down, and undermine our health. In this book, she offers her original and most effective detox program, the 21-day Martha's Vineyard Diet Detox, which results in an average weight loss of one pound per day—or 21 pounds in just three weeks. Delicious recipes and troubleshooting tips ensure that readers can deep clean their bodies to dramatically shed pounds without going hungry.

"21 Pounds in 21 Days hit us like a breath of fresh air. Sure, the plan is a little radical. But it's also a little magical. . . . Everything you need to get clean and lean is right here!"

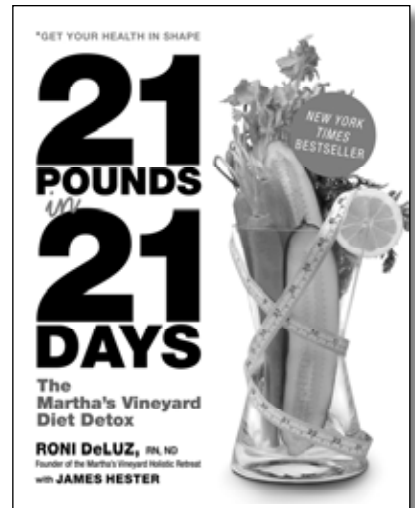
—*Woman's World*

- 21 Pounds in 21 Days hit #3 on the *New York Times* and Amazon.com bestseller lists, and reached #7 on the BarnesandNoble.com list.



© David Welch

**Roni DeLuz, RN, ND**, founder and director of The Martha's Vineyard Holistic Retreat at the Martha's Vineyard Inn, is a registered nurse and licensed naturopathic. She lives on Martha's Vineyard, MA. **James Hester** is a former record company executive who struggled for years with his weight until he lost 30 pounds on DeLuz's plan and went into business with her to promote her program. He lives on Martha's Vineyard.



## HEALTH & FITNESS: DIETS/NATUROPATHY

978-0-06-124209-0  
\$16.95 (\$18.50 Can.)  
240 pages; 7¾ x 9¼; index  
Carton Quantity: 16  
Selling Territory: W  
Publishing History:  
Collins  
(hc) (978-0-06-117617-3)  
[TRADE PAPERBACK](#)  
[e-book available](#)

## MARKETING & PUBLICITY

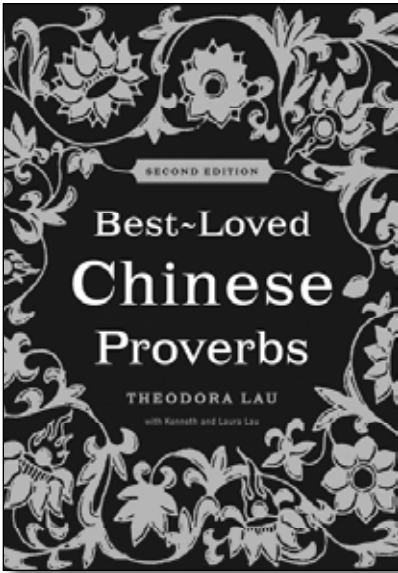
- National Broadcast and Print Campaign
- 25-City National Radio Campaign



# Best-Loved Chinese Proverbs, Second Edition

Theodora Lau  
with Kenneth and Laura Lau

A timeless collection of the most profound and meaningful Chinese proverbs on fate, honor, love, knowledge, success, and much more



## REFERENCE

978-0-06-170365-2  
\$12.95 (\$13.95 Can.)  
192 pages; 5 x 7½  
Carton Quantity: 36  
Selling Territory: W  
Publishing History:  
HarperPerennial, 1<sup>st</sup> Edition, 1995  
(pb) (978-0-06-095133-7)

TRADE PAPERBACK

e-book available

The appeal of Chinese proverbs has always been universal. With brevity, clarity, and simplicity, these proverbs help pass wisdom and insight throughout the ages and communicate fundamental truths about the natural world and the human condition. In addition to collecting and translating more than 300 ancient Chinese proverbs, Theodora Lau has included notes on interpretation wherever necessary to help a modern American audience discover the subtleties and depth of the original language. The proverbs are divided into 26 essential categories, such as:

### Knowledge

“By filling one’s head instead of one’s pocket, one cannot be robbed.”

### Strategy

“Do not hit the fly that lands on the tiger’s head.”

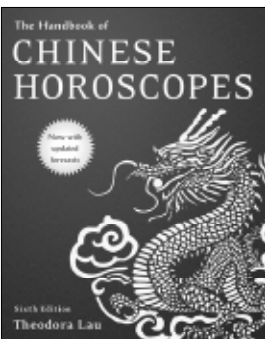
### Love

“Love for a person must extend to the crows on his roof.”

### Perseverance

“Even the tallest tower started from the ground.”

**Theodora Lau** is the author of *The Handbook of Chinese Horoscopes* and *Children of the Moon*.



Also Available:

*The Handbook of Chinese Horoscopes, 6th Edition*  
978-0-06-143263-7 (pb)



PAPERBACK ORIGINAL

# Management Cases, Revised Edition

Peter F. Drucker

Revised and Updated by Joseph A. Maciariello

Foreword by Warren Bennis

The companion to Drucker's seminal work  
*Management*, completely revised and updated

*Management Cases, Revised Edition* is a collection of thought-provoking case studies—each a timeless representative of a challenge that all managers will face at some point in their careers. Long-time Drucker colleague, collaborator, and eminent management professor Joseph Maciariello has organized the material to be used in conjunction with *Management, Revised Edition*, making the book particularly useful in undergraduate, MBA, and executive education classrooms. It contains 15 completely new cases written especially for this edition plus another 35 revised and updated cases, ensuring that the book provides comprehensive coverage of the most important management dilemmas and most timeless leadership wisdom. An essential resource for business students and working professionals alike, the book helps readers test their business acumen and hone their management skills.

**Peter F. Drucker** is widely considered to be the most influential management thinker ever. The author of more than 39 books, his ideas have had an enormous impact on shaping the modern corporation. Drucker passed away in 2005.

**Joseph A. Maciariello**, Horton Professor at the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University, has collaborated with Drucker for many publications, and recently revised and edited *Management: Revised Edition*. He lives in Claremont, CA.

## Also Available:

### *Management, Revised Edition*

978-0-06-125266-2 (hc)

978-0-06-168768-6 (cd)

### *The Essential Drucker*

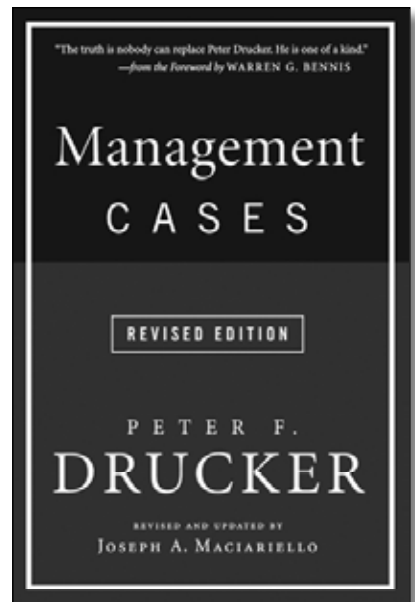
978-0-06-134501-2 (pb) (8/08)

### *The Daily Drucker*

978-0-06-074244-7 (hc)

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January



COLLINS BUSINESS

45



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Publishing History:  
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A thriving, invigorating mix of old and new, monarchy and democracy, London's unique character has long ensured it a special place within the heart of England. Visitors love this city that is at once ancient and modern, reserved and tempestuous: a provincial settlement on the edge of the civilized world; a trading district dominated by merchants and aldermen; a royal stronghold; and a center of politics, power and culture.

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**FEBRUARY**  
—  
**PAPERBACKS**





NEW YORK TIMES BESTSELLING AUTHOR  
PAPERBACK ORIGINAL

## Love in the Time of Colic

THE NEW PARENTS' GUIDE TO GETTING IT ON AGAIN

Ian Kerner, Ph.D., & Heidi Raykeil

*New York Times* bestselling author Ian Kerner, Ph.D., and celebrated sex columnist Heidi Raykeil collaborate on a hip, fun, informative, sexy guide to creating a post-pregnancy sex life

### RELATIONSHIPS/SEXUALITY

978-0-06-146512-3  
\$15.95 (\$17.25 Can.)  
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Carton Quantity: 40  
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TRADE PAPERBACK

As savvy as new parents are today, there's still an old-fashioned topic that they just don't know how to talk about. Studies show that for 70% of new parents, sexual and relationship satisfaction plummets—at a time when they're supposed to be at their most joyful. *Love in the Time of Colic* takes on new parents' post-partum sex and relationship issues with boldness, candor, and humor not offered anywhere else. Written with a witty he-said, she-said dialogue between the authors, this modern manual will entertain couples while giving them what they really want—help navigating their way through new-parent sex stress. Tired and distracted new parents will stay engaged with plenty of fresh, frank, and funny banter that gives equal attention to the female and male points of view.

*Love in the Time of Colic* will help readers rediscover what is passionate and fun about the act that got them into this baby mess in the first place.

### MARKETING & PUBLICITY

- National Broadcast and Print Campaign
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[www.iankerner.com](http://www.iankerner.com)  
[www.literarymama.com/columns/sexinthesuburbs](http://www.literarymama.com/columns/sexinthesuburbs)



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**Ian Kerner, Ph.D.**, is a bestselling author and “America’s Sex Therapist.” Kerner appears frequently on *Today*, as well as on *Good Morning America*, *Anderson Cooper 360*, *Dateline*, *The Early Show*, FOX News, and MSNBC, and contributes regularly to *Cosmopolitan*. Kerner lives in New York City with his wife and two sons.



© George Beasley

**Heidi Raykeil** is the author of *Confessions of a Naughty Mommy: How I Found My Lost Libido*. She is a sex columnist on [Literarymama.com](http://Literarymama.com) and lives in Seattle, WA, with her husband and two daughters.



# Sex Recharge

A REJUVENATION PLAN FOR COUPLES AND SINGLES

Ian Kerner, Ph.D.

From the *New York Times* bestselling author of *Be Honest—You're Not That Into Him Either* comes a revolutionary 30-day program to detoxify and rejuvenate your love life

The premise is simple: Just as a physical fast will rapidly alter your metabolism and natural body chemistry, so too will a sex or dating detox impact your mind and body, enabling you to reset, rewire, and ultimately rejuvenate your love life. In this practical, life-changing guide, Ian Kerner lays out a friendly, achievable 30-day course of action that will help you turn off the noise and rebuild your love life from the inside out. Whether you're single or coupled, *Sex Recharge* will enable you to achieve the relationship results you deserve.

"From breaking out of a sex rut to managing mismatched libidos, Ian Kerner is at the forefront of giving us fresh sexy solutions to classic sex problems."

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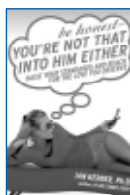
"Who knew that a temporary bout of celibacy could be so sexy? This book will gently hold your hand throughout the process, challenging you with questions you never dared ask yourself and inspiring you with stories and manageable to-do lists."

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## Also Available:



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*Be Honest—You're Not That Into Him Either*  
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*Passionista*  
(Previously published as *He Comes Next*)  
978-0-06-083439-5 (pb)  
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## RELATIONSHIPS/SEXUALITY

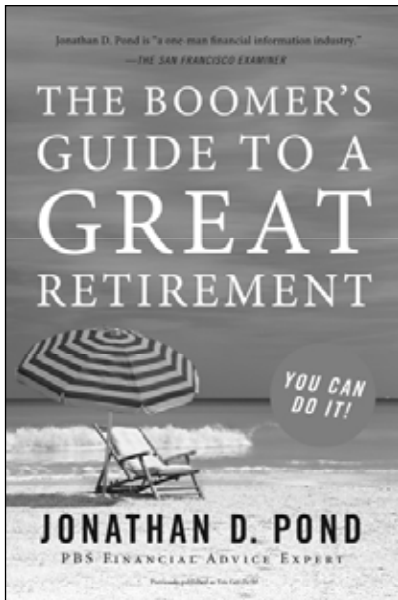
978-0-06-123462-0  
\$14.95 (\$16.25 Can.)  
256 pages; 5½ x 8¼  
Carton Quantity: 28  
Selling Territory: W  
Publishing History:  
Collins, as *Sex Detox*  
(hc) (978-0-06-113607-8)  
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## MARKETING & PUBLICITY

- National Print Campaign







**PERSONAL FINANCE/  
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978-0-06-112139-5  
\$15.95 (\$17.25 Can.)  
416 pages; 5½ x 8; index  
Carton Quantity: 44  
Selling Territory: W  
Publishing History:  
Collins, as *You Can Do It!*  
(hc) (978-0-06-112138-8)

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# The Boomer's Guide to a Great Retirement

YOU CAN DO IT!

Jonathan D. Pond

“Jonathan D. Pond is a one-man financial information industry.”

—*San Francisco Examiner*

In *You Can Do It!*, Jonathan D. Pond, “America’s Financial Planner,” shows how anyone can have a financially safe, happy, and comfortable retirement.

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—*USA Today*

“Filled with upbeat financial and lifestyle advice for those of us born between 1946 and 1964.”

—*BookPage*



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**Jonathan D. Pond’s** books have sold more than one million copies, and his television work has been recognized with an Emmy® and a *Forbes* award. Jonathan currently resides in a suburb of Boston, MA.

**Also Available:**

*Grow Your Money!*  
978-0-06-112140-1 (hc)



**MARKETING & PUBLICITY**

- National Print Campaign



REVISED  
& EXPANDED

# Don't Panic, Third Edition

TAKING CONTROL OF ANXIETY ATTACKS

Reid Wilson, Ph.D.

With coverage of cutting-edge treatments and up-to-date information, this new edition of *Don't Panic* will show readers how to conquer fear and face anxiety attacks with confidence

*Don't Panic* has established itself as the definitive book on learning how to overcome panic and anxiety. Now, in this major revision, the book offers readers 50 pages of new material supported by the most up-to-date research in anxiety treatment. Topics that have been updated include the use of medication, physical causes of panic-like symptoms, and panic associated with major health problems, such as heart and lung disorders, as well as depression.

More than 19 million Americans suffer from anxiety. It is one of the most treatable disorders, but only about one-third of sufferers ever receive treatment. Today, the treatment of anxiety is pushing further into confrontational measures, and this new edition will reflect that shift and explain it in detail.

*Don't Panic* offers a straightforward and remarkably effective self-help program for overcoming panic and coping with anxious fears.

"An excellent guide." —*Library Journal*

- Since its initial publication, *Don't Panic* has sold more than 200,000 copies.

© Joanna Wilson Photography



Psychologist **Reid Wilson, Ph.D.**, is an internationally recognized specialist in the treatment of panic and anxiety disorders. He is in private practice in Chapel Hill, NC, and is an associate clinical professor of psychiatry at the University of North Carolina School of Medicine. He has appeared on *Oprah* and

*Good Morning America*, and his website currently serves 450,000 visitors per year.



## SELF-HELP

978-0-06-158244-8  
\$16.95 (\$18.50 Can.)  
333 pages; 5<sup>5</sup>/<sub>16</sub> x 8; index  
Carton Quantity: 48  
Selling Territory: USCOM  
Publishing History:  
Collins, 1996  
(pb) (978-0-06-095160-3)

TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Print Campaign



"Clear, wise, and eminently useful advice. This book offers solid and specific guidelines for understanding and change."  
—HARRIET LERNER, Ph.D., author of *The Dancer of Anger*

# SURVIVING AN EATING DISORDER

*Strategies for  
Family and Friends*

THIRD EDITION • Revised and Updated

Michelle Siegel, Ph.D., Judith Brisman, Ph.D.,  
Margot Weinshel, M.S.W.

## Surviving an Eating Disorder, Third Edition

STRATEGIES FOR FAMILY AND FRIENDS

Michelle Siegel, Ph.D.,  
Judith Brisman, Ph.D., and  
Margot Weinshel, M.S.W.

The classic guide for families of individuals with  
an eating disorder, revised and updated

*Surviving an Eating Disorder* has become a classic since it was first published in 1988. It was one of the first books to offer effective support and solutions for family, friends, and all others who are the “silent sufferers” of eating disorders. This third edition, updated and revised with 20% new material, provides the latest information on what methods and practices work best for families.

This latest version discusses how parents, spouses, friends, and professionals can thoughtfully determine the right course of action in their individual situation. With its combination of information, insight, case examples, and practical strategies, *Surviving an Eating Disorder* opens the way to new growth and enjoyment in the relationship with the reader’s loved one.

- Since its initial publication, *Surviving an Eating Disorder* has sold more than 150,000 copies.
- February is National Eating Disorder Awareness Month

© Senna Julia Lawer



**Judith Brisman, Ph.D.**, is the director of the Eating Disorder Resource Center, is on the faculty of William Alanson White Institute, and has a private practice in New York City.

© Robert Bazell



**Margot Weinshel, M.S.W.**, is on the faculty of the Ackerman Institute for the Family, is a clinical instructor in the Department of Psychiatry of NYU Medical School, and has a private practice in New York City.

**Michelle Siegel, Ph.D.**, initiated the idea for this book and was co-founder with Judith Brisman of the Eating Disorder Resource Center. She died in 1993.

### PSYCHOLOGY

978-0-06-169895-8  
\$16.95 (\$18.50 Can.)  
304 pages; 5½ x 8; index  
Carton Quantity: 64  
Selling Territory: USCOM  
Publishing History:  
Collins, 1997  
(pb) (978-0-06-095233-4)

TRADE PAPERBACK

### MARKETING & PUBLICITY

- National Print Campaign



# Healthy Child, Whole Child

INTEGRATING THE BEST OF CONVENTIONAL AND ALTERNATIVE MEDICINE TO KEEP YOUR KIDS HEALTHY

Stuart H. Ditchek, M.D., &  
Russell H. Greenfield, M.D.  
with Lynn Murray Willeford

“A very readable, user-friendly guide that is rooted in common sense and the same balanced approach to health and medicine that I advocate and teach.”

—from the foreword by Andrew Weil, M.D.

In a time when parents are wondering if they should give their children nutritional supplements, whether or not vaccinations are safe, or why their children have become couch potatoes, doctors Stuart H. Ditchek and Russell H. Greenfield offer authoritative, cutting-edge information on all aspects of children’s health and wellness. In *Healthy Child, Whole Child*, the doctors take the position that conventional and alternative approaches to pediatric care are not mutually exclusive. Filled with wisdom, compassion, the latest medical information and advice, and an expanded resource section, *Healthy Child, Whole Child* is an essential childcare guide for a new generation of parents.

“This splendid book...integrates the best of alternative and conventional medicine to help children not only survive but thrive.”  
—Larry Dossey, M.D., author of *Healing Beyond the Body*



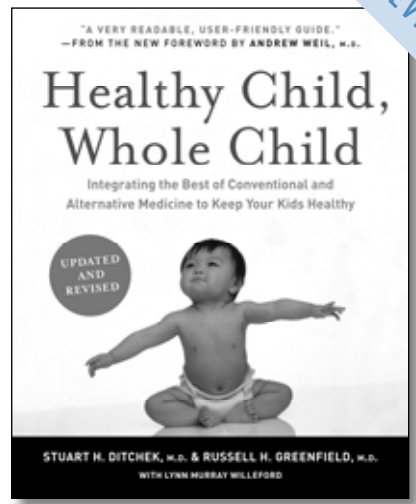
Courtesy of the Author

**Stuart H. Ditchek, M.D.**, completed his pediatric training at the State University of New York and holds faculty appointments at both NYU-Tisch Hospital and Maimonides Medical Center. He is in private practice in Brooklyn, NY, where he lives with his wife and children.



© Lance Fairchild  
Photography Studio

**Russell H. Greenfield, M.D.**, is one of the first four fellows of Dr. Andrew Weil’s Program in Integrative Medicine at the University of Arizona Health Sciences Center. He now speaks around the globe on topics related to integrative medicine. He lives in Tuscon, AZ, with his wife and two children.



## FAMILY & RELATIONSHIPS/ CHILD CARE

978-0-06-168598-9  
\$16.95 (\$18.50 Can.)  
352 pages; 7½ x 9¼; index  
Carton Quantity: 22  
Selling Territory: W  
Publishing History:  
Collins, 2002  
(pb) (978-0-06-273746-5)

TRADE PAPERBACK

## MARKETING & PUBLICITY

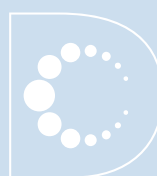
- National Broadcast and Print Campaign
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- Author Website: [www.drDitchek.com](http://www.drDitchek.com)



**MARCH**  

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**PAPERBACKS**



PAPERBACK ORIGINAL

# Be Amazing

GLOW IN THE DARK, CONTROL THE WEATHER, PERFORM YOUR OWN SURGERY, GET OUT OF JURY DUTY, IDENTIFY A WITCH, COLONIZE A NATION, IMPRESS A GIRL, MAKE A ZOMBIE, START YOUR OWN RELIGION

The editors of *mental\_floss*

A how-to guide to leading a fuller life—and impressing dates and children with key skills such as sword-swallowing and performing open heart surgery

The latest guide to a smarter life from the geniuses at *mental\_floss*, *Be Amazing* is directed at all couch potatoes who need to put down the remote and get some excitement and adventure into their lives. This graphic novel-style guide shows readers how to do everything not taught in college or demonstrated on “reality” programming, including becoming the dictator of their own country, hosting Roman bacchanalia, making their own zombies, developing multiple personalities, and living forever. With step-by-step instructions and checklists on every page, readers will learn the valuable life skills they need to become much, much cooler than all their friends.

- *mental\_floss* magazine reaches more than 300,000 readers each month, and the *mental\_floss* website receives 8 million page views per month.

**Will Pearson** and **Mangesh Hattikudur** met as first year students at Duke University. Ignoring the lures of law school and investment banking, the pair co-founded *mental\_floss* and have been grinning ever since. Founded in 2001, *mental\_floss* magazine, with its tagline “feel smart again,” has received rave reviews in a variety of publications.



## HUMOR/REFERENCE

978-0-06-125148-1  
\$16.95 (\$18.50 Can.)  
320 pages; 7% x 9%; 100 b&w illustrations throughout  
Carton Quantity: 20  
Selling Territory: W  
**TRADE PAPERBACK**  
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## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
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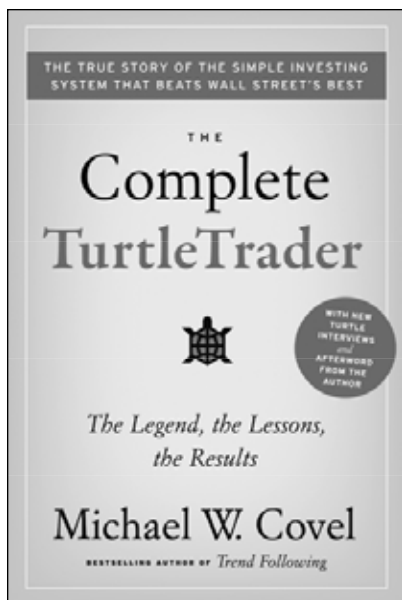


March



COLLINS

55



## BUSINESS & ECONOMICS

978-0-06-124171-0

\$16.95 (\$18.50 Can.)

272 pages; 5<sup>5</sup>/<sub>16</sub> x 8

Carton Quantity: 68

Selling Territory: W

Publishing History:

Collins

(hc) (978-0-06-124170-3)

TRADE PAPERBACK

e-book available

# The Complete TurtleTrader

THE LEGEND, THE LESSONS, THE RESULTS

Michael W. Covel

The true story behind Wall Street legend Richard Dennis; his disciples, the Turtles; and the trading techniques that made them millionaires—now with new Turtle interviews and afterword

Richard Dennis, a man who'd made a fortune on Wall Street, was convinced that great trading was a skill that could be taught to anyone. So one day he made a bet with his partner and ran a classified ad in the *Wall Street Journal* looking for trainees. His hires, who became known as the "Turtles," included an actor, a security guard, two professional blackjack players, a pianist, and a fantasy game designer, among others. By the time the program ended, Dennis and his partner had made more than \$120 million from trades made by these complete novices.

In *The Complete TurtleTrader*, Michael W. Covel tells the riveting story of the Turtles from their selection and training to how they made (and lost) astounding fortunes—and reveals the tools readers will need to start trading like Turtles themselves.

- The paperback features interviews with Turtles who've never before spoken on the record, special information on investing Turtle-style in Asian markets, an afterword, and more.

"Most beat-the-market books aren't worth my shelf space. This one is."  
—*Bloomberg News*

"Tells the 'real stories' rather than just the glossy good bits—a thoroughly good read."  
—*Your Trading Edge*



© Mark Finkenstaedt

**Michael W. Covel** is the author of the bestselling book *Trend Following*, now in its seventh printing and translated into six languages. Covel speaks regularly on the subject of trading and is managing editor of *TurtleTrader.com*, the leading news and commentary resource on insights into the Turtles. He lives in Virginia.



UPDATED  
& EXPANDED

# The Grief Recovery Handbook, 20<sup>th</sup> Anniversary Expanded Edition

THE ACTION PROGRAM FOR MOVING BEYOND DEATH, DIVORCE, AND OTHER LOSSES

John W. James and Russell Friedman

Updated to commemorate its 20<sup>th</sup> anniversary, this classic resource sheds new light on how to begin to take effective actions to complete the grieving process and work toward recovery and happiness

Incomplete recovery from grief can have a lifelong negative effect on the capacity for happiness. Drawing from their own histories, as well as from others', the authors illustrate what grief is and how it is possible to recover and regain energy and spontaneity. Based on a proven program, *The Grief Recovery Handbook* offers grievers the specific actions needed to accept loss and complete the grieving process.

The new material in this edition includes specific guidelines that show readers how to choose which loss they should work on first. In addition, losses that were not discussed in the earlier editions will be addressed, including growing up in an alcoholic or otherwise dysfunctional home; Alzheimer's/dementia; loss of faith; loss of career; loss of health; and others.

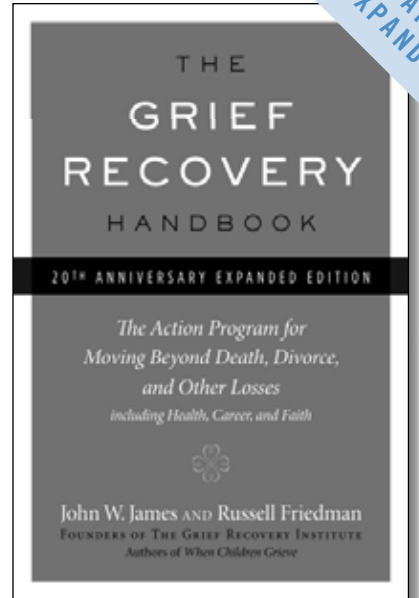
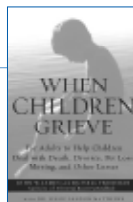
- Since publication, *The Grief Recovery Handbook* has sold nearly 300,000 copies.

**John W. James** and **Russell Friedman** have been working with grievers for more than 30 years. They have served as consultants to thousands of bereavement professionals and provide Grief Recovery Seminars and Certification Programs throughout the United States and Canada. They are the founders of The Grief Recovery Institute.

## Also Available:

*When Children Grieve*

978-0-06-008429-5 (pb)



## SELF-HELP: GRIEF

978-0-06-168607-8  
\$15.95 (\$17.25 Can.)  
192 pages; 5<sup>5</sup>/<sub>16</sub> x 8  
Carton Quantity: 96  
Selling Territory: W  
Publishing History:  
Collins, 1998  
(pb) (978-0-06-095273-0)

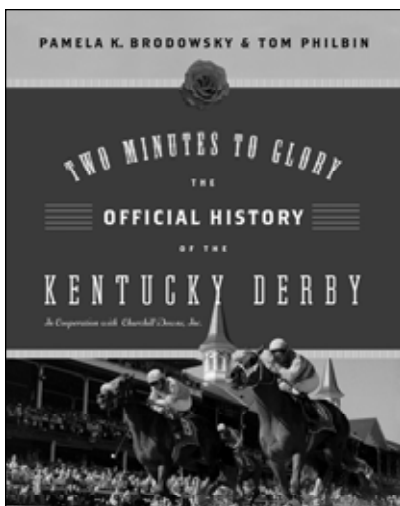
TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Print Media Campaign







# Two Minutes to Glory

THE OFFICIAL HISTORY OF THE KENTUCKY DERBY

Pamela K. Brodowsky & Tom Philbin  
In Cooperation with  
Churchill Downs, Inc.

From mint juleps to the garland of roses, here is the official story of the world's greatest horse race—the Kentucky Derby

## SPORTS

978-0-06-123656-3

\$18.95 (\$19.95 Can.)

352 pages; 8 x 10; 150 color photos

Carton Quantity: 16

Selling Territory: W

Collins

(hc) (978-0-06-123655-6)

TRADE PAPERBACK

Take a front row seat at “the Run for the Roses” with the first comprehensive history of the Kentucky Derby. The Derby is one of America’s yearly iconic events that is watched by a huge cross-section of the country—from the extravagant hat wearers in “Millionaire’s Row” to the rowdy campers in the infield to the millions who watch from their living rooms.

This stunning, full-color book is the official reference for the Derby, complete with a comprehensive history of the race, essential facts and statistics, and the gripping stories of dreams won and lost in every Derby since 1875. Relive each exhilarating two-minute battle to the finish line as the moments and people who have made the race what it is today are revealed, along with fascinating trivia that every horse lover should know, such as Triple Crown nominees, famous disqualifications, starting post positions of winners, birthplaces, bloodlines, and more.

**Pamela K. Brodowsky** grew up on a horse ranch and has more than 30 years of experience with race horses, often showing Thoroughbreds in competitions. She is also the founder of International Literary Arts, and is a popular speaker at many writers’ conferences. She lives in Moscow, PA, with her husband and two children.

**Tom Philbin** is a writer of numerous books and has also written articles for a variety of magazines, including *Parade*, *Woman’s Day*, and *Reader’s Digest*.

### Also Available:

**Barbaro**

978-0-06-128485-4 (hc)

## MARKETING & PUBLICITY

- National Print Media Campaign



PAPERBACK ORIGINAL

# Do I Have to Wear White?

EMILY POST ANSWERS AMERICA'S  
TOP WEDDING QUESTIONS

Anna Post

This handy guide answers the most frequently asked wedding questions in an accessible Q&A format perfect for busy couples, parents, attendants, and guests

*Do I Have to Wear White?* draws on the Posts' extensive database of wedding questions received through their website, as well as on popular topics addressed in their columns. For busy engaged couples, families, attendants, and guests, the book provides at-a-glance answers to everything from essential "bridal basics" to the knotty logistical and interpersonal questions that spring up around this most joyous, yet complex, event. Some examples:

*"My fiancé and I are considering a destination wedding. Are we obligated to cover our attendants' travel expenses?"*

*"I'm still close to my ex-husband's parents. Can I invite them to my wedding?"*

Engagingly written, this handbook offers indispensable advice to anyone involved in a wedding.



© Jack Rowell

**Anna Post** is the great-great-granddaughter of Emily Post and the author of *Emily Post's Wedding Parties*. She speaks at bridal venues across the country, providing wedding etiquette advice, and also conducts business etiquette seminars for major corporations. She has been interviewed in a wide range of national media

including NBC's *Weekend Today*, *Fox & Friends*, *USA Today*, and the *New York Times*. She also writes the blog *What Would Emily Do?* She lives in Burlington, VT.

#### Also Available:

*Emily Post's Wedding Etiquette, 5th Edition*

978-0-06-074504-2 (hc)

*Emily Post's Wedding Planner, 4th Edition*

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978-0-06-122800-1 (hc)

*Emily Post's Wedding Parties*

978-0-06-122801-8 (hc)

*A Wedding Like No Other*

978-0-06-122803-2 (hc)



## REFERENCE: WEDDING ETIQUETTE

978-0-06-156387-4

\$14.95 (\$16.25 Can.)

176 pages; 6 x 8; line art; index

Carton Quantity: 68

Selling Territory: W

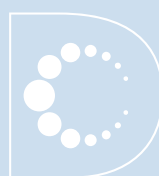
TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Blog Outreach
- Online Advertising
- Author Website: [www.emilypost.com](http://www.emilypost.com)



**APRIL**  
—  
**PAPERBACKS**



PAPERBACK ORIGINAL

# Today's Moms

ESSENTIALS FOR SURVIVING BABY'S FIRST YEAR FROM THE TODAY SHOW FAMILY

Mary Ann Zoellner and  
Alicia Ybarbo

*Today's Moms* is filled with advice, anecdotes, and wisdom on baby's first year, told through the experiences and sage advice of the *Today Show* anchors and experts

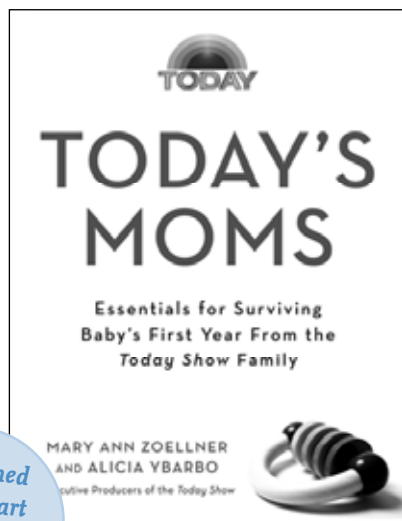
Being a new mother can be extremely nerve-racking. With all the emotions, physical exhaustion, and questions that arise every day, it's no wonder women aren't sure where to turn. Increasingly, they're finding advice, comfort, and humor on the *Today Show*. Now, all that advice and more is collected in *Today's Moms*—a one-stop-guide to everything a new mother needs to know about her baby's first year, from the best breast feeding products to how to keep your relationship alive after the baby. Chock-full of behind-the-scenes interviews with moms and experts at the *Today Show*, *Today's Moms* provides the most up-to-date news and information as well as easy and entertaining ways to help mothers keep their sanity intact. And it's all medically reviewed and approved by *Today Show* doctor Nancy Snyderman.

Contributors include Meredith Vieira, Ann Curry, Giada De Laurentiis, Matt Lauer, and many others. Written in a friendly and accessible tone, with straightforward, honest advice and expert information, *Today's Moms* will help all moms feel more confident about their first year of motherhood.



© Mike Coppola

Mary Ann Zoellner and Alicia Ybarbo are both Emmy® award winners and producers for NBC's the *Today Show*, the number-one rated morning show. They live in New York with their families.



Confirmed  
Three-Part  
Today Show  
Appearances

## FAMILY & RELATIONSHIPS/ PARENTING

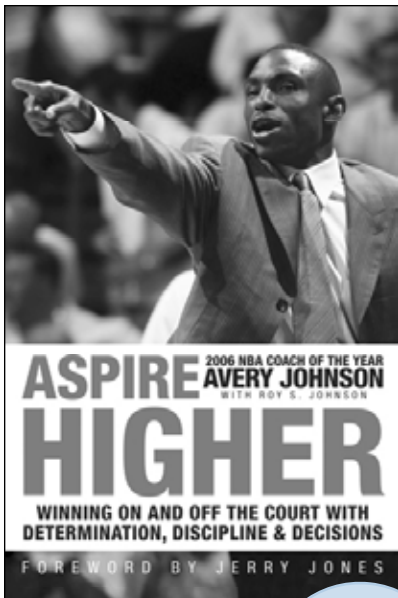
978-0-06-172185-4  
\$17.95 (\$19.25 Can.)  
228 pages; 7 x 9½  
Carton Quantity: 36  
Selling Territory: W

TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- Author Appearances: New York City Area
- Blog Outreach
- Online Advertising
- Newsletter Feature
- First Look Program
- Tie-in to *Today Show* Website





# Aspire Higher

WINNING ON AND OFF THE COURT WITH  
DETERMINATION, DISCIPLINE, AND DECISIONS  
Avery Johnson with Roy S. Johnson

The Dallas Mavericks' former coach, one of today's most electrifying, dynamic leaders, shares his keys to success and motivation through focus, fortitude, and faith in this essential game plan for reaching your goals

Avery Johnson is a coach, a teacher, and sometimes even a preacher, but most of all, he is a motivator, driving his team with the same fiery passion that allowed him to earn his championship credentials as an NBA player. Growing up in New Orleans' Lafitte Housing Project, he was never the biggest, fastest, or strongest, but by the strength of his will and character, he persevered. Now he offers the lessons he learned on his journey from the bottom of the bayou to the heights of success in this inspiring book.

Avery Johnson's personal and professional experiences illuminate crucial lessons, inspiring readers just as he has inspired teammates and players. His spirited message is for anyone looking for the tools and secrets of success in business, school, sports, and more—anyone looking to aspire higher.

"Avery is a winner who arrived at the top not by accident or circumstance, but by employing dedication, discipline, and an uncanny work ethic for an entire career—he is a man from whom we can all learn."

—Gregg Popovich, coach of the NBA's San Antonio Spurs



© NBAE/Getty Images

**Avery Johnson** was an NBA player for 16 seasons, and in his first full season as head coach in 2005–2006 he was named NBA Coach of the Year. He is the former head coach of the Dallas Mavericks and a sought-after motivational speaker. He lives in Dallas, TX.

**Roy S. Johnson** covered every major sport during his career as a journalist for such publications as *Sports Illustrated* and the *New York Times*. As an author, he has written memoirs for Charles Barkley and Earvin "Magic" Johnson. He lives New York City.

## SELF-HELP

978-0-06-145278-9  
\$14.95 (\$16.25 Can.)  
240 pages; 5<sup>5</sup>/<sub>16</sub> x 8  
Carton Quantity: 80  
Selling Territory: USCOM  
Publishing History:  
Collins  
(hc) (978-0-06-145277-2)  
TRADE PAPERBACK  
e-book available

With a New  
Introduction

## MARKETING & PUBLICITY

- National Print Media Campaign



PAPERBACK ORIGINAL

# Financially Ever After

THE COUPLES' GUIDE TO MANAGING MONEY

Jeff D. Opdyke

The definitive guide to finance for couples from the *Wall Street Journal's* long-time syndicated "Love & Money" columnist

*Financially Ever After* is every couple's manual for managing both the real dollars and the real emotions of personal finance that course through every relationship. Too often with money, couples face two choices: fight and risk making the situation worse, or keep quiet and risk making the situation worse. *Financially Ever After* offers a third option: family financial fluency—the insight, knowledge, and vocabulary couples need to communicate effectively about their money and their feelings about it.

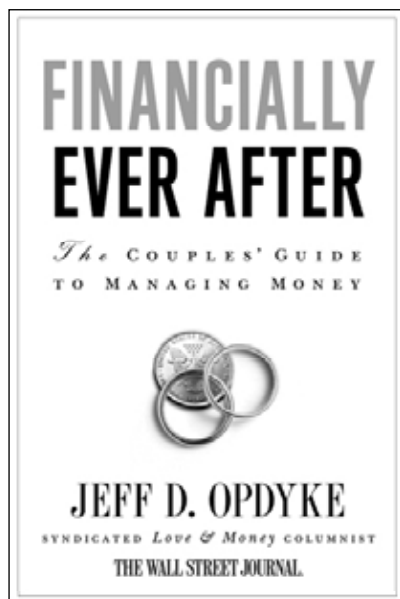
Jeff D. Opdyke offers up dozens of real-life scenarios between couples, with actual scripts and suggestions of how to broach delicate subjects with your significant other. He covers every aspect of couple finance, including budgeting, the joint vs. individual account issue, dividing up family financial chores, confronting debt, making major purchases, mortgages, employment, children, and even engagement rings. *Financially Ever After* lays the groundwork for successfully building a healthy and thriving financial life together.

- Jeff D. Opdyke's longtime "Love & Money" column in the *Wall Street Journal* Sunday supplement is carried by nearly 90 newspapers with a combined circulation of 11 million.

© Klempeter Photography



**Jeff D. Opdyke** is a columnist who writes the "Love & Money" column for the *Wall Street Journal*. He lives in Baton Rouge, LA, with his wife and two children.



## BUSINESS & ECONOMICS: PERSONAL FINANCE

978-0-06-135818-0

\$16.95 (\$18.50 Can.)

240 pages; 5½ x 8; index

Carton Quantity: 80

Selling Territory: W

TRADE PAPERBACK

## MARKETING & PUBLICITY

- Tie-In to *Wall Street Journal* Platform
- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Blog Outreach
- Virtual Blog Tour
- Newsletter Feature



April



COLLINS BUSINESS

63

PAPERBACK ORIGINAL

# The Cartoon History of the Modern World, Part 2

FROM THE BASTILLE TO BAGHDAD

Larry Gonick

Master cartoonist, historian, and storyteller Larry Gonick concludes (for the moment) his bestselling and award-winning history of humanity

*The Cartoon History of the Modern World, Part 2* is a wickedly funny take on modern history presented as a graphic novel. In an engaging and humorous graphic style, Larry Gonick puts his own spin on the history, personalities, and big topics that have shaped our universe.

Picking up right after the American Revolution, Gonick illuminates Europe's relations with Asia, the French and Haitian Revolutions, the Napoleonic Wars, Latin American independence, and the British anti-slavery movement. He covers everything from the decline of the Ottoman Empire to colonialism in Africa and Asia, the rise of Germany and Japan, evolving ideologies, and the meaning of modernity. Gonick concludes with the great wars of the 20<sup>th</sup> century, the fall of Communism, the Iraq and Afghan wars, the resurgence of China and India, and the challenge of sustainability.

**Larry Gonick** has been creating comics that explain history, science, and other big subjects for more than 30 years. His work has been translated into 16 languages, and more than one million copies of his books have been sold. He has been a Knight Science Journalism Fellow at MIT and is currently staff cartoonist for *Muse* magazine.

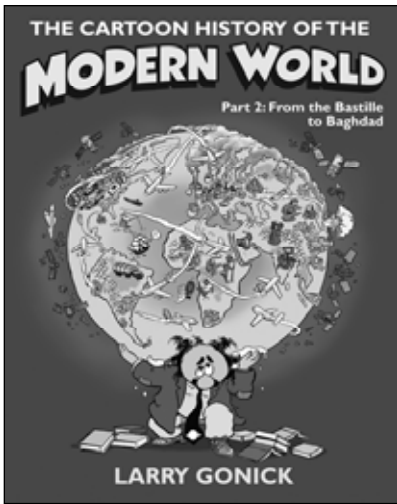
## Also Available:



*The Cartoon History of the Modern World Part 1*  
978-0-06-076004-5 (pb)



*The Cartoon History of the United States*  
978-0-06-273098-5 (pb)



## HISTORY/COMICS & GRAPHIC NOVELS

978-0-06-076008-3  
\$17.95 (\$19.25 Can.)  
208 pages; 7 $\frac{3}{8}$  x 9 $\frac{1}{4}$   
Carton Quantity: 28  
Selling Territory: W  
TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Print Media Campaign
- Academic Outreach



PAPERBACK ORIGINAL

# Dump 'Em

HOW TO BREAK UP WITH ANYONE FROM YOUR  
BEST FRIEND TO YOUR BOSS

Jodyne L. Speyer

With this riotous guide you can finally break free from all those bad apples in your life, like the houseguest who refuses to leave or your hairdresser who still thinks perms are in fashion

We all have to dump someone sometime. For many, it's ending a relationship with a significant other, but what about the less talked about breakups? The personal trainer who spends more time looking at himself in the mirror than at you, the therapist who takes a personal phone call during your emotional purging, or the nanny who watches *Days of Our Lives* while your child amuses himself with the kitchen cutlery? These relationships are just as significant, often taking up more time both literally and emotionally than romantic ones.

So when a relationship turns sour, don't just suck it up and take it or hide in your house and cry. Turn to *Dump 'Em* for expert advice and some laughs to get you through the awkwardness, plus:

- Knowing the signs that it's time to break up
- Sample scripts for dealing with confrontation
- Giving someone the boot without regrets
- Expert Q&A's with everyone from the manicurist to the stars to über houseguest Kato Kaelin

What are you waiting for? Go out there and dump someone!

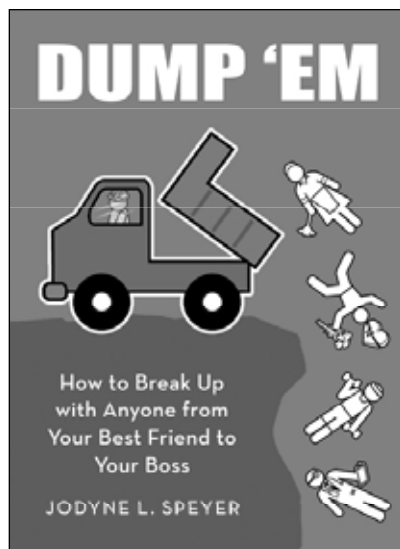
"*Dump 'Em* is not just funny, it's also truly helpful! Jodyne Speyer has finally figured out a way to sever the ties that so many of us would otherwise have to miserably live with forever."

—Sarah Silverman



Courtesy of the Author

**Jodyne L. Speyer** has created and developed numerous television shows in New York and Los Angeles for companies such as MTV and Nash Entertainment. She lives in Los Angeles, CA.



## HUMOR/RELATIONSHIPS

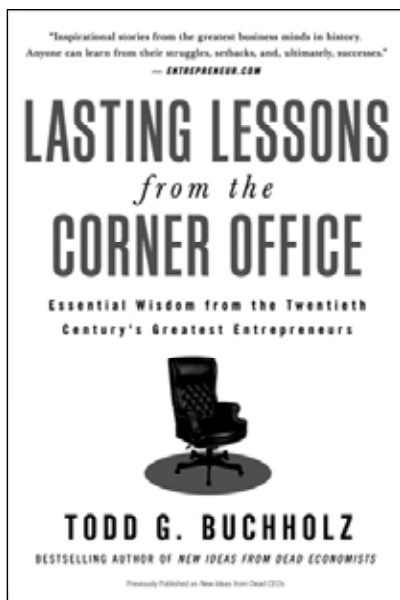
978-0-06-164662-1  
\$14.95 (\$16.25 Can.)  
256 pages; 5½ x 7  
Carton Quantity: 24  
Selling Territory: W  
TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Author Appearances: Los Angeles, New York
- Blog Outreach
- Video Campaign
- Online Advertising
- Newsletter Feature
- Customized E-Cards Campaign







## BUSINESS & ECONOMICS

978-0-06-119763-5

\$16.95 (\$18.50 Can.)

320 pages; 5<sup>5</sup>/<sub>16</sub> x 8; index

Carton Quantity: 60

Selling Territory: W

Collins, as *New Ideas from Dead CEOs*

(hc) (978-0-06-119762-8)

TRADE PAPERBACK

e-book available

# Lasting Lessons from the Corner Office

ESSENTIAL WISDOM FROM THE TWENTIETH CENTURY'S GREATEST ENTREPRENEURS

Todd G. Buchholz

“Buchholz uses the experiences of 10 of the 20<sup>th</sup> century’s most iconic business figures to highlight the timeless nature of personal leadership.” —Forbes.com

Bestselling author Todd G. Buchholz offers lessons from the world’s legendary CEOs for the dramatic challenges the business world faces today. The leaders featured in *Lasting Lessons from the Corner Office* also faced challenging times, and their actions offer insight and assistance for leading and managing in today’s global marketplace.

- The author’s previous book, *New Ideas From Dead Economists*, is an international bestseller in its third edition and has sold more than 200,000 copies.

“Fascinating...shows the power of ideas and persistence...a valuable guide to understanding what makes an economy grow.”

—*New York Sun*

“Inspirational stories from the greatest business minds in history. Anyone can learn from their struggles, setbacks, and, ultimately, successes.”

—Entrepreneur.com

## MARKETING & PUBLICITY

- National Print Campaign



© Lauren Taylor

**Todd G. Buchholz** is a former White House director of economic policy, an award-winning teacher at Harvard, and the managing director of the \$15 billion Tiger hedge fund. He is a contributing editor at *Worth* magazine; has written for the *New York Times*, *Wall Street Journal*, *Forbes*, and *Reader's Digest*; and is the author of several books. He regularly appears on PBS, ABC News, and CNBC. He lives in Solana Beach, CA.



# Mama Rock's Rules

TEN LESSONS FOR RAISING A HOUSEFUL  
OF SUCCESSFUL CHILDREN

Rose Rock with Valerie Graham  
Foreword by Chris Rock

Rose Rock—child advocate, educator, and mother of ten-plus children, including comedian Chris Rock—shares her droll, heartfelt, and no-nonsense advice on parenting

*“To be a parent is and should be a calling. There is absolutely nothing as great, challenging, or rewarding as raising a child.”*

Über-mom Rose Rock has raised ten children in addition to caring for 17 foster children in her 40-plus years. As a mother who does not shy away from the hard conversations, Rock isn't afraid to present strong ideas about boundaries, discipline, choices, and consequences—and she tells it like it is. In *Mama Rock's Rules*, she shares the funny and highly practical lessons she learned both as a parent and an educator while offering strategies for teaching a child to be self-reliant in this world. Her heartfelt advice—delivered with a dose of wit and homespun humor—will resonate with thousands of parents and inspire them to teach their kids right, whether their brood is one child or ten.



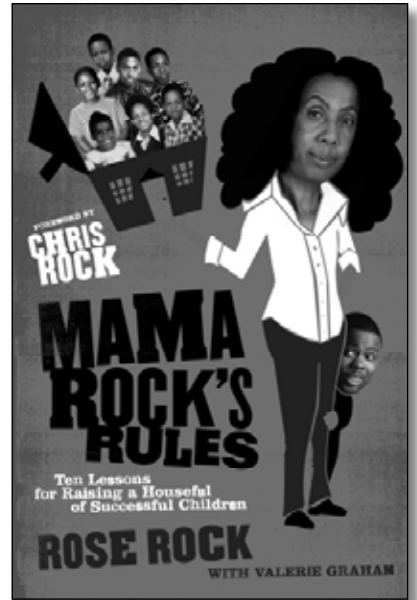
© Virgil Graham

**Rose Rock** has worked as a teacher, and has operated preschools and daycare centers in New York City and South Carolina for the past 17 years. She is a sought-after speaker and also the host of the weekly radio program *The Mom Show* in Myrtle Beach, SC.



© Virgil Graham

**Valerie Graham**, a graduate of Harvard University, is a writer, magazine editor, and society columnist. The mother of three children and the grandmother of four, she lives in Myrtle Beach, SC.



## PARENTING

978-0-06-153611-3  
\$15.95 (\$17.25 Can.)  
256 pages; 5½ x 8  
Carton Quantity: 80  
Selling Territory: W  
Publishing History:  
Collins  
(hc) (978-0-06-153612-0)

TRADE PAPERBACK

AUDIO

978-0-06-157115-2  
\$29.95 (\$31.95 Can.)  
e-book available

## MARKETING & PUBLICITY

- National Print Media Campaign



☀ Smithsonian Books

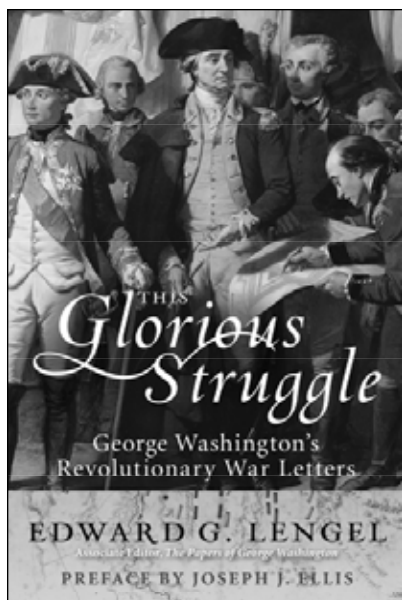
## This Glorious Struggle

GEORGE WASHINGTON'S REVOLUTIONARY  
WAR LETTERS

Edward G. Lengel

"Takes you along for one of the most thrilling,  
topsy-turvy rides in the American experience."

—From the preface by Joseph J. Ellis



### HISTORY: UNITED STATES

978-0-06-125129-0

\$14.95 (\$16.25 Can.)

320 pages; 5<sup>5</sup>/<sub>16</sub> x 8; maps and  
b&w illustrations

Carton Quantity: 32

Selling Territory: USCOM

Publishing History:

Collins

(hc) (978-0-06-125131-3)

TRADE PAPERBACK

e-book available

The most interesting collection—approximately 140,000 documents—of George Washington's correspondence resides at the University of Virginia. *This Glorious Struggle* offers an engaging selection, including letters that have never before been published.

"Man of destiny and hands-on commander, this is the Washington revealed in the most extraordinary collection of letters . . . they also offer, in the flirtatious notes to female admirers and the ruffled feathers communications to British commanders, a personal portrait."  
—*Boston Globe*

"[Lengel's] choices are superb, covering the highlights of Washington's Revolutionary tenure while illustrating his extraordinary personality."  
—*Library Journal*

"Lengel maintains a fluid and suitably dramatic narrative of Washington's campaigns and battles. A boon for military history readers."  
—*Booklist*

### MARKETING & PUBLICITY

- National Print Media Campaign
- Smithsonian Institution  
Member Outreach

© Dean Addison, University of Virginia



**Edward G. Lengel**, associate editor of the Washington Papers Project and a professor at the University of Virginia, is the author of *General George Washington: A Military Life*. He lives with his family in Charlottesville, VA.



PAPERBACK ORIGINAL

# Career Building

YOUR TOTAL HANDBOOK FOR FINDING A JOB  
AND MAKING IT WORK

Editors of CareerBuilder.com

A no-nonsense guide that walks workers of all ages through the entire cycle—finding a great job, succeeding in it, and searching for a new job when the time comes

The bottom line is: You have to get a job, you have to go to work, and someday, you'll probably have to change jobs. From top job website CareerBuilder.com, here is a one-stop guide for navigating all of those times, whether you've been working for five—or 25—years. It takes readers from resume and cover letter tips to office etiquette and career troubleshooting to job hunting while you're working and leaving gracefully when you go.

Expanding on CareerBuilder.com's most popular content, *Career Building* is filled with fun and fascinating statistics, and includes plenty of good and bad examples of resumes, thank you notes, e-mails to bosses and coworkers, and more. It also contains priceless information on job-hunting and working in the Internet age, such as social networking profiles, resume "keywords," and e-mail mistakes to avoid.

- CareerBuilder.com reaches more than 23 million unique visitors per month with its advice pieces and more than 1.5 million job listings.
- This is the total package for an endless market: The average American holds 10.5 jobs in their lifetime and every year, more than a million new college students graduate and begin the search for full-time jobs.

**CareerBuilder.com** is America's largest online job site, reaching 300,000 employers and more than 23 million unique visitors per month. It powers the job search centers for more than 1,600 partners worldwide, including MSN and AOL as well as 140 newspapers. As a leading authority on employment, CareerBuilder.com spokespeople are frequently called upon to comment in the media, including *Good Morning America*, the *Today Show*, ABC, CNN, CNBC, *USA Today*, *BusinessWeek*, and more.



## BUSINESS & ECONOMICS: CAREERS

978-0-06-157910-3

\$16.95 (\$18.50 Can.)

256 pages; 5<sup>5</sup>/<sub>16</sub> x 8; index

Carton Quantity: 72

Selling Territory: W

TRADE PAPERBACK

## MARKETING & PUBLICITY

- National Broadcast and Print Campaign
- 25-City National Radio Campaign
- Newsletter Feature
- Cross-Promotion with CareerBuilder.com

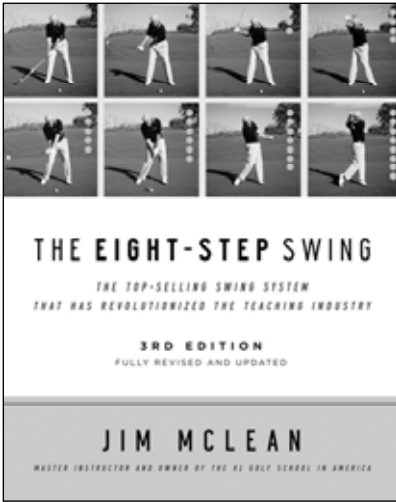


April



COLLINS BUSINESS

69



FULLY REVISED AND UPDATED

# The Eight Step Swing, Third Edition

Jim McLean

A fully revised and updated edition of top golf coach Jim McLean's cutting edge swing method, broken down into eight simple steps that all players can learn

## SPORTS: GOLF

978-0-06-167282-8

\$19.95 (\$21.50 Can.)

304 pages; 7<sup>3</sup>/<sub>8</sub> x 9<sup>1</sup>/<sub>4</sub>; b&w photographs

Carton Quantity: 28

Selling Territory: W

Collins, 2<sup>nd</sup> Edition

(pb) (978-0-06-095800-8)

TRADE PAPERBACK

*The Eight Step Swing* offers readers the opportunity to learn from Jim McLean what the many exceptional pros he's taught have already put to use. McLean breaks down the swing action into the eight key checkpoint positions that will build a grooved, repeatable, and mechanically sound swing. Also included are helpful practice tips, mental exercises, and clear, to-the-point illustrations. This brand new edition has been completely revised and restructured to reflect the latest innovations in golf swings.



**Jim McLean** has been ranked as one of the top four instructors in America for more than a decade. He has worked with more than 100 tour professionals including Peter Jacobsen, Hal Sutton, Brad Faxon, Dana Quigley, Tom Kite, Gary Player, Al Geiberger, Curtis Strange, and many more. As a player, McClean has qualified for and played in numerous national and PGA tour events. Considered one of the top researchers on the golf swing in the world, McClean has written many books and DVDs. He lives in Miami, FL.

## MARKETING & PUBLICITY

- National Print Media Campaign



# Break Through Your Set Point

HOW TO FINALLY LOSE THE WEIGHT YOU WANT AND KEEP IT OFF

George L. Blackburn, M.D., Ph.D.,  
with Julie Corliss

Finally, the answer that frustrated dieters are looking for—how to overcome their weight-loss plateaus and lose weight for good

Ever notice that dieters always seem to have success losing that first 10, 20, or even 30 pounds? But then frustration sets in as those final pounds and inches become increasingly harder to lose. This is where many diets fail. No matter how hard many dieters work, they can't seem to nudge the number of the scale further down, and often end up gaining back the weight they lost.

In *Break Through Your Set Point*, Dr. George Blackburn argues that this natural set point is not a dead end, but the first step in losing weight the right way. He introduces a 10 Percent Plan, in which the reader loses weight in stages. The idea is to lose 10% of one's body weight and remain at that new weight for a few months. The body then adapts and "resets" its set point, enabling further weight loss.

Blackburn's easy to understand, science-based approach will ultimately help dieters successfully lose the weight for good.



**George L. Blackburn, M.D., Ph.D.**, associate professor of surgery and nutrition, is the S. Daniel Abraham Chair in Nutrition Medicine at Harvard Medical School. He has trained more than 100 fellows in applied and clinical nutrition and has published widely on a variety of topics. He lives in Boston, MA.



**Julie Corliss** is a medical writer with more than 16 years of experience in consumer health issues. She lives in Arlington, MA.



## HEALTH & FITNESS: WEIGHT LOSS

978-0-06-128868-5  
\$15.95 (\$17.25 Can.)  
320 pages; 5<sup>5</sup>/<sub>16</sub> x 8; 10-25 line illustrations  
Carton Quantity: 60  
Selling Territory: W  
Publishing History:  
Collins  
(hc) (978-0-06-128867-8)  
**TRADE PAPERBACK**  
e-book available

## MARKETING & PUBLICITY

- National Print Campaign



**SMITHSONIAN**  
—  
**DISTRIBUTION**

# A Guide to Smithsonian Architecture

Heather Ewing and Amy Ballard

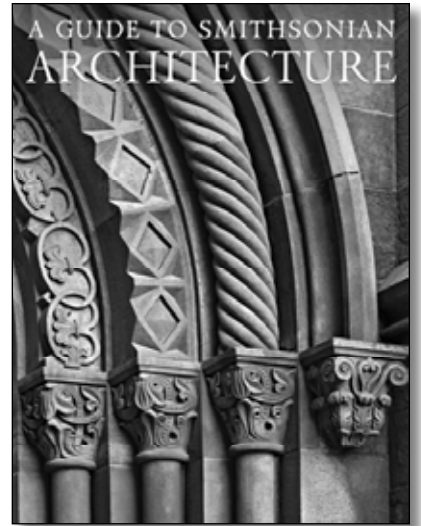
A beautifully illustrated guide to the remarkable buildings of the Smithsonian Institution

The buildings of the Smithsonian Institution not only contain impressive collections; they are themselves icons of great cultural significance, many of them part of the historic National Mall. The Smithsonian's unique buildings illustrate the changing styles and sensibilities of America as an evolving nation. Representing the work of major architects, each building evokes a specific time in history: the mid-19<sup>th</sup>-century turreted Castle, the sky-reflecting mid-century modern Air and Space Museum, and the golden, undulating, 21<sup>st</sup>-century American Indian Museum.

This guide covers the Smithsonian's buildings on the National Mall and in the Washington, D.C., environs, New York City, and its research facilities throughout the world. With 200 black-and-white photographs, interesting anecdotes, and secrets from more than a century and a half of history, this fascinating book offers a new narrative on the world's largest museum and research complex.

- Produced in conjunction with the Smithsonian's Office of Architectural History and Historic Preservation. Proceeds from the sale of this book will go towards a new fund for the preservation of the Smithsonian's "largest collection"—its buildings."

**Heather Ewing** is the author of *The Lost World of James Smithson: Science, Revolution, and the Birth of the Smithsonian*. She lives in New York City. **Amy Ballard** is senior architectural historian in the Smithsonian's Office of Architectural History and Historic Preservation.



## ARCHITECTURE

978-1-58834-261-4

\$14.95 (\$16.25 Can.)

176 pages; 7 x 9¼; 200 b&w photographs

Carton Quantity: 32

Selling Territory: W


TRADE PAPERBACK

## MARKETING & PUBLICITY

- Cross-Promotion with the Smithsonian's Office of Architectural History and Historic Preservation
- Smithsonian Institution Member Outreach





 Smithsonian Books

# The Scurlock Studio and Black Washington

PICTURING THE PROMISE

The National Museum of African  
American History and Culture and The  
National Museum of American History

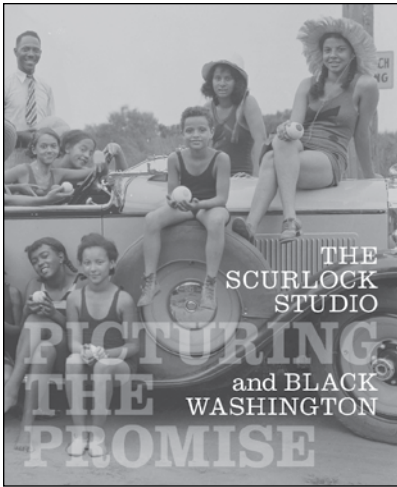
A rich Smithsonian photographic collection that  
focuses on the history, life, and culture of  
Washington, D.C.'s black community

Addison Scurlock and his sons, Robert and George, docu-  
mented Washington, D.C.'s African American community  
in photographs for 90 years, capturing special events, and  
creating portraits of leaders, luminaries, newsmakers, and  
everyday folks that have become iconic images of black life  
in the nation's capital.

The photographs illuminate the rich social, cultural,  
educational, and economic life that was at the heart of black  
Washington even during a time of rigid segregation. After  
integration, they depict the complexities and repercussions  
facing these same communities through the 1960s and  
'70s. The images offer proof of Washington, D.C.'s vital  
African American community and its pivotal role in the  
struggle for racial equality in America.

- Companion volume to the exhibition of the same name opening  
at the National Museum of American History in winter 2008.

**The Scurlock Studio Collection** at the National Museum of American  
History is an invaluable resource, providing not only a singular  
depiction of Washington, D.C.—one of the most important African  
American urban communities—but also an important lens into the  
visual construction of a modern black identity.



## PHOTOGRAPHY: HISTORY

978-1-58834-262-1

\$35.00 (\$38.00 Can.)

192 pages; 9 x 11; 100 b&w photographs

Carton Quantity: 10

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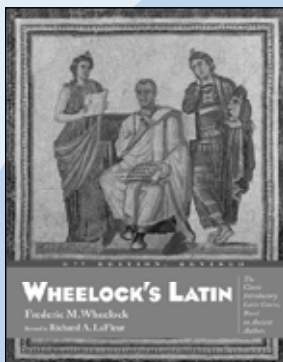
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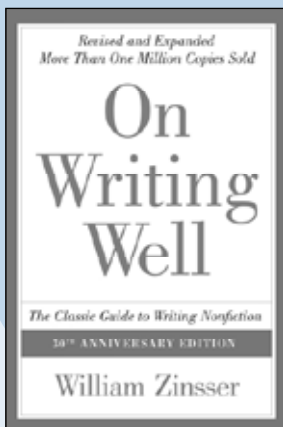


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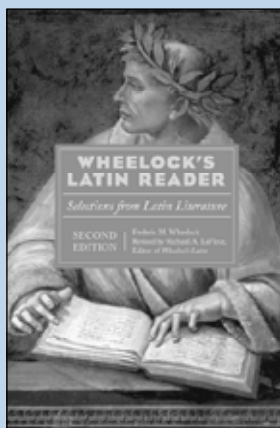
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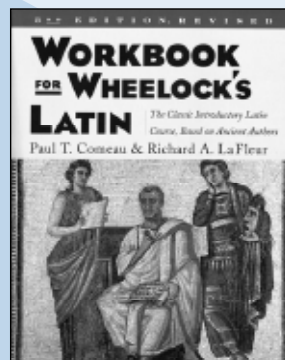
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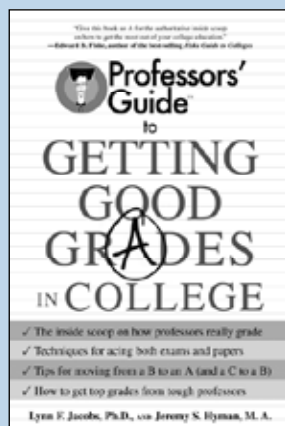
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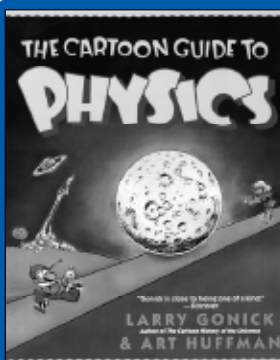
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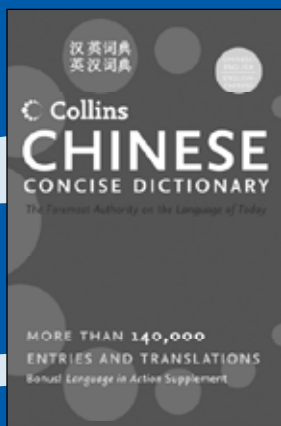


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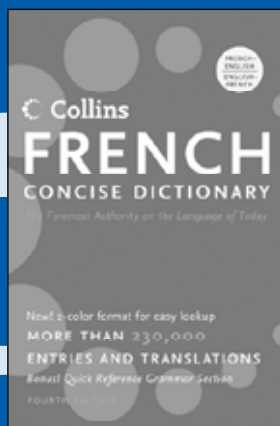
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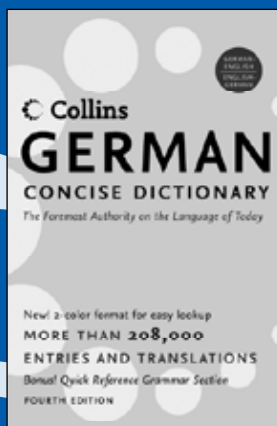
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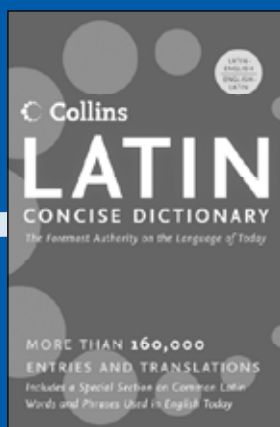
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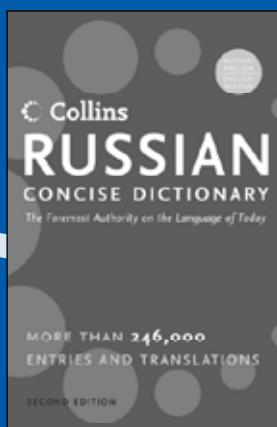
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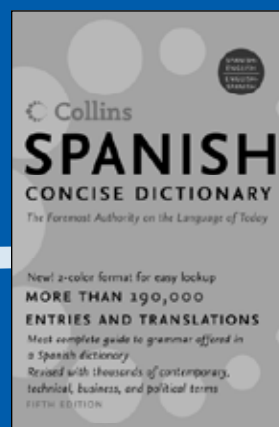
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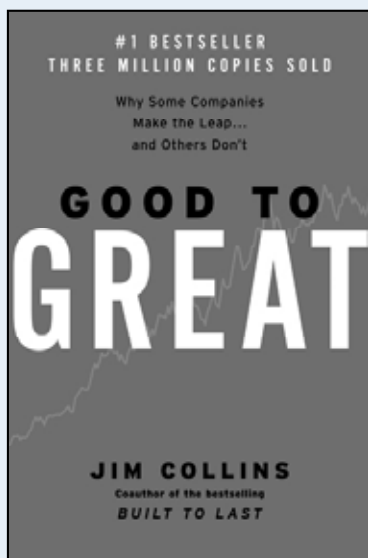
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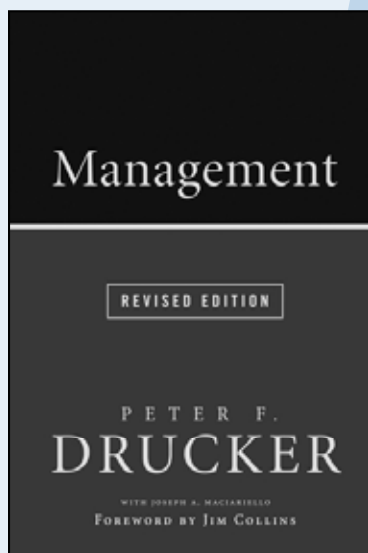
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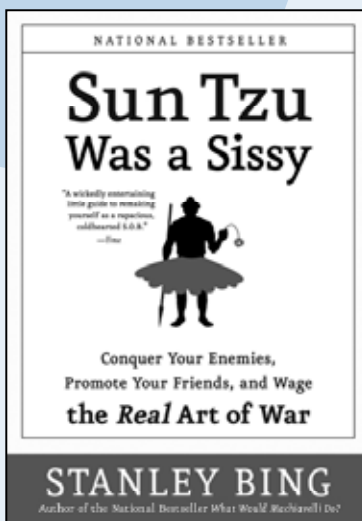
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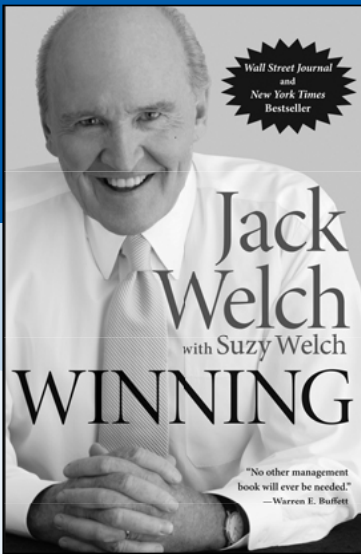
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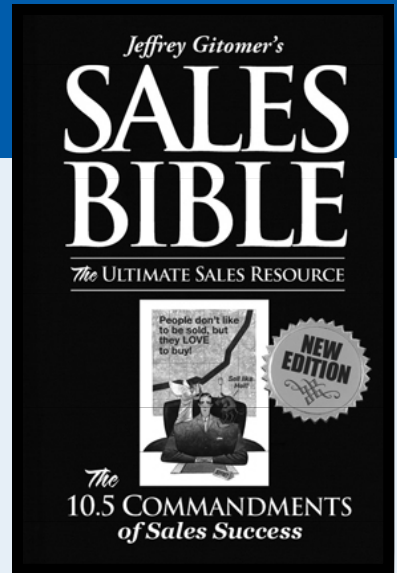
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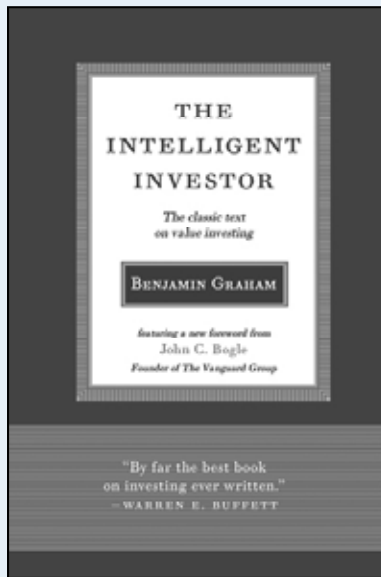




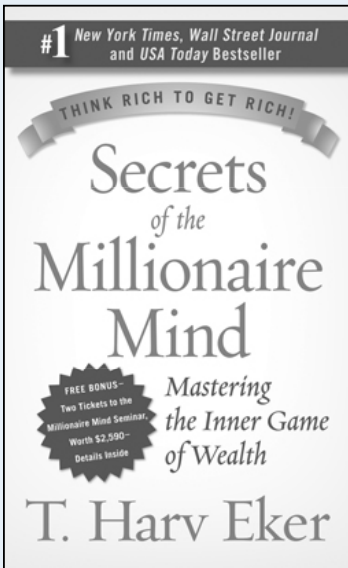
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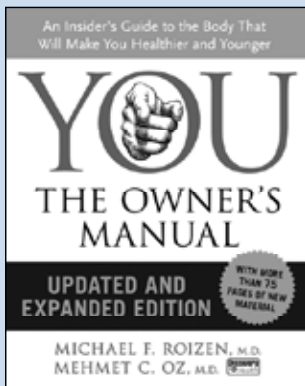
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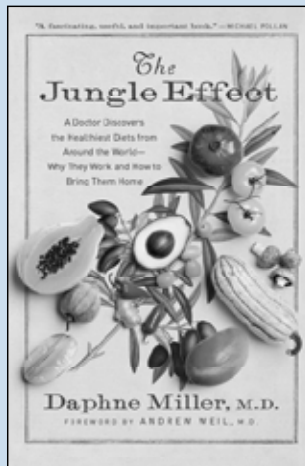
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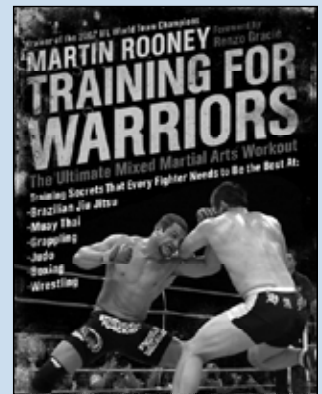
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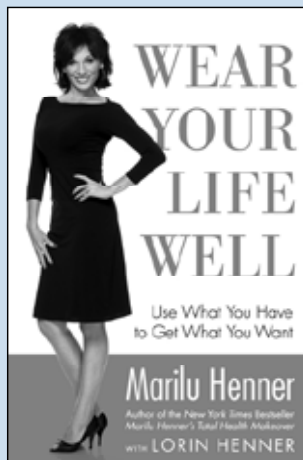
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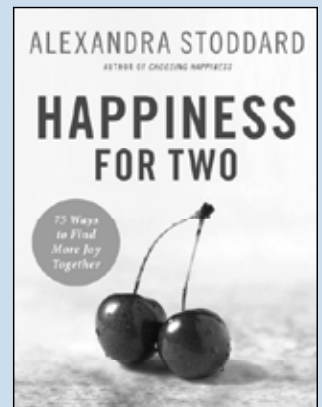
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# GOTHIC LOLITA PUNK

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**A valuable how-to guide for aspiring artists that showcases the cutting-edge vanguard of gothic Lolita and punk drawing**

*Gothic Lolita Punk* is the ultimate guide to creating lifelike characters in this highly popular anime and manga aesthetic. Featuring the top artists in this field, each profile includes detailed explanations of their techniques, with guidelines that help any aspiring artist create characters inspired by their favorite illustrators. Beautifully designed, *Gothic Lolita Punk* also includes a biography of each artist and a visual library of their most engaging and representative works. For readers new to this style of drawing, the book also features a glossary of terms that help to explain this internationally popular movement.

From Sweet Lolita fashions to the bats, teddy bears, and Super Dollfies that help accessorize them, *Gothic Lolita Punk* will help any aspiring artist create beautiful and unique art.

**Rico Komanoya** is the owner of ricorico, a Tokyo-based editorial group involved in the production of books on comic art and manga.

### Art

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# HIGH VOLTAGE TATTOO

KAT VON D

**Charismatic Kat Von D—the star of The Learning Channel's number-one program, *L.A. Ink*—offers up a rich view of contemporary tattoo culture, as only a true insider can**

*High Voltage Tattoo* is a graphic perspective on today's global tattoo culture by one of the most talented and popular artists working today. Designed in a style that is reminiscent of a one-of-a-kind handmade artist's book—with a mix of pencil sketches, pen and ink drawings, handwritten notations, ornate detailing, and full-color photography by Lionel Deluy—it is the most dynamic book on tattooing ever published.

*High Voltage Tattoo* traces Kat's career as an artist, from early childhood influences to recent work, along with examples of what inspires her, information about the show and her shop, her sketches, and personal tattoos. The book profiles and showcases the work of artists Kat has selected from all over the world, her interviews with people who have compelling tattoos and stories, and images of extraordinary tattoo work. Kat has also created numerous visual portfolios throughout the book to showcase a range of relevant subjects, from the black and gray portrait work for which she is famous to popular tattoo themes, such as the rose, city names, and mythology.

- This collectible volume includes a bound-in sheet of temporary tattoos that Kat has designed especially for the book as well as a book jacket that unfolds to a large poster of Kat herself.
- The publication of this book coincides with Kat's rock and tattoo extravaganza, Musink, which will tour the United States beginning in January 2009.

**Kat Von D** is a tattooer and the star of The Learning Channel's *L.A. Ink*, the network's number-one-rated program for the 2007 and 2008 seasons. The highly popular show will enter its third year in 2009. Kat's makeup line launched with Sephora in June 2008, and she is also working on a line of apparel and starting her own eponymous magazine. She holds the Guinness World Record for doing the most tattoos (400) in a 24-hour period. Her tattoo shop, High Voltage, is in Hollywood, where she lives.



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# THE STREET ART BOOK

## Behind the Scenes

RIC BLACKSHAW AND LIZ FARRELLY

**An inside look at the artwork and the studios of many of the world's most talented street artists**

*The Street Art Book* is a unique look at street art from the perspective of the innovative artists who are leaders in this field. From the neighborhoods that inspire their work to the studios where they create their pieces, this lushly photographed and intimate study of urban art also examines the materials, tools, and techniques that each individual artist uses to realize their vision. Featuring many of the biggest names in the street art world today including Miss Van, Blek le Rat, Michael De Feo, and Scrawl Collective, *The Street Art Book* is a fascinating look at this international movement that will not only appeal to art historians and pop culture enthusiasts, but will also serve as inspiration for burgeoning young artists and graphic designers.

**Ric Blackshaw** is an internationally-celebrated writer and designer. He set up and runs the Scrawl collective, a hybrid illustration and design agency, curatorial service, and online gallery, and has written for a variety of design magazines around the world.

**Liz Farrelly** is a writer, editor, and curator, specializing in the fields of graphic design, 3-D design, and visual culture.



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**Àgata Losantos** is a writer who specializes in illustrated books. She has worked with with several publishing houses editing books related to travel, architecture, and design.

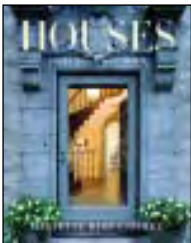


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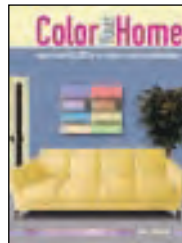
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**Montse Borràs** is an architecture, design, and interior decorating specialist. He is the author of *The New Apartment* and *City Lofts*.

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- Featuring a foreword by acclaimed sci-fi novelist and scriptwriter William Gibson.

**Alex Summersby** is a writer and editor for the Photoshop Focus Guide Series. He is a former editor of several graphic design publications, including *MacFormat*, *Digital Photography Techniques*, and *Computer Arts Projects*, and is a collector of sci-fi art and memorabilia.



Science Fiction/Pop Culture

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**Roger Dean** is an internationally respected fantasy artist, best known for his surreal watercolor illustrations on the cover of record albums. His portfolio includes covers for YES, Pink Floyd, Gentle Giant, Atomic Rooster, Greenslade, Asia, and Osibisa. He lives in Brighton, England.

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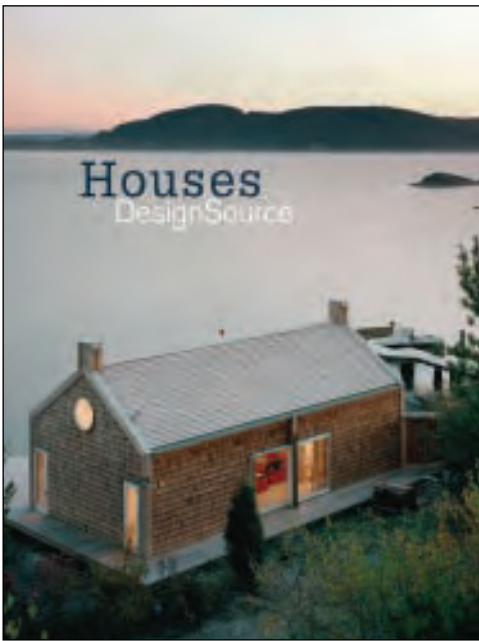


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**Julio Fajardo** is the author of several travel guides and an architecture and interior design editor.

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James de la Vega has been described by the *New York Times* as “a hybrid between a street kid and an Ivy League guerrilla performance artist.” Political and whimsical, each piece has a distinct agenda, communicated through de la Vega’s trademark “street philosophy”—the inspirational or ironic aphorisms that accompany many of the paintings.

*Become Your Dream* collects de la Vega’s vibrant and surprising street murals and sketches, along with his studio paintings. From fish trapped in separate glass bowls staring longingly at each other, to Fidel Castro wearing a Che Guevara shirt and a New York Yankees baseball cap, with the caption *Even Fidel is a Yankee*, de la Vega’s works will resonate with anyone captivated by the art of the street.

**James de la Vega** is New York’s best-known street artist. Born and raised in Spanish Harlem, he spent four years as an elementary school teacher in New York City’s public school system before turning to his artwork full time. He maintains a studio in Spanish Harlem and a store in New York’s East Village, and lives with his daughter in the Bronx.

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Journalist and editor **Christian Campos** specializes in writing about design, comics, illustration and music. He is the editor-in-chief of trend-setting *H Magazine*, and regularly contributes to publications such as *Rolling Stone* and *Man*. He is the author of *Digital Illustration*, *Product Design Now*, and *Plastic*.

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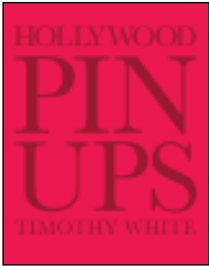
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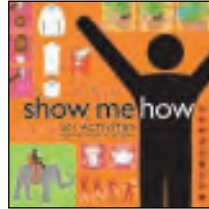
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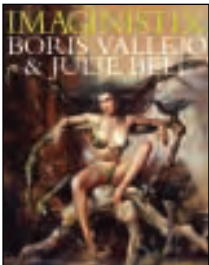
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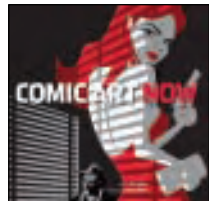
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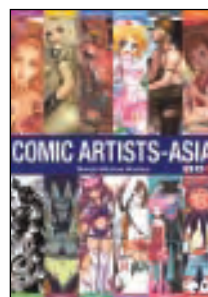
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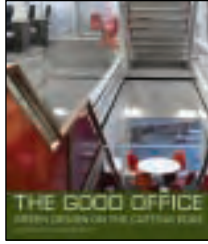


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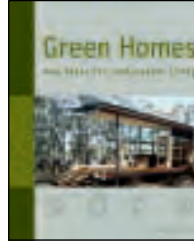
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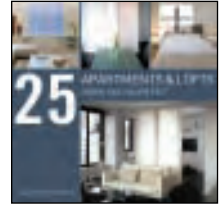
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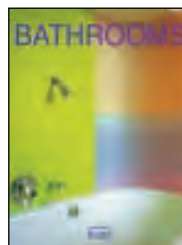
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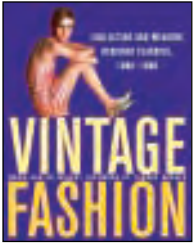


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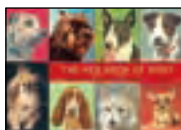
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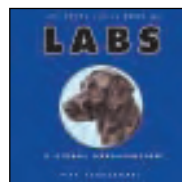
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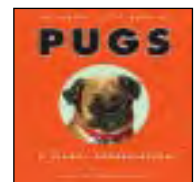
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# Index

*150 Best Kitchen Ideas* 86  
*21 Pounds in 21 Days* 43

## A

*Access London* 11e 46  
Acuff, Daniel S. 92  
*alibaba* 22  
*Aspire Higher* 62  
Avery, Martha 22

## B

Ballard, Amy 73  
Bandeled, Asha 10  
*Barbie and Ruth* 14  
*Bardisms* 34  
*Baseball Talmud, The* 32  
Bauer, Joy 7  
*Be Amazing* 55  
*Become Your Dream* 90  
Berland, Michael 26  
*Best-Loved Chinese Proverbs, 2nd Edition* 44  
*Big Book of Bags, Labels and Tags, The* 91  
*Big Book of Interiors, The* 85  
*Big Book of Self Promotion, The* 91  
Blackburn, George L. 71  
Blackshaw, Ric 84  
*Boomers Guide to a Great Retirement, The* 50  
Borràs, Montse 86  
Boser, Ulrich 20  
*Break Through Your Set Point* 71  
*Breaking the Slump* 28  
Brisman, Judith D. 52  
Brodowsky, Pamela 58  
Buchholz, Todd G. 66  
*Bulletproof Your Job 4*  
*But Wait... There's More!* 35

## C

Campos, Christian 91  
*Career Building* 69

Carter, David E. 91  
*Cartoon History of the Modern World, Part 2, The* 64  
*Complete TurtleTrader, The* 56  
Corliss, Julie 71  
Covel, Michael W. 56

## D

De La Vega, James 90  
Dean, Roger 88  
DeLuz, Roni 43  
Dickson, Paul 36  
Ditcheck, Stuart H. 53  
*Do I Have To Wear White?* 59  
*Don't Panic, Third Edition* 51  
Drucker, Peter F. 45  
*Dump 'Em* 65  
Dunn, Rob 8  
Dychtwald, Ken 19

## E

Ebbesmeyer, Curtis 33  
Edelstein, Barry 34  
Editors of  
CareerBuilder.com 69  
Editors of Mental Floss 55  
*Eight Step Swing Third Edition, The* 70  
Epstein, Daniel Mark 15  
*Every Living Thing* 8  
Ewing, Heather 73

## F

Fajardo, Julio 89  
Farrelly, Liz 84  
Fenster, Julie M. 38  
*Financially Ever After* 63  
*Flotsametrics and the Floating World* 33  
Friedman, Russell 57

## G

Gardner, David 6

*Gardner Heist, The* 20  
Gardner, Tom 6  
Gerber, Robin 14  
Gilmarten, Jim 92  
Gonick, Larry 64  
*Gothic Lolita Punk* 82  
Graham, Valerie 67  
Greenfield, Russell H. 53  
*Grief Recovery Handbook, 20th Anniversary Expanded Edition* 57  
*Guide to Smithsonian Architecture, A* 73

## H

*Healthy Child, Whole Child* 53  
Hester, James 43  
*High Voltage Tattoo* 83  
*Houses: DesignSource* 89  
*How To Love Like a Hot Chick* 41  
Huffman, Alan 37  
Hull, Raymond 29

## I

*I Had to Row Across the Ocean* 31  
*Illustrators* 50 92  
*In-N-Out Burger* 30

## J

James, John W. 57  
Jarvis, Jeff 11  
Johnson, Avery 62  
Johnson, Roy S. 62

## K

Kerner, Ian 48, 49  
Komanoya, Rico 82

## L

*Lasting Lessons from the Corner Office* 66  
Lau, Theodora 44  
Lengel, Edward G. 68  
*LIFE Diet, The* 7

*Lincoln's Men* 15  
Lipper, Jodi 41  
Liu, Shiyong 22  
Lobdell, William 21  
Losantos, Agata 85  
*Losing My Religion* 21  
*Love in the Time of Colic* 48

## M

Maciariello, Joseph A. 45  
*Mama Rock's Rules* 67  
*Management Cases, Revised Edition* 45  
*Management Vs. Marketing* 18  
*Market Smart* 92  
McClure, Tori Murden 31  
McLean, Jim 70  
Megdal, Howard 32  
*Mind Set!* 42  
*Motley Fool Million Dollar Portfolio, The* 6

## N

Naisbitt, John 42  
Niman, Nicolette Hahn 23  
National Museum of African American History and Culture 74  
National Museum of American History 74

## O

Opdyke, Jeff D. 63

## P

Perman, Stacy 30  
*Peter Principle, The* 29  
Peter, Laurence J. 29  
Philbin, Tom 58  
Pond, Jonathan D. 50  
Post, Anna 59

## R

Raykeil, Heidi 48  
Reed, Paula 12

Ries, Al 18  
Ries, Laura 18  
*Righteous Porkchop* 23  
Roberts, Jimmy 28  
Rock, Rose 67

## S

Schoen, Douglas E. 26  
*Sci-Fi Art* 87  
Scigliano, Eric 33  
*Scratch Beginnings* 16  
*Scurlock Studio and Black Washington, The* 74  
Seigel, Dave 92  
*Secret Code of Success, The* 13  
*Sex Recharge* 49  
Shepard, Adam 16  
Siegel, Michelle 52  
Smithsonian Lemelson Center for the Study of Invention and Innovation 38  
Society of Illustrators, The 92  
*Something Like Beautiful* 10  
Speyer, Jodyne L. 65  
*Spirit of Invention, The* 38  
St. John, Noah 13  
Steavenson, Wendell 24  
Stern, Remy 35  
*Street Art Book, The* 84  
*Style Clinic* 12  
Sullivan, Robert 27  
*Sultana* 37  
Summersby, Alex 87  
*Surviving an Eating Disorder, Third Edition* 52

## T

*This Glorious Struggle* 68  
*Thoreau You Don't Know, The* 27  
*Today's Moms* 61  
*Two Minutes to Glory* 58

## U

Ukra, Mark 40

*Ultimate Tea Diet, The* 40  
*Unwritten Rules of Baseball, The* 36

## V

*Views* 88  
Vincent, Cerina 41  
Viscusi, Stephen 4  
Von D, Kat 83

## W

*Weight of a Mustard Seed, The* 24  
Weinshel, Margot 52  
*What Makes You Tick?* 26  
*What Would Google Do?* 11  
Wilson, Reid 51  
*With Purpose* 19  
*World's Biggest Market, The* 22  
Wurman, Richard Saul 46

## Y

Ybarbo, Alicia 61

## Z

Zoellner, Mary Ann 61

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