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BENBELLA BOOKS



# Spring 2010

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# What If? and Why Not?

## How to Transform Your Fears Into Action and Start the Business of Your Dreams

JEN GROOVER

Starting your own business is hard. But the biggest obstacles often have less to do with time and money, and more to do with fear and doubt.

In *What If? and Why Not?* serial entrepreneur and small business advocate Jen Groover—creator of the Butler Bag and creator and host of Launchers Café, an online community for entrepreneurs—shows you how to transform your fears into action by rethinking the negative questions that can lead to failure before you even get started.

Being an entrepreneur, Groover says, isn't just about selling a product. It's about personal growth—about taking your vision and bringing it to fruition, and about always pushing yourself to take that vision further.

Groover walks you step by step through 10 negative “What If?” questions—What if I don't know what I'm doing? What if I don't have the money? What if I fail?—and how to turn them around by asking yourself: What if I can learn? What if I don't need much money? What if I succeed? She also asks “What Not?”: Why not find a mentor or take a class? Why not ask for investors? Why not try?

With dozens of personal stories from successful entrepreneurs in areas as diverse as dog-walking and handbag-invention, plus practical advice for every step of your journey, *What If? and Why Not?* will inspire you to launch the business of your dreams.

### OF NOTE

Creator of the popular Butler Bag, author Jen Groover has:

- ♦ Signed a deal to sell handbags and accessories in 3,400 Wal-Marts, 800 K-Marts and 500+ Sam's Clubs around the U.S. and Canada
- ♦ Signed major licensing and development deals with two accessory and retail powerhouses
- ♦ Established herself as an innovator and national brand in such areas as children's development products, apparel, jewelry, paper products and toys
- ♦ Become the national spokeswoman for Girls Take Charge
- ♦ Created LaunchersCafe.com, an interactive online community for ambitious entrepreneurs and startup companies
- ♦ Co-produced (with KingFish Productions) a reality program titled “Launchers,” currently in production for BRAVO, TLC or E!
- ♦ Become a weekly guest on the popular program Fox News' “The Strategy Room”

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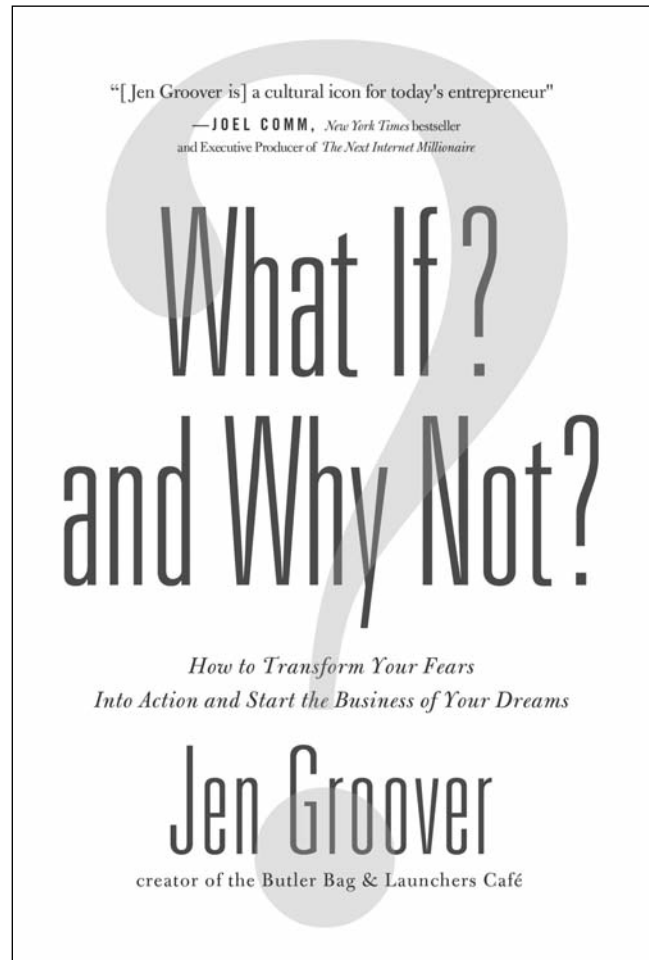
\$24.95 US/\$31.95 CAN  
BUSINESS – ENTREPRENEURS  
WORLD X UK  
MARCH 2010



Tagged as a leading “Serial Entrepreneur” by Entrepreneur Magazine, JEN GROOVER's name has become synonymous with innovation and entrepreneurship.

Jen founded the Butler Bag Company, one of the fastest growing handbag brands in history. She is a regularly featured business and lifestyle expert for Fox News' “The Strategy Room,” ABC's “Money Matters,” CBS' “The Early Show,” CNBC's “The Big Idea with Donny Deutsch,” and Better TV and a contributor to The Huffington Post.

Butler Bag creator and  
Launchers Café host  
Jen Groover's inspiring  
guide for budding  
entrepreneurs who  
want to move past  
their fears and find  
business success



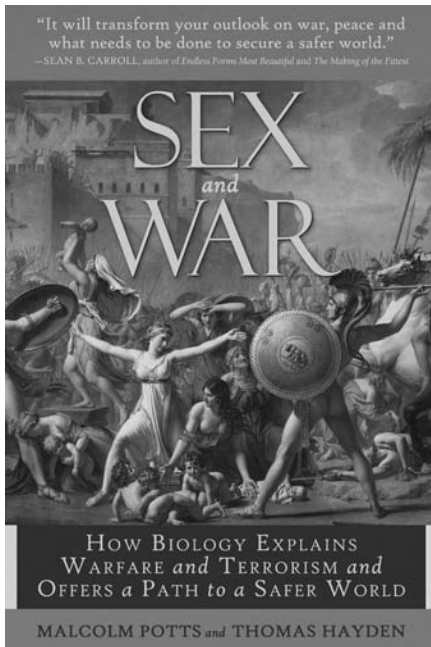
Jen also created and hosts Launchers Café—a cutting-edge entrepreneurial, multimedia and interactive brand.

She received the Momentum Award from Ceslie Network/Ceslie.com recognizing her as one of the brightest women in business and is the 2009 Honoree for the Women's Venture Fund for being a role model and advocate for female entrepreneurs.

# Sex and War

## How Biology Explains Warfare and Terrorism and Offers a Path to a Safer World

MALCOLM POTTS AND THOMAS HAYDEN



*Sex and War* asks the basic questions: Why is war so fundamental to our species? And what can we do about it?

Scientist Malcolm Potts and journalist Thomas Hayden combine rich personal experience and research with an illuminating analysis of warfare and terrorism to show that aggression against our own species is primarily a male behavior, rooted in deep evolutionary impulses and predispositions. Battling neighboring groups of humans helped our male ancestors—the victors in early raids and wars—to survive and outcompete their rivals.

*Sex and War: How Biology Explains Warfare and Terrorism and Offers a Path to a Safer World* draws on a wealth of archaeological, historical and biological sources to trace the origins of warfare, terrorism, slavery, sexual repression and the subjugation of women through history.

*Sex and War* is the first serious attempt not only to understand the origins of war and terrorism, but also to use our emerging knowledge of human evolution to lay out a rational roadmap toward greater peace and security.

### MARKETING

♦ Cloth version of *Sex and War* has been featured in *Newsweek*, *The Toronto Star*, *The Washington Post Book World*, *The Globe and Mail*, and on *Wired.com* and several NPR stations across the United States and Canada

♦ Endorsed by Jane Goodall

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SCIENCE  
WORLD X UK  
MARCH 2010



**MALCOLM POTTS**, MB, BChir, PhD, FRCOG, is the Fred H. Bixby Professor of Population and Family Planning at the University of California, Berkeley.

**THOMAS HAYDEN** is a former staff writer at *Newsweek* and *U.S. News & World Report*, and his articles and reviews have appeared in more than a dozen publications, including *National Geographic*, *Nature* and *The Washington Post*.

# Ardeur

## Essays on the Anita Blake, Vampire Hunter Series

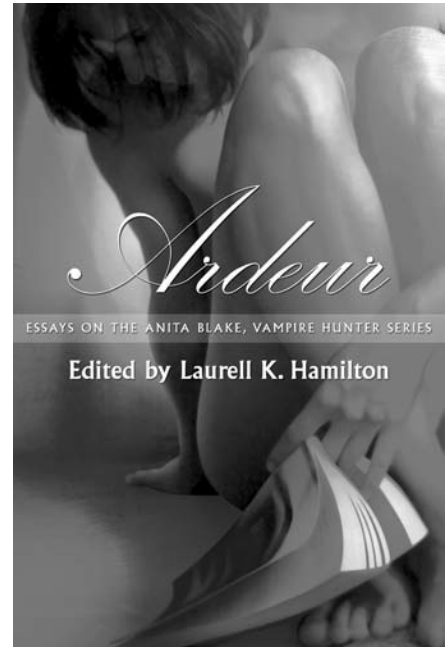
EDITED BY LAURELL K. HAMILTON

A scintillating collection of essays on the No. 1 New York Times bestselling Anita Blake, Vampire Hunter series, edited by series author Laurell K. Hamilton

Laurell K. Hamilton's Anita Blake, Vampire Hunter series is a literary sensation, thanks to its strong female hero, well-fleshed (both literally and literarily) characters and unabashed attitude toward sex. The world Hamilton has created is powerfully compelling and stunningly complex—and it gets deeper, richer and more perilous with every book.

Straddling the series' dominant themes of sex and power, *Ardeur* gives Anita fans a deeper look into the dynamics, both personal and political, that have kept readers fascinated throughout the run of the series. Why is the ardeur the very best thing that could have happened to Anita, personally (aside from all the sex it requires her to have with hot men)? How is Anita's alternate United States a logical legal extension of our own? And as the series continues, what other bargains might Anita have to make with herself and others in order to keep the people she loves safe from harm?

The collection includes essay introductions by Hamilton, giving context and extra insight into each essay's subject.



### MARKETING

- ♦ Series writer Laurell K. Hamilton is the editor of *Ardeur*
- ♦ Heavy Internet marketing to fan sites and communities

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224 PAGES

\$14.95 US/\$18.95 CAN  
LITERARY CRITICISM  
WORLD X UK  
APRIL 2010

LAURELL K. HAMILTON is the New York Times bestselling author of the Anita Blake, Vampire Hunter series and the Merry Gentry series.



# Stealing Greatness

## How Steroids Wrecked Baseball's Record Book

JOHN D. CAPPELLO

*“Baseball fans, some of whom serve in Congress, justifiably want to look out for baseball’s statistical record, to protect the heroic from the fake. Yet the tragedy derives not from the fact that the game’s venerated statistics are affected by steroids. It’s that they will never really tell us whose, or how.”*

— Alan Schwarz, author of *The Numbers Game: Baseball’s Lifelong Fascination with Statistics*

It’s generally agreed that the level of impact steroids have had on baseball statistics—as well as who used—is impossible to estimate. But not anymore. A new analysis by baseball statistician John D. Cappello allows us to not only quantify the impact of steroids but to identify specific players whose statistics raise suspicions of steroid use.

Cappello’s analysis of more than 100 years of statistics show that, once a baseball player reaches the age of 28, it is virtually impossible for him to significantly improve his home run hitting ability. Even the best players in baseball history—players like Hank Aaron, Willie Mays and the legendary Babe Ruth—experienced only modest gains, if any. Yet in the 1990s, the best ballplayers started hitting home runs up to 200 percent faster than their younger selves . . . with no clear explanation as to why.

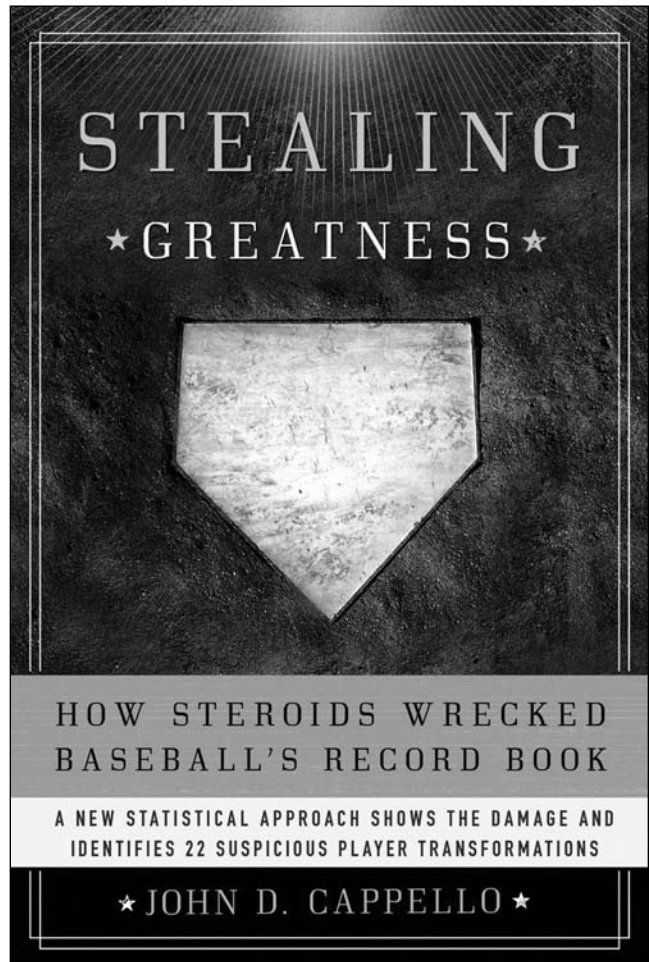
In *Stealing Greatness*, Cappello profiles the 22 players his analysis found to be “Career Transformers”: Barry Bonds, Mark McGwire, Rafael Palmiero and 19 others who, in mid-career, inexplicably became unrecognizably superior players.

Lyricaly written with a deep knowledge of and profound appreciation for the game, *Stealing Greatness* demonstrates the likely extent of steroids’ impact on the record book and discusses how best to judge the accomplishments of a generation of players forever marked by the suspicion of the Steroid Era.



JOHN CAPPELLO received his bachelor’s and master’s degrees in computer engineering from Drexel University in Philadelphia. As president of Optimal Design, Inc., he has provided hardware design services to the broadband, telecommunication and medical industries since the early 1990s. Cappello’s most recent research presentations to the Society of American Baseball Research (SABR) are featured on his Web site [www.baseballengineer.com](http://www.baseballengineer.com). He lives with his wife and two children in South Jersey.

The debate over the impact of steroids on baseball is over: A new statistical approach clearly reveals the enormous impact steroids have had on the record book—and identifies 22 suspicious players



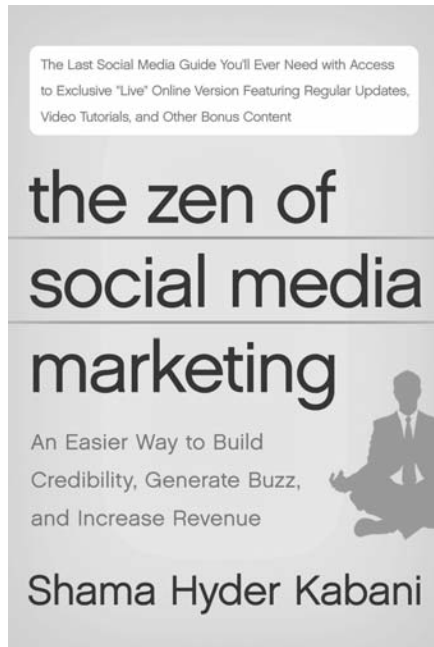
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SPORTS  
WORLD X UK  
MARCH 2010

# The Zen of Social Media Marketing

An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue

SHAMA HYDER KABANI



From LinkedIn to Twitter, it can seem impossible to know how to use all the social media services that the Internet offers, but if utilized in the right way, social media can be the platform for incredible success

Social media is a crucial tool for success in business today. People are already talking about your business using social media, whether you're using it or not. By becoming part of the conversation, you can start connecting directly to your customers, as well as finding new ones, easily and inexpensively spreading the word about your products or services.

But social media marketing isn't like traditional marketing—and treating it that way only leads to frustration. Let Shama Hyder Kabani, president of Web marketing firm Marketing Zen and social media expert, teach you the “zen” of social media marketing: how to access all the benefits of social media marketing without the stress!

*The Zen of Social Media Marketing* outlines the most popular social media tools, from Facebook to Twitter to LinkedIn, and teaches you how to use them, step by step. She provides proven strategies for success from the businesses she works with every day, along with shortcuts and tips to help you make the most of your time and energy.

*The Zen of Social Media Marketing* is also the last social media guide you'll ever need: with the physical book you also get access to the exclusive online edition, which includes regular updates and video extras to make sure you're always on top of the latest in social media.

## MARKETING

- ♦ Author Shama Hyder Kabani has a popular online presence, through her site [MarketingZen.com](http://MarketingZen.com)
- ♦ Kabani is an online marketing expert, who knows how to find success online and through social media sites
- ♦ Kabani was named one of the 10 Most Influential and Powerful Women in Social Media

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TRADE PAPERBACK ORIGINAL  
6 X 9  
200 PAGES

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WEB MARKETING  
WORLD X UK  
APRIL 2010



**SHAMA HYDER KABANI** is the founder of Marketing Zen, LLC, a full-service online marketing firm that serves clients around the world. Fast Company has dubbed her “an online marketing shaman and a millennial master of the universe.” She holds a Masters degree in organizational communication from the University of Texas at Austin, and she was named one of the 10 Most Influential and Powerful Women in Social Media by Immediate Influence Blog.

# Biocentrism

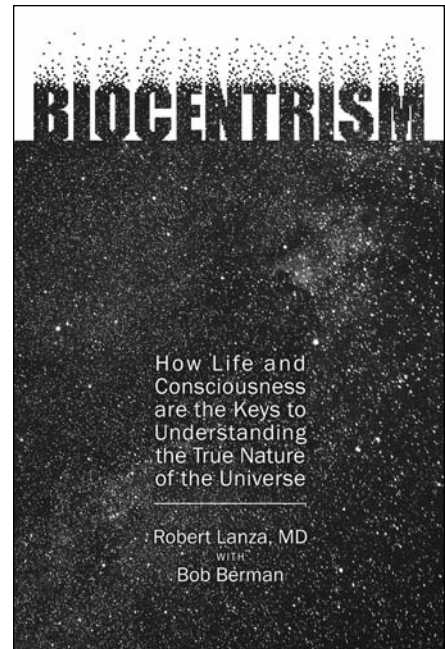
## How Life and Consciousness are the Keys to Understanding the True Nature of the Universe

ROBERT LANZA, MD, WITH BOB BERMAN

Our understanding of the universe is turned on its head in this brilliant title written by two of the nation's most influential scientists

Every now and then a simple yet radical idea shakes the very foundations of knowledge. The startling discovery that the world was not flat challenged and ultimately changed the way people perceived themselves and their relationship with the world. For most humans of the 15<sup>th</sup> century, the notion of Earth as a ball of rock was nonsense. The whole of Western, natural philosophy is undergoing a change again, increasingly being forced upon us by the experimental findings of quantum theory, and at the same time, moving toward doubt and uncertainty in the physical explanations of the universe's genesis and structure. *Biocentrism* completes this shift in worldview, turning the planet upside down again with the revolutionary view that life creates the universe instead of the other way around.

In this paradigm, life is not an accidental byproduct of the laws of physics. *Biocentrism* takes the reader on a seemingly improbable but ultimately inescapable journey through a foreign universe—our own—from the viewpoints of an acclaimed biologist and a leading astronomer. Switching perspective from physics to biology unlocks the cages in which Western science has unwittingly managed to confine itself. *Biocentrism* will shatter the reader's ideas of life—time and space, and even death. At the same time it will release us from the dull worldview of life being merely the activity of an admixture of carbon and a few other elements; it suggests the exhilarating possibility that life is fundamentally immortal.



### MARKETING

- ♦ Robert Lanza and Bob Berman are two well-known names among science journalists and followers
- ♦ The hardcover version of *Biocentrism* was abridged in *Discover* and on MSNBC.com. Articles featuring the book also ran on HuffingtonPost.com and Pajamas Media

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SCIENCE  
WORLD X UK  
MAY 2010

ROBERT LANZA, MD, has more than 1,000 published articles to his name, many of which he's penned as a columnist for *Discover Magazine* and *Astronomy Magazine*.

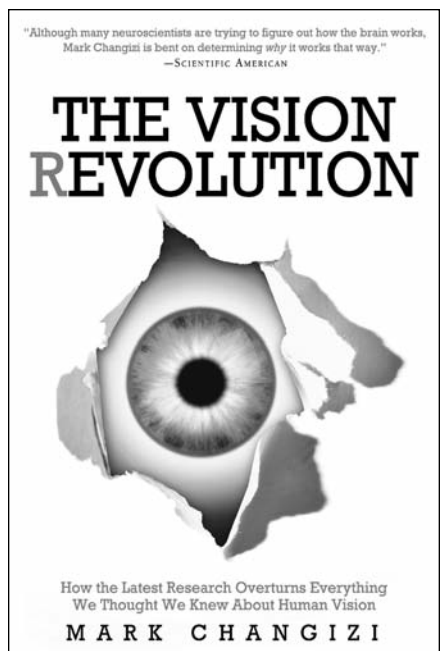
BOB BERMAN is one of the best-known and most widely read astronomers in the world. He's *Astronomy Magazine's* "Strange Universe" columnist.



# The Vision Revolution

How the Latest Research Overturns Everything We Thought We Knew About Human Vision

MARK CHANGIZI



*The Vision Revolution* reveals cutting-edge research into the field of human vision from leading evolutionary scientist and neurobiologist Mark Changizi

Primates evolved binocular vision (both eyes facing forward) so that they can see in three dimensions, critical as they jumped from branch to branch. Higher primates developed color vision to better hunt out ripe fruit. Optical illusions succeed because they exploit the limitations of our visual processing. Wrong!

All of these beliefs are false, as groundbreaking research by evolutionary scientist and neurobiologist Mark Changizi now reveals. Changizi's research centers on the "why" of human vision. Why do we have binocular vision? Why do we see in color the way we do? Why do optical illusions work? And why are we able to absorb information by reading a very new invention from an evolutionary perspective more readily than by hearing, which we've evolved to do over hundreds of thousands of years?

*The Vision Revolution* answers these questions and proves, with the detailed results of Changizi's fieldwork, that the answers are very different than traditionally believed. A radically new perspective of human vision is now emerging. *The Vision Revolution* is upon us.

## MARKETING

- ♦The hardcover version was reviewed in: Scientific American MIND, The Wall Street Journal and on Publishers Weekly's Web site and Barnes & Noble's Spotlight Review
- ♦There are more than 85 color pictures

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SCIENCE  
WORLD X UK  
JUNE 2010



Rensselaer/Mark McCarty

**MARK CHANGIZI** is an assistant professor of cognitive science at Rensselaer Polytechnic Institute. Dr. Changizi's research has been written up in more than 75 media outlets worldwide including Time Magazine, Newsweek, USA Today, Discover, New Scientist, Financial Times, Daily Telegraph, Scientific American, The Times of London, Natural History Magazine, Reuters, ABC News, MSNBC and FOX News.

# The 4 Habits of Healthy Families

Everything Your Family Needs to  
Get Healthy and Stay Healthy for Life

Featuring the Yes, No, Maybe So Food Choice Plan

AMY HENDEL

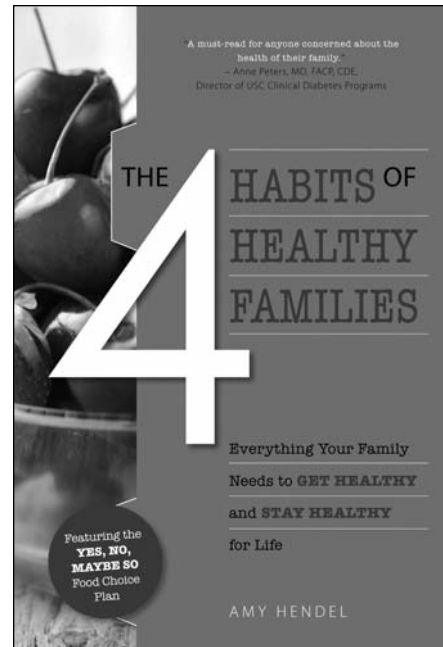
Author Amy Hendel shows readers how to make healthy new habits a part of everyday life, with sensible time-saving and budget-saving tips that can work for any family

A book has finally been written to address weight management and health in the family. *The 4 Habits of Healthy Families* will teach families of all shapes and sizes how to create meals that are healthy and enjoyable. Amy Hendel, lifestyle therapist and health expert, guides families through daily planning, preparation and proportion of food. But, what's more, Amy has fought obesity herself and is also a busy, working mother. She brings personal credibility and expertise to an easy-to-follow and practical health guide.

The benefits of improving your family's health don't stop at a healthier, better-feeling family. As you practice Amy's easy program, you'll find your family gathering around the dining-room table more often and seeking out healthy activities to enjoy together. Health will become the platform for a stronger and more closely knit family.

In addition to invaluable sidebars and tips, *The 4 Habits of Healthy Families* is filled with easy and delicious recipes, sample grocery store lists and a plethora of other suggestions to minimize time and maximize output in the kitchen.

*The 4 Habits of Healthy Families* offers a generous amount of support from an author who has fought—and beat—obesity in her own family. Amy Hendel is showing the joys and advantages of making health a family affair.



## MARKETING

- ♦ Author Amy Hendel has garnered impressive media coverage with her first book, *Fat Families, Thin Families*, including appearances on “The 700 Club,” “Good Morning America” and “The Early Show”

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HEALTH & FITNESS  
WORLD X UK  
JUNE 2010

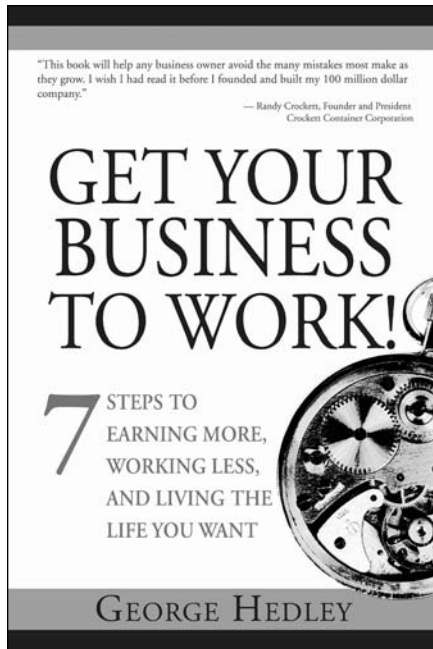
AMY HENDEL, R-PA, IDEA, ACSM, is a family lifestyle therapist, registered physician assistant, health expert, reporter, correspondent, producer and writer for a wide variety of media outlets. She reaches millions of people through guest spots on NBC's “Today,” Fox News and “The Early Show.” Currently Amy blogs for HealthCentral, a medical destination Web site and HealthCorps, Dr. Oz's philanthropic organization. As CEO of healthgal.com, her daily newsletter hits thousands of homes.



# Get Your Business to Work!

## 7 Steps to Earning More, Working Less and Living the Life You Want

GEORGE HEDLEY



For all small-business owners, here's a comprehensive blueprint to getting the life you want and the money to fund it

When entrepreneurs start their companies, they're excited to be on their own, land some customers and start making money. But as they grow, things get harder and, pretty soon, they are working harder and harder to keep the business afloat. They've been in business for several years but don't have much to show for their efforts except sour attitudes, tired bodies, more wrinkles, lots of aches and pains, less hair and more stress. In fact, they've lost their passion and have forgotten the real reason they went into business years ago—to get paid for doing something they love to do.

*Get Your Business to Work!* offers the small-business owner a complete step-by-step guide to realizing profits, wealth and freedom. Written in a fun, visually exciting style, *Get Your Business to Work!* provides an easy-to-follow approach to systematizing and managing your business, with a focus on building your business into a vehicle for achieving your personal goals and building personal wealth. Stop working for your business, and let your business work for you!

### MARKETING

♦George Hedley is a frequently hired speaker, as many as 25,000 people see him present keynote speeches or seminars every year

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BUSINESS  
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JUNE 2010



**GEORGE HEDLEY** owns a \$50 million construction and real estate development business as well as HARDHAT Presentations. Over the last five years, as a much requested popular professional speaker, George speaks 50 times per year to business audiences, conventions, associations and at company meetings. As many as 25,000 people see him present keynote speeches or seminars every year. George is based in Costa Mesa, Calif.

# Why Loyalty Matters

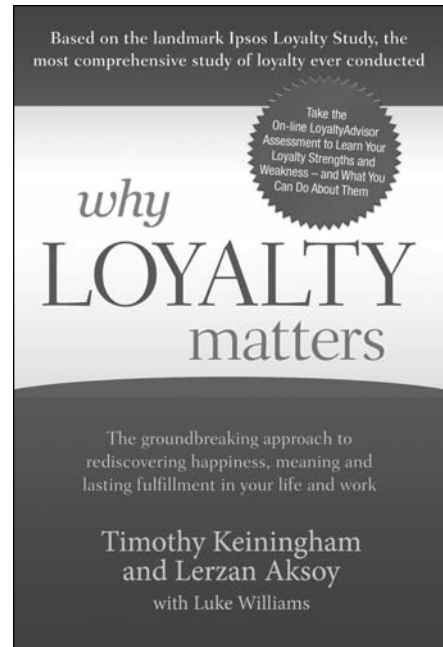
## The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work

TIMOTHY KEININGHAM & LERZAN AKSOY WITH LUKE WILLIAMS

Based on extensive consumer surveys, *Why Loyalty Matters* demonstrates the breakdown of loyalty in our society, why it matters and what we can do about it, with the support of Ipsos, one of the world's largest research companies and exclusive access to the LoyaltyAdvisor Web site

*Why Loyalty Matters* provides compelling insight into how our loyalties, large and small, lay the foundation for our happiness and determine the kind of world we live in. Businesses across the country are suffering in today's rocky economic times, and *Why Loyalty Matters* offers a convincing call for revolutionary change in the way we view and conduct our professional and personal lives. Renowned loyalty experts Timothy Keiningham and Lerzan Aksoy combine their own groundbreaking research with the leading thinking in philosophy, sociology, psychology, economics and management to provide breakthrough insight into the role that loyalty can and should play in our lives, at home and at work. The book presents evidence that loyalty is the prescription to the emptiness we feel in our lives, and to the increasing fragmentation we see in our communities through countless failing businesses.

*Why Loyalty Matters* offers a comprehensive guide to understanding what loyalty is, what it isn't and how to unlock its power. Examining the role of loyalty in all aspects of our lives, *Why Loyalty Matters* offers a new and potentially life-changing way to understand our innate need for loyalty, as well as our ability to sustain loyal relationships throughout our lives. *Why Loyalty Matters* is both a powerful contribution to the science of loyalty research and a gift to all those who lament the decline in loyalty we witness all around us and seek to build the foundation for lasting fulfillment.



### OF NOTE

- Authors contribute a regular column for Strategy Magazine and regularly tour the country giving lectures on the topic of loyalty

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BUSINESS  
WORLD X UK  
JULY 2010

**TIM KEININGHAM** is a world-renowned authority in the field of loyalty measurement and management and is the Chief Strategy Officer and Executive Vice President for Ipsos Loyalty, one of the world's largest research organizations.

**LERZAN AKSOY** is an acclaimed expert in the science of loyalty management. She is Associate Professor of Marketing at Fordham University, New York, N.Y.



# The Amazing Monarch

## The Secret Wintering Grounds of an Endangered Butterfly

WINDLE TURLEY

Each September, millions of monarch butterflies, each weighing only a few grams, begin a journey of up to 2,800 miles from Canada and the Northeast to Transverse Neovolcanic Mountains, 150 miles southwest of Mexico City. The monarch is one of the few insects capable of such a journey (it is capable of trans-Atlantic crossings as well). Amazingly, this migration only takes place every three to five generations, but, somehow, by the last week of October, they arrive at the same small groups of oyamel fir trees their ancestors populated the year before. The handful of roosting sites, located at about 10,000 feet altitude, may contain 20 to 30 million monarchs in a single site only a few acres in size.

In early March, the monarchs mate and start their journey back north. Along the way, the female lays her eggs on milkweed plants and dies. The eggs become larvae, or caterpillars, then pupas and transform into butterflies. These then mate and continue their journey, find another milkweed, lay eggs and die. They will have lived only 60 to 90 days. The process continues for 2,500 miles and three to five generations until they find their summer home in the North.

The wintering grounds of the monarch were unknown to outsiders until 1975. *The Amazing Monarch* captures a set of truly stunning pictures of the monarch, considered by many to be nature's most beautiful butterfly, in its rarely seen winter home.



978-1-935251-94-1  
CLOTH ORIGINAL  
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104 PAGES; FULL COLOR

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PHOTOGRAPHY  
WORLD X UK  
JUNE 2010



For the past 25 years, **WINDLE TURLEY** has traveled the world photographing wildlife, large and small. Orangutans in Borneo and gorillas in Africa, along with polar bears and butterflies, are only a few of the many subjects he has tracked. Exhibits of his works have been praised for their unique composition and character. When Turley is not taking pictures of wildlife, he is a practicing trial attorney in Dallas.

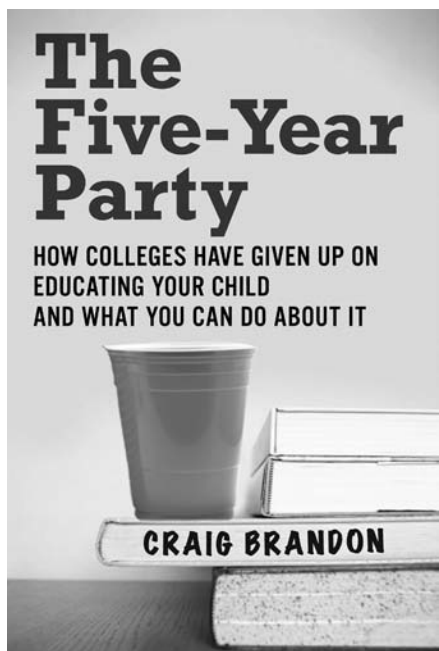
Awe-inspiring  
photographs from  
the rarely seen  
hidden wintering  
grounds of the  
monarch butterfly



# The Five-Year Party

## How Colleges Have Given Up on Educating Your Child and What You Can Do About It

CRAIG BRANDON



### MARKETING

- ♦ Author's blog receives 300 views a week
- ♦ Will include a list of "subprime" colleges parents should be cautious of

Former education reporter and college instructor takes readers inside today's colleges to reveal the widespread erosion of education—and how parents can protect their children

Colleges look much the same as they did five or 10 years ago, but a lot has changed behind the scenes. While some mixture of study and play has always been part of college life, an increasing number of schools have completely abandoned the idea that students need to learn or demonstrate that they've learned. Financial pressures have made colleges increasingly reluctant to flunk anyone out, regardless of performance, although the average length of time to get a degree is now five years, and for many students it's six or more. Student evaluations of professors—often linked to promotion and tenure decisions—have made professors realize that applying tough standards, or any standards, only hurts their own career progress.

The worst of these schools are the "subprime" colleges, where performance standards and accountability have been completely abandoned. Students enjoy a five-year party with minimal responsibilities while their parents pay the bills. And after graduation, former students are frequently unable to find work in their chosen fields, thanks to their school's reputation with employers, and unable to afford the payments on sizeable student loans.

The subprime colleges, which "teach" a significant percentage of college students, are only the tip of the iceberg. All colleges, even the most elite, have moved in this direction. If you are a parent sending your child to college, *The Five-Year Party* will give you critical information you need about what is really happening at your child's college, and what you can do to ensure help your child gets a real education.

978-1-935251-80-4

TRADE PAPERBACK ORIGINAL

6 X 9

288 PAGES

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EDUCATION

WORLD X UK

AUGUST 2010



**CRAIG BRANDON** is the author of five books and a former education reporter and college writing teacher. His writing has won awards sponsored by the Charles Stewart Mott Foundation, the National School Boards Association, the Associated Press and first prize in investigative reporting from the Education Writers Association. He lectures frequently on topics connected with his books and has appeared on the History Channel, PBS and "Unsolved Mysteries."

# Fit Soul, Fit Body

## 9 Keys to a Healthier, Happier You

MARK ALLEN AND BRANT SECUNDA; FOREWORD BY STEPHEN R. COVEY,  
AUTHOR OF *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*

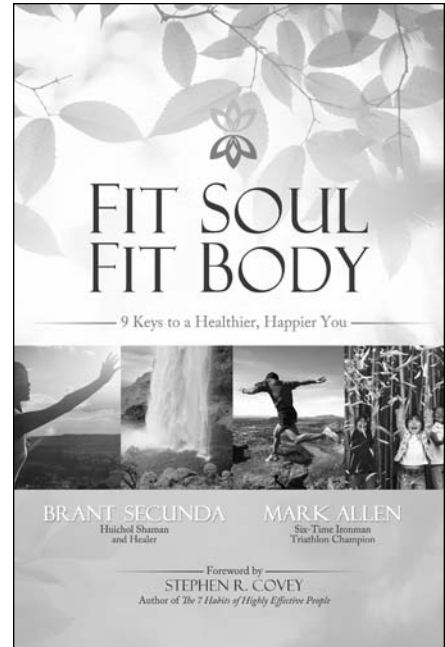
Legendary Ironman Mark Allen and world-renowned shaman Brant Secunda show you how to become truly fit from the inside out and take your life to the next level

Let's face it: fitness goes far beyond how long it takes to walk or run a mile. When you're stressed out, emotionally drained, overworked, overweight and ungrateful of your physical body, you can't get much of anything accomplished—at work, at home, on the race track, wherever and in whatever capacity. Put simply, when you're spiritually unfit, life is a greater challenge. That mythical "balance" you've always dreamed of achieving is just that—a myth. But not anymore.

Mark Allen was one of the top triathletes in the world but struggled to get past the barriers that were preventing him from winning the grueling Ironman World Championship triathlon in Kona, Hawaii.

Then he began studying with Brant Secunda, healer and teacher in the Huichol Indian tradition of Mexico. Brant is the only Westerner to have completed a 12-year apprenticeship with Don José Matsuwa, the revered Huichol Indian shaman. Brant taught Mark the spiritual and healing exercises that allowed him to integrate his physical and psychological fitness, which led to Mark's unprecedented success. Mark went on to win a never-before-achieved six Ironman triathlons in a row and was called the "World's Fittest Man" by *Outside* magazine.

Now, Brant and Mark have integrated their wisdom into one book, providing practical tools you can adapt to your lifestyle and achieve results you never thought possible.



### MARKETING

- ♦ Mark Allen's credibility as an athlete is untouched. He's won the Ironman Triathlon six times
- ♦ The hardcover version of *Fit Soul, Fit Body* appeared on [People.com](http://People.com) and [Ironman.com](http://Ironman.com) and was reviewed by the *Atlanta Journal-Constitution*

978-1-935251-75-0  
TRADE PAPERBACK REPRINT  
6 X 9  
256 PAGES

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FITNESS  
WORLD X UK  
JULY 2010

**BRANT SECUNDA** is a shaman-healer in the Huichol tradition of Mexico and the director of the Dance of the Deer Foundation Center for Shamanic Studies and teaches seminars and retreats worldwide.

**MARK ALLEN** is a six-time Ironman Triathlon world champion. He was named Triathlete of the Year six times by *Triathlete Magazine* and called "The World's Fittest Man" by *Outside* magazine.



BenBella Books' Backlist Phenomenon

# The China Study

## Startling Implications for Diet, Weight Loss and Long-term Health

T. COLIN CAMPBELL, PHD, AND THOMAS M. CAMPBELL II

Even today, as trendy diets and a weight-loss frenzy sweep the nation, two-thirds of adults are still obese and children are being diagnosed with Type 2 diabetes, typically an "adult" disease, at an alarming rate. If we're obsessed with being thin more so than ever before, why are Americans stricken with heart disease as much as we were 30 years ago?

In *The China Study*, T. Colin Campbell, PhD, details the connection between nutrition and heart disease, diabetes and cancer. The report also examines the source of nutritional confusion produced by powerful lobbies, government entities and opportunistic scientists. The New York Times has recognized the study as the "Grand Prix of epidemiology" and the "most comprehensive large study ever undertaken of the relationship between diet and the risk of developing disease."

*The China Study* is not a diet book. Dr. Campbell cuts through the haze of misinformation and delivers an insightful message to anyone living with cancer, diabetes, heart disease, obesity and those concerned with the effects of aging.

### OF NOTE

♦ *The China Study* has sold more than 400,000 copies nationwide

SELLING TERRITORY: WORLD except Australia

FOREIGN RIGHTS: WORLD except Chinese Simple, Chinese Complex, Hungarian, Japanese, Turkish, French, Romanian, Polish, Czech, Australian, German, Bulgarian, Russian, Hebrew, Croatian

978-1932100-38-9

**CLOTH**

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\$24.95 US/\$31.95 CAN

HEALTH/NUTRITION

JANUARY 2005

978-1932100-66-2

**TRADE PAPERBACK**

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HEALTH/NUTRITION

JUNE 2006



For more than 40 years, **DR. T. COLIN CAMPBELL** has been at the forefront of nutrition research. His legacy, the China Study, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University. He has received more than 70 grant-years of peer-reviewed research funding and authored more than 300 research papers. The China Study was the culmination of a 20-year partnership of Cornell University, Oxford University and the Chinese Academy of Preventive Medicine.

The most comprehensive nutritional study ever conducted is the topic of this national bestselling book that has sold more than 400,000 copies

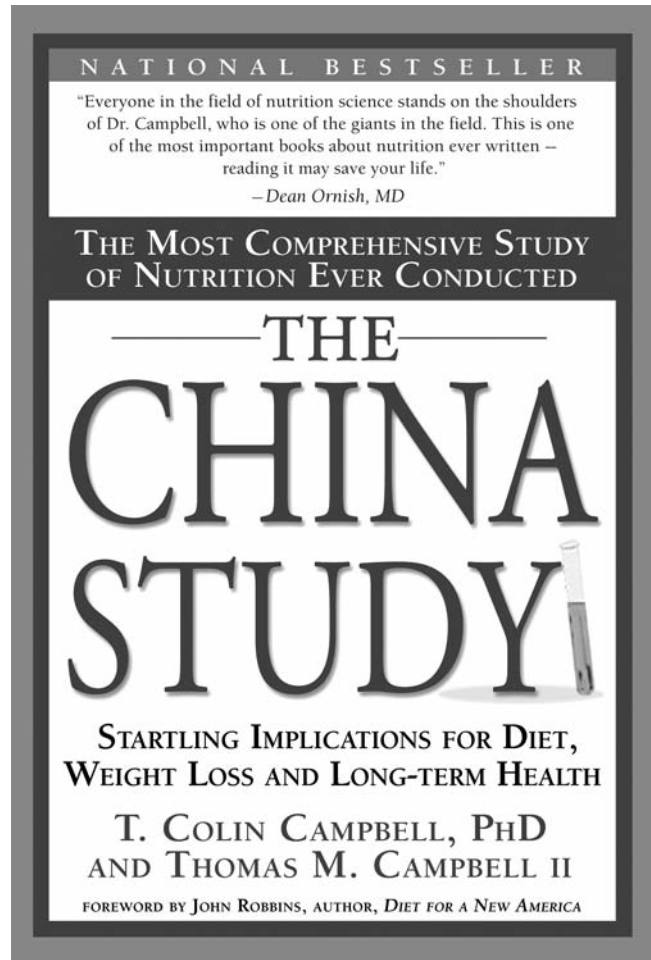
#### Praise for *The China Study*

“*The China Study* is the most important book on nutrition and health to come out in the last 75 years. Everyone should read it....” —David Klein, Publisher/Editor of Living Nutrition Magazine

“Dr. Campbell and his son, Thomas, have written a lively, provocative and important book that deserves widespread attention.” —Frank Rhodes, PhD, President (1978–1995) Emeritus, Cornell University

“Colin Campbell’s *The China Study* is an important book and a highly readable one. *The China Study* is a story that needs to be heard.” —Robert C. Richardson, PhD, Nobel Prize Winner, Professor of Physics and Vice Provost of Research, Cornell University

“Everyone in the field of nutrition science stands on the shoulders of T. Colin Campbell, who is one of the giants in the field. This is one of the most important books about nutrition ever written—reading it may save your life.” —Dean Ornish, MD, Founder & President, Preventive Medicine Research Institute, Clinical Professor of Medicine, University of California, San Francisco; author, *Dr. Dean Ornish’s Program for Reversing Heart Disease* and *Love & Survival*



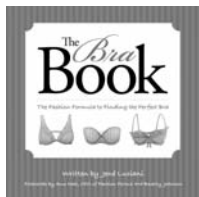
#### AVAILABLE IN CLOTH AND TRADE

“Clearly and beautifully written by one of the world’s most respected nutrition authorities, *The China Study* represents a major turning point in our understanding of health.” —Neal Barnard, MD, President, Physician’s Committee for Responsible Medicine

“*The China Study* is extraordinarily helpful, superbly written and profoundly important. Dr. Campbell’s work is revolutionary in its implications and spectacular in its clarity. [I]f you want to truly take charge of your health, read *The China Study* and do it soon! If you heed the counsel of this outstanding guide, your body will thank you every day for the rest of your life.” —John Robbins, author of the bestselling books, *Diet for a New America* and *The Food Revolution*

A 1999 graduate of Cornell University, **THOMAS CAMPBELL** is a writer, actor and three-time marathon runner. Born and raised in Ithaca, N.Y., he has appeared on stage in London, Chicago and most of the states east of the Mississippi River.

# Recent Highlights



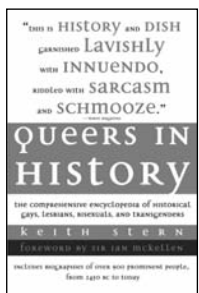
## The Bra Book

The Fashion Formula to Finding the Perfect Bra  
JENÉ LUCIANI

Sponsored by Fashion Forms

From the best bra to wear under every outfit to important information about bras and breast health, this book is the source for women everywhere.

9781933771946 | TRADE PAPERBACK | \$19.95 US/\$25.00 CAN | DECEMBER 2009

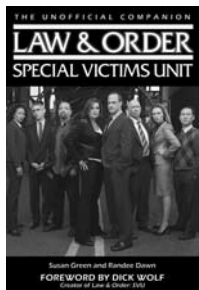


## Queers in History

The Comprehensive Encyclopedia of Historical Gays, Lesbians, Bisexuals and Transgenders | KEITH STERN; FOREWORD BY SIR IAN MCKELLEN

This is the only comprehensive biographical compendium of important historical and contemporary figures who were/are gay, lesbian, bisexual and transgender. The intriguing figures featured in this book include Egyptian pharaohs, Catholic popes, Abraham Lincoln, Bishop Gene Robinson, Neil Patrick Harris and Angelina Jolie.

9781933771878 | TRADE PAPERBACK | \$19.95 US/\$25.00 CAN | SEPTEMBER 2009



## The Law & Order: Special Victims Unit Unofficial Companion

SUSAN GREEN & RANDEE DAWN | FOREWORD WRITTEN BY SERIES CREATOR DICK WOLF

Featuring interviews with your favorite "Law & Order: SVU" insiders, this guide offers a behind-the-scenes view of the popular crime show.

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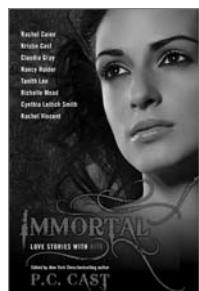
## Fake Alibis

An Almost True Novel

FRANK SIBILA WITH ADAM-TROY CASTRO AND CAREN KENNEDY

A gut-busting novel about making a living out of deception, based on the real-life adventures of the creator of the wildly successful company FakeAlibi.com.

9781933771120 | TRADE PAPERBACK | \$14.95 US/\$18.95 CAN | SEPTEMBER 2009



## Immortal

Love Stories with Bite

P. C. CAST

Eight of today's most popular YA vampire and contemporary fantasy authors offer brand-new, inventive, captivating short stories that prove when you're immortal, true love really is forever.

Contributors include: Rachel Caine, Kristin Cast, Claudia Gray, Nancy Holder, Tanith Lee, Richelle Mead, Cynthia Leitich Smith and Rachel Vincent

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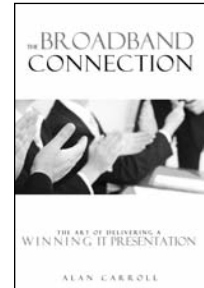
## The Broadband Connection

### The Art of Delivering a Winning IT Presentation

ALAN CARROLL

Utilizing language and principles specific to the IT industry, the author teaches vital presentation skills in a familiar language the reader can identify with and understand. This book provides the tools to unleash the graceful speaker hidden inside every IT professional.

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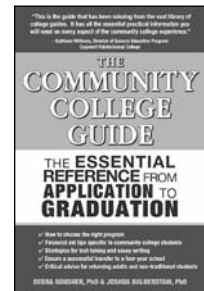
## The Community College Guide

### The Essential Reference from Application to Graduation

DEBRA GONSHER, PHD, AND JOSHUA HALBERSTAM, PHD

From how to apply to community colleges to what to expect from your courses, *The Community College Guide* offers a wealth of information for the millions of American students pursuing higher education at the community college level.

9781933771731 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | AUGUST 2009



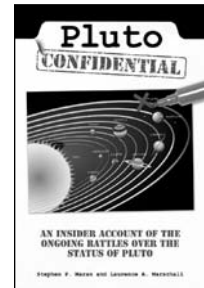
## Pluto Confidential

### An Insider Account of the Ongoing Battles Over the Status of Pluto

STEPHEN P. MARAN AND LAURENCE A. MARSCHALL

The controversy of whether Pluto is a planet continues years later, and passion about the decision remains, pitting scientist against scientist and invoking sentiments and nostalgia from the rest of the world. Written by an astronomer and educator, *Pluto Confidential* leaves no perspective out and no asteroid unturned in the Pluto debate.

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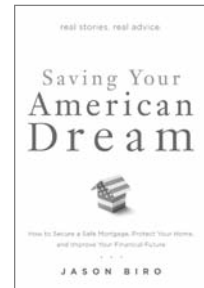
## Saving Your American Dream

### How to Secure a Safe Mortgage, Protect Your Home & Improve Your Financial Future

JASON BIRO

Important guidance and clear action steps from a down-to-earth industry expert, to help individuals and families who have been impacted by the mortgage and real estate collapse.

9781933771793 | TRADE PAPERBACK | \$16.95 US/\$19.50 CAN | AUGUST 2009



## The Optimal Health Revolution

### How inflammation is the root cause of the biggest killers and how the cutting-edge science of nutrigenomics can transform your long-term health

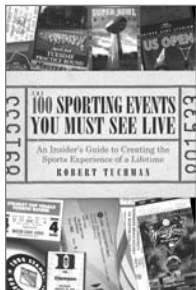
DUKE JOHNSON, MD

A science-based yet accessible work that explains the deadly impact of persistent inflammation and how the cutting-edge science of nutrigenomics provides a real solution.

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# Recent Highlights

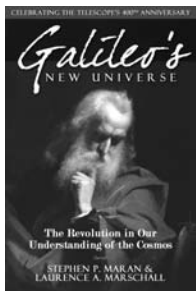


## The 100 Sporting Events You Must See Live An Insider's Guide to Creating the Sports Experience of a Lifetime ROBERT TUCHMAN

“Highly recommend for all sports fans.” – Library Journal

A detailed travel guide from the founder and president of the global leader in sports and entertainment promotion, TSE Sports & Entertainment, replete with insider information and expert advice for every sports fan.

9781933771458 | TRADE PAPERBACK | \$17.95 US/\$20.95 CAN | APRIL 2009

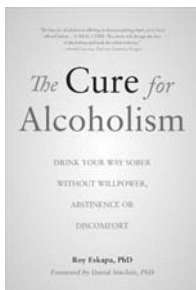


## Galileo's New Universe The Revolution in Our Understanding of the Cosmos STEPHEN P. MARAN AND LAURENCE A. MARSCHALL

“Their book makes the perfect link between telescopes then and now.” – Dava Sobel, author of *Galileo's Daughter*

This book offers differences in technology and society between Galileo's time and ours. Find out what has changed in astronomy and what—surprisingly—hasn't evolved since the 17<sup>th</sup> century.

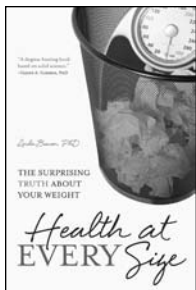
9781933771595 | TRADE PAPERBACK | \$14.95 US/\$17.50 CAN | MARCH 2009



## The Cure for Alcoholism Drink Your Way Sober Without Willpower, Abstinence or Discomfort ROY ESKAPA, PHD | FOREWORD BY DAVID SINCLAIR, PHD

*The Cure for Alcoholism* delivers exactly what millions of alcoholics and families of alcoholics have been hoping for: a painless, dignified and medically proven cure for their addiction. Patients can drink themselves sober according to a simple-yet-powerful process outlined in this book.

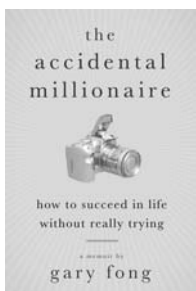
9781933771557 | TRADE PAPERBACK | \$14.95 US/\$18.95 CAN | NOVEMBER 2008



## Health at Every Size The Surprising Truth About Your Weight LINDA BACON, PHD

Tune in to your body's expert guidance. Find the joy in movement. Eat what you want, when you want, choosing pleasurable foods that help you to feel good. You too can feel great in your body right now—and *Health at Every Size* will show you how. As featured in The New York Times Magazine.

9781933771588 | TRADE PAPERBACK | \$14.95 US/\$16.95 CAN | NOVEMBER 2008



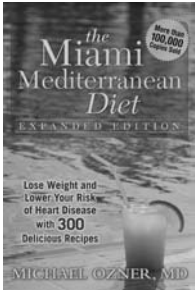
## The Accidental Millionaire How to Succeed in Life Without Really Trying GARY FONG

A memoir of a would-be slacker who really, really didn't want to become a doctor, so he became an entrepreneur, a contrarian and, along the way, a millionaire. Fong stopped trying in life and started succeeding. At turns hilarious, insightful and instructive, *The Accidental Millionaire* is Horatio Alger-meets-David Sedaris.

9781933771915 | TRADE PAPERBACK | \$14.95 US/\$18.95 CAN | OCTOBER 2009

# Backlist

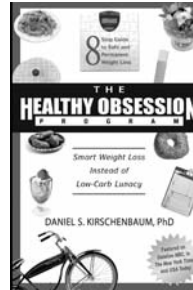
## Bestsellers



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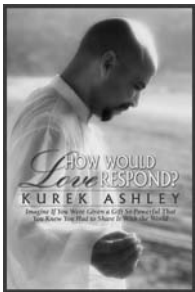
**SEE YOU IN A HUNDRED YEARS**  
LOGAN WARD  
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CLOTH | \$24



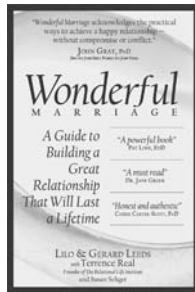
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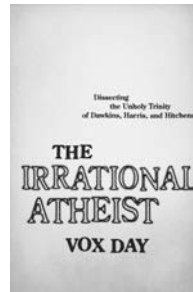
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SCHUCHARDT;  
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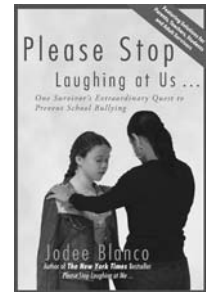
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LEEDS WITH TERRENCE REAL  
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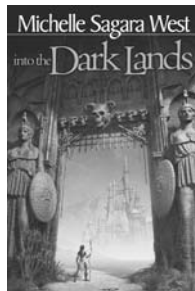
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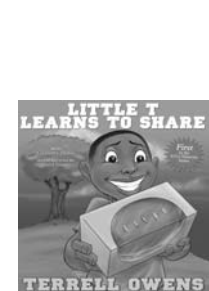
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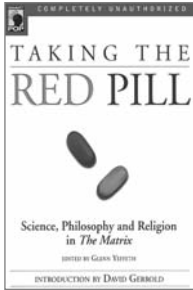
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SCHAAF & PRENDERGAST  
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TERRELL OWENS WITH COURTNEY PARKER  
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# Smart Pop Series

## FEATURED BACKLIST



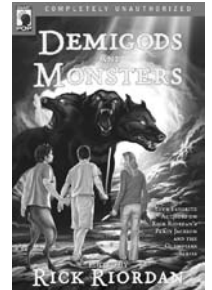
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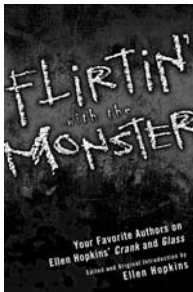
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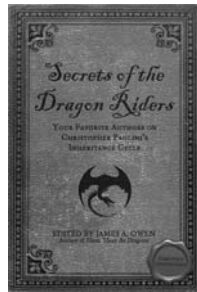
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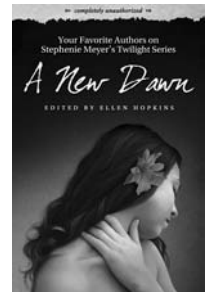
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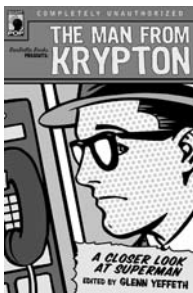
**SECRETS OF THE DRAGON RIDERS**  
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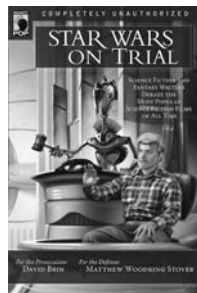
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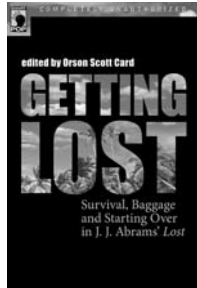
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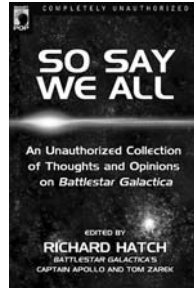
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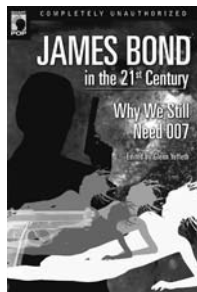
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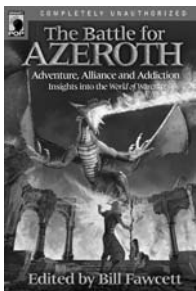
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ROB THOMAS  
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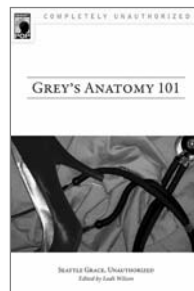
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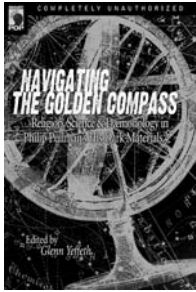
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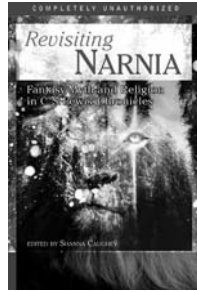
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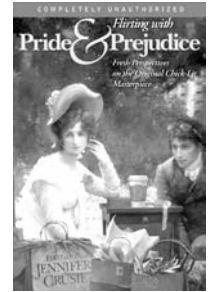
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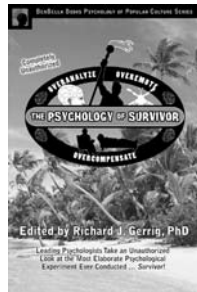
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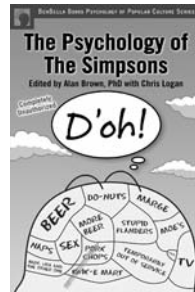
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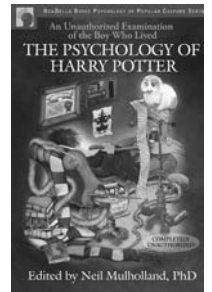
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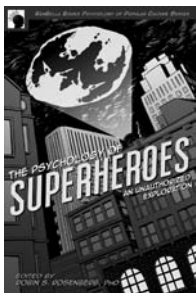
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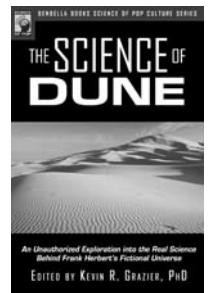
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