

# the Rodale Winter 2015 Frontlist Catalog







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**RODALE**

Dear friends and colleagues,

It's hard to believe that I joined Rodale a year ago, but what an amazing year it's been! The books team and I have been working hard to continue Rodale's 80-plus-year history of providing authoritative, conversation-changing content on health and wellness. Each time we consider a new book for the list, we ask ourselves, "Will this help people change their lives and the world around them? Will this empower people to live their best life?" The books in our upcoming winter 2015 lineup certainly embody that mission, and I'm thrilled to share a first peek with you.

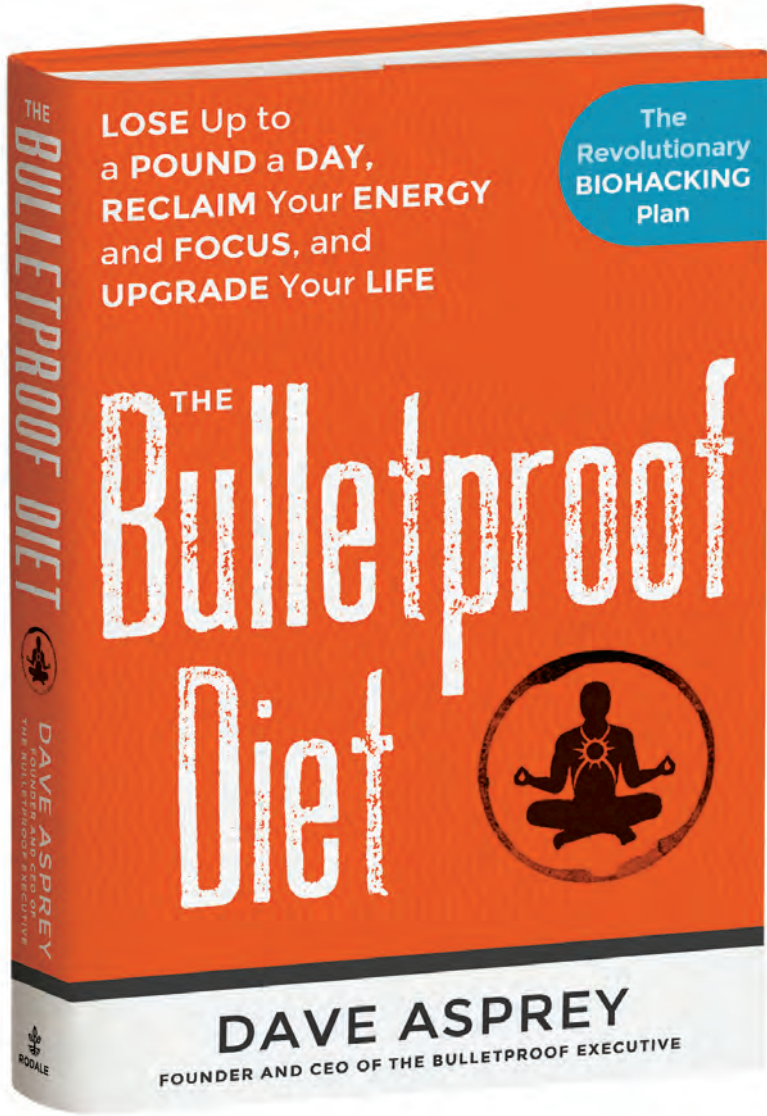
Anyone who knows me also knows how many times a week I quote the film *Goodfellas*. So naturally I'm beyond excited to be working with Lorraine Bracco on her new book, *To the Fullest: The "Clean Up Your Act" Plan to Lose Weight, Rejuvenate, and Be the Best You Can Be*, a comprehensive program to help women over 40 look and feel younger. Lorraine lost 35 pounds on this plan—and has kept it off for 3 years—so she's eager to share her knowledge and inspire women everywhere. Also up this winter is *The Campbell Plan* by Thomas Campbell, MD. Dr. Campbell cowrote *The China Study* with his father, T. Colin Campbell, and it's still one of the top-selling and most discussed nutrition books out there. *The Campbell Plan* is the practical companion to that book, providing readers with an easy-to-use guide that will help them put *The China Study* into practice. And last but definitely not least, we're publishing *The Bulletproof Diet* by Dave Asprey. You may know Dave as the guy behind the trend to add butter to your coffee, which is just one example of how he's hacked his health to create a "bulletproof" body. Dave went from being overweight and sick in his twenties to maintaining a 100-pound weight loss and feeling better than ever in his forties. Now he'll show you how you can do the same for yourself!

Our fantastic winter list also includes books on baking, bicycling, growing beautiful food, and living life the Farm Sanctuary way. There's truly something for everyone, so I hope you'll find something here to enjoy and be inspired by! Please feel free to send me an e-mail at [jennifer.levesque@rodale.com](mailto:jennifer.levesque@rodale.com) and let me know what you think.

All best wishes,

Jennifer Levesque

Editorial Director, trade books



# The Bulletproof Diet

Lose Up to a Pound a Day, Reclaim Your Energy and Focus,  
and Upgrade Your Life

DAVE ASPREY

**The revolutionary biohacking plan to lose up to a pound a day, regain energy and focus,  
and upgrade your life**

IN HIS MID-TWENTIES, DAVE ASPREY WAS A SUCCESSFUL SILICON VALLEY MULTIMILLIONAIRE. HE ALSO weighed 300 pounds, despite the fact that he was doing what doctors recommended: eating 1,800 calories a day and working out 90 minutes a day, six times a week.

When his excess fat started causing brain fog and food cravings sapped his energy and willpower, Asprey turned to the same hacking techniques that made his fortune to “hack” his own biology, investing more than \$300,000 and 15 years to uncover what was hindering his energy, performance, appearance, and happiness. From private brain EEG facilities to remote monasteries in Tibet; through radioactive brain scans, blood chemistry work, nervous system testing, and more, he explored traditional and alternative technologies to reach his physical and mental prime. The result? *The Bulletproof Diet*, an anti-inflammatory program for hunger-free, rapid weight loss and peak performance.

*The Bulletproof Diet* will change what you think you know about weight loss and wellness. You will skip breakfast, stop counting calories, eat a high-fat diet, work out and sleep less, and handle stress with ease. By ditching traditional “diet” thinking, Asprey has maintained a 100-pound weight loss, increased his IQ, and reached a level of health that seemed unattainable. His forties are truly better than his twenties, and *The Bulletproof Diet* brings his best hacks to the masses.

**DAVE ASPREY** is a Silicon Valley investor and entrepreneur and the man behind Bulletproof® coffee. He is the founder and CEO of the Bulletproof Executive, which reaches more than 1.5 million unique monthly visitors. His top-ranked podcast has nearly six million downloads and is being nationally syndicated. He has been featured on *The Today Show*, *Nightline*, and CNN, and in *Financial Times*, *Rolling Stone*, *Men’s Health*, *Vogue*, *Marie Claire*, *Slate*, *Forbes*, and more. He lives in Victoria, British Columbia, and Seattle.

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## DECEMBER

ISBN 978-1-62336-518-9

**HARDCOVER** \$26.99 / NCR

**DIET**

6" × 9"

288 pages

E-book ISBN: 978-1-62336-519-6

## MARKETING:

- National author publicity
- Advertising, features, and promotion in Rodale magazines
- National radio interview campaign
- National print reviews and features
- Multiple features on Fitbie and Rodale News
- Online publicity and promotions
- Dedicated e-mail blast to Rodale Books opt-in list
- Social media via Bulletproof Executive, Fitbie, Rodale Books, and Rodale News
- Promoted via author’s Web site, BulletproofExec.com, e-newsletters, and podcasts

# The Supercharged Hormone Diet

A 30-Day Accelerated Plan to Lose Weight, Restore Metabolism & Feel Younger Longer

DR. NATASHA TURNER

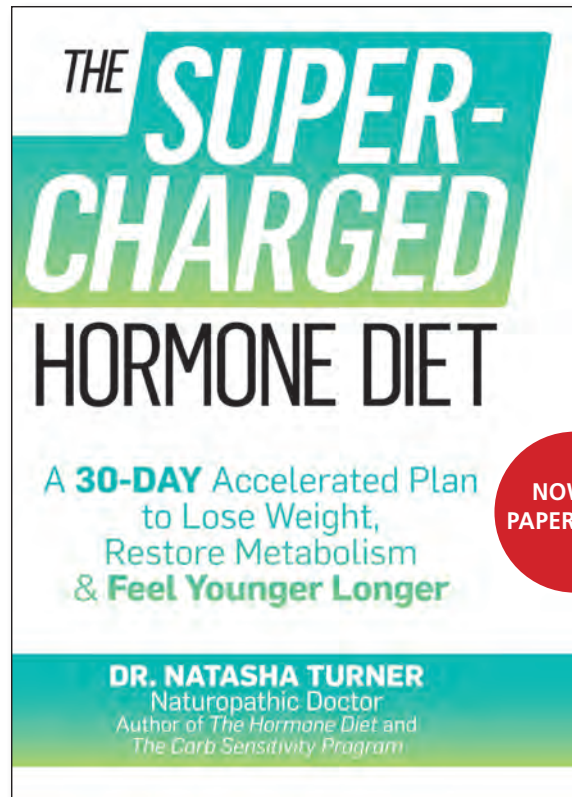
**The *New York Times* bestselling program to balance hormones and lose weight is now in paperback**

IN THIS BUSY WORLD, WE WANT TO LOSE WEIGHT sooner and faster. *The Hormone Diet* taught readers the ins and outs of how and why their hormones play the biggest part in their weight-loss woes. Now, in *The Supercharged Hormone Diet*, Dr. Natasha Turner gives readers the information they need to get their hormones back on track—in 30 days flat.

This highly praised plan addresses readers' most popular concerns in a fabulous, easy-to-follow program that includes:

- **The Best Body Assessment** for setting your goals
- **The Hormonal Health Profile** to identify fat-packing hormonal imbalances
- **Recommended blood tests** to take to your doctor
- **Suggested supplements** to aid fat burning and restore optimal health
- **Hormone Diet-friendly food lists, weekly meal plans, and a handy grocery guide**

**NATASHA TURNER, ND**, is a leading naturopathic doctor and the founder of Clear Medicine, a Canadian-based wellness boutique that provides integrated health care. She is also the author of the bestselling books *The Hormone Diet* and *The Carb Sensitivity Plan*. She lives in Toronto with her husband.



## JANUARY

ISBN 978-1-62336-509-7

PAPERBACK \$16.99 / NCR

DIET

6½" × 9⅛" • 384 pages

E-book ISBN: 978-1-62336-290-4

## MARKETING

- Fitbie and Rodale News features
- Print and online publicity
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Promoted on author's Web site, DrNatashaTurner.com, and e-mail newsletters



## Fat Witch Bake Sale

72 Recipes from the Beloved Fat Witch Bakery for Your Next Bake Sale or Party

PATRICIA HELDING

Decadent brownies, blondies, and bars, plus recipes and tips for throwing a hit bake sale of any size

FAT WITCH BROWNIES ARE A CHOCOLATE OBSESSION, not just for the locals from New York City, but also for the many tourists who visit Chelsea Market. Patricia Holding and staff bake tender, moist, classic, and decadent morsels that people are willing to wait in line to buy. And following on the heels of Holding's very successful *Fat Witch Brownies*, which revealed the author's secret recipe (at long last), comes her new personal collection of yummy brownies, blondies, barks, bars, and more . . . along with tips and tricks for packaging and selling them at your next bake sale.

Here are mouthwatering recipes for Pecan Caramel Brownies; Red Velvet Brownies; Five Layer Chocolate Bars; Jelly Blondies; Cinnamon Bars; Pumpkin Oatmeal Bars; Coconut Macadamia Cookies; uniquely grown-up flavors like Fruitcake Brownies and Rum Raisin Spice Bars; and even gluten-free treats like Meringue Drops and Almond Flour White Chocolate Cookies. Packed with astonishingly good, easy-to-bake recipes that will leave your family and friends agog, *Fat Witch Bake Sale* will be the go-to recipe source for bake sale season—or anytime.

**PATRICIA HELDING** is the owner of Fat Witch Bakery, which she launched in 1998 inside Chelsea Market. She has appeared on the Food Network, CBS, CNN, and MTV and has been featured in many national publications. She lives in New York City.



## JANUARY

ISBN 978-1-62336-226-3

HARDCOVER \$22.50 / \$25.99 Can.

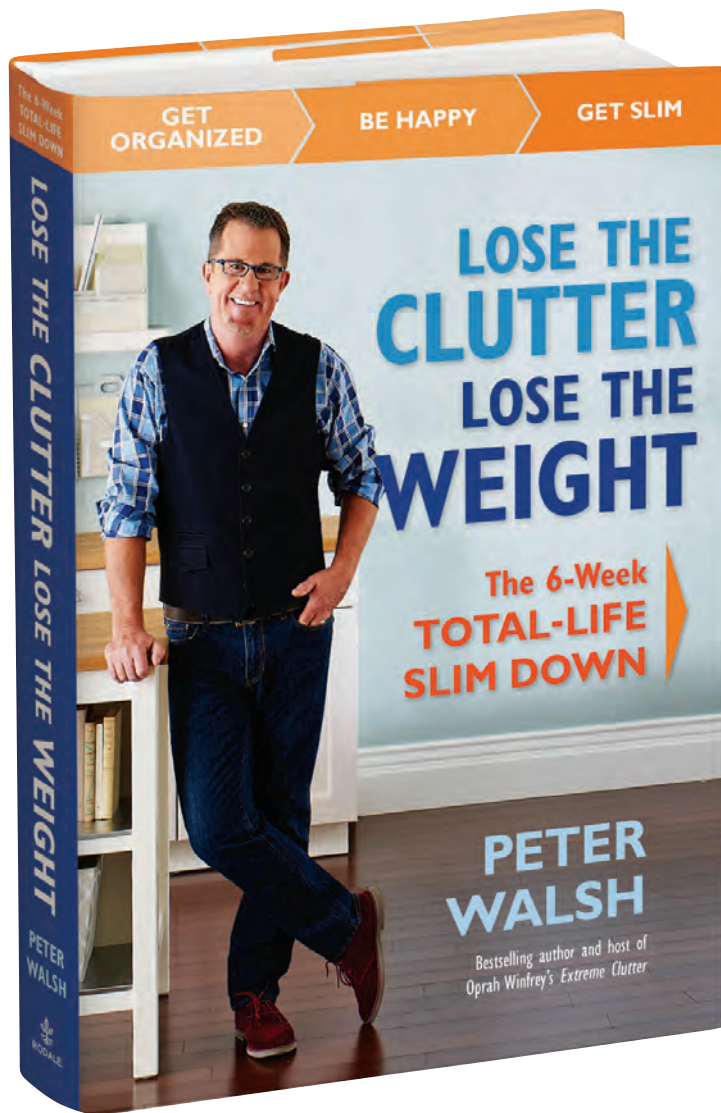
### COOKING

7½" × 7½" • 176 pages • 50 color photographs

E-book ISBN: 978-1-62336-227-0

### MARKETING

- National radio interview campaign
- National print features and reviews
- Fitbie and Rodale News recipe excerpts
- Online publicity and promotions
- Social media via Fat Witch, Fitbie, Rodale Books, and Rodale News
- Local author publicity in New York
- Promoted on author's Web site, FatWitch.com
- Timed to release for Mother's Day promotions



# Lose the Clutter, Lose the Weight

## The 6-Week Total-Life Slim Down

PETER WALSH

**The ultimate step-by-step guide to uncluttering your life—while controlling your weight—from the world’s top organizing expert**

A HOUSEFUL OF CLUTTER MAY NOT BE THE *ONLY* REASON PEOPLE PACK ON EXTRA POUNDS, BUT research proves that it plays a big role. A recent study showed that people with supercluttered homes were 77 percent more likely to be overweight or obese! Why? Author Peter Walsh thinks it’s because people can’t make their best choices—their healthiest choices—in a cluttered, messy, disorganized home.

In *Lose the Clutter, Lose the Weight*, organizing guru Walsh comes to the rescue with a simple 6-week plan to help readers:

- Clear their homes of excess “stuff” as they discover their vision for their personal space
- Clear their bodies of excess pounds as they follow a healthy, supersimple eating and exercise plan
- Clear their minds and spirits of the excess weight of too many possessions

All the pieces are connected—and Walsh weaves them together for a 6-week program that leads readers step-by-step through decluttering their homes, their bodies, and their lives. Rodale took the program for a test-drive with two dozen volunteers who followed his plan. All reported great results—from significant weight loss to calmer minds and more organized, happier, and more efficient lives.

With a room-by-room organizing guide, plus supersimple recipes and an easy exercise plan, *Lose the Clutter, Lose the Weight* is the *only* book to help readers clear the clutter while they zap the pounds—all at the same time.

**PETER WALSH** is a popular organization expert who appears regularly on *The Rachael Ray Show* and writes a quarterly column for *O: The Oprah Magazine*. He has hosted several TV shows, including *Clean Sweep* and *Extreme Clutter*. He lives in Los Angeles.

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## FEBRUARY

ISBN 978-1-62336-484-7

**HARDCOVER** \$26.99 / \$31.50 Can.

**DIET**

6½" × 9⅞"

352 pages

12 black-and-white illustrations

E-book ISBN: 978-1-62336-485-4

## MARKETING

- National author publicity
- National print and online reviews and features
- Fitbie and Rodale News features
- Social media via Fitbie, Rodale Books, and Rodale News
- Tie into author speaking engagements
- Promoted in Rodale magazines and e-newsletters and on Web sites
- Simultaneous direct-response online and direct-mail marketing campaign
- Promoted on author’s Web site, PeterWalshDesign.com

## The Organic Gardener's Handbook of Natural Pest and Disease Control

A Complete Guide to Maintaining a Healthy Garden and Yard the Earth-Friendly Way

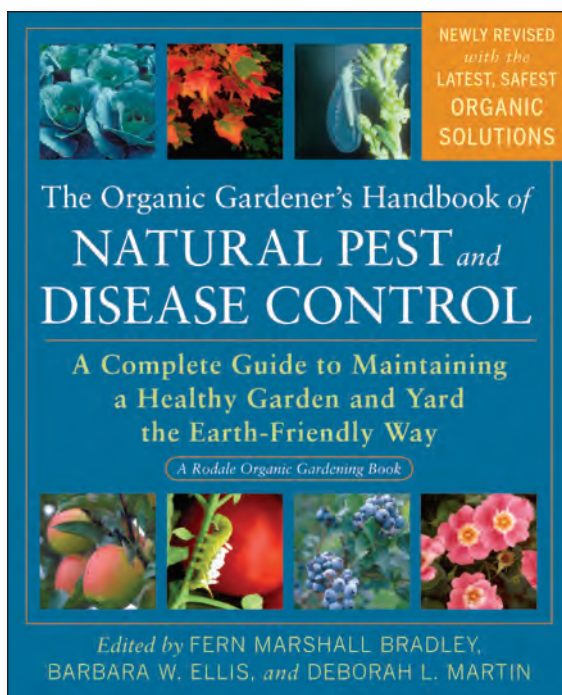
EDITED BY FERN MARSHALL BRADLEY, BARBARA W. ELLIS, AND DEBORAH L. MARTIN

**A quick-reference guide to the most up-to-date, science-based recommendations on how to keep plants healthy**

THE ORGANIC GARDENER'S HANDBOOK OF *Natural Pest and Disease Control* features hundreds of organic techniques and products for dealing with garden difficulties. With over 200 pictures, it presents the newest information on identifying pests and diseases, organic pest and disease management, troubleshooting tips for more than 200 types of plants, and how to create an environment that helps plants stay healthy naturally.

By creating a healthy garden environment and keeping a watchful eye, readers can rely on completely organic methods to manage a wide range of common gardening problems and develop a balanced ecosystem in which plants naturally defend themselves. However, if trouble does arise, this comprehensive handbook will help gardeners stop harmful pests and diseases at the first sign of an outbreak.

**FERN MARSHALL BRADLEY, BARBARA W. ELLIS,** and **DEBORAH L. MARTIN** have written and edited numerous books and articles on ornamental and vegetable gardening, pest management, and organic methods.



ISBN 978-1-60529-677-7

PAPERBACK \$24.99 / \$28.99 Can.

7½" × 9½" • 416 pages

225 color photographs

E-book ISBN: 978-1-60529-179-6

## Bicycling Big Book of Training

Everything You Need to Know to Take Your Riding to the Next Level

DANIELLE KOSECKI

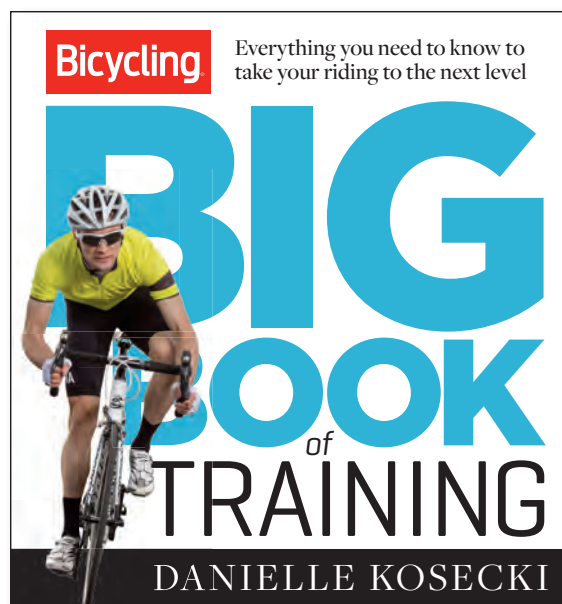
**A book for novice and intermediate cyclists who are looking to advance their fitness and training**

BICYCLING *BIG BOOK OF TRAINING* IS AN ENCOURAGING, focused training book that will speak to beginner and intermediate cyclists without making them feel like novices. It covers all the information the reader needs to begin an effective training regimen.

The book is divided into five sections that are then broken into miniguides for various cycling training disciplines. Cyclists will learn about how the body becomes fit and how that fitness translates to on-the-bike performance, while discovering the components of a successful training plan, including nutrition. Furthermore, riding disciplines such as road racing, endurance events, cyclocross, mountain biking, and track are discussed at length so readers can figure out which activities are right for them.

Bicycling *Big Book of Training* is an excellent guide for anyone who wants to learn more about cycling and take their performance to the next level.

**DANIELLE KOSECKI** is the health editor for *Glamour* magazine. Past writing gigs include *Fitbie.com*, *More, Prevention*, *Atlanta Sports & Fitness*, and *Caribbean Travel & Life* magazine. Kosecki is a category 2 road-bike racer for CityMD Women's Racing Team, with hopes of eventually tackling the track, trails, and velodrome. A lifelong athlete, she discovered bike racing while dabbling in triathlon after her collegiate soccer career. She lives in Brooklyn, NY.



### FEBRUARY

ISBN: 978-1-62336-299-7

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

SPORTS / BICYCLING

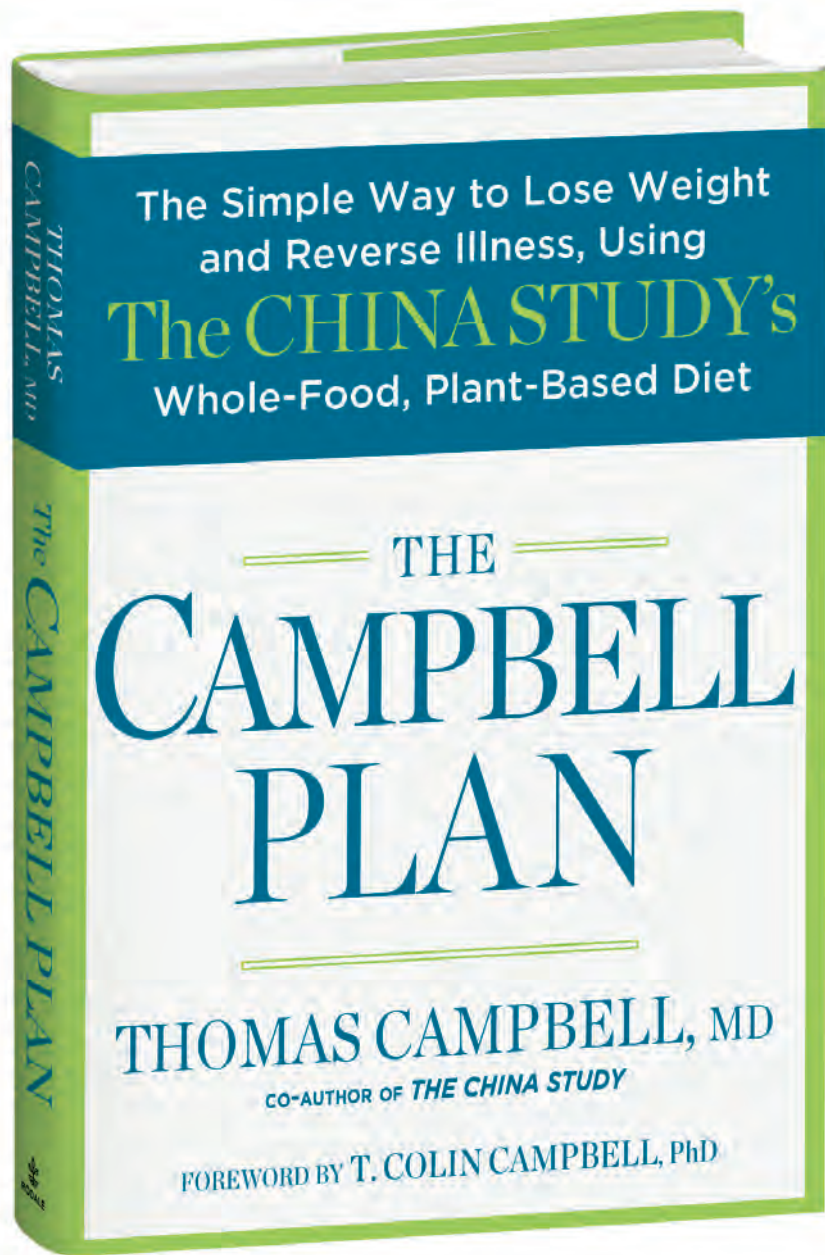
8" × 8½" • 304 pages

50 black-and-white photographs

E-book ISBN: 978-1-62336-300-0

### MARKETING:

- Confirmed coverage in *Bicycling*
- Online publicity and promotions
- Fitbie features
- Social media via author, *Bicycling*, Fitbie, and Rodale Books
- Promotional support from *Bicycling*



The Simple Way to Lose Weight  
and Reverse Illness, Using  
**The CHINA STUDY's**  
Whole-Food, Plant-Based Diet

— THE —  
**CAMPBELL  
PLAN**

**THOMAS CAMPBELL, MD**  
CO-AUTHOR OF *THE CHINA STUDY*

FOREWORD BY T. COLIN CAMPBELL, PhD

# The Campbell Plan

The Simple Way to Lose Weight and Reverse Illness,  
Using *The China Study's* Whole-Food, Plant-Based Diet

THOMAS CAMPBELL, MD

FOREWORD BY T. COLIN CAMPBELL, PhD

**The practical companion to the mega-bestselling *The China Study*,  
including a 2-week whole-food, plant-based diet plan for the entire family**

IN THE 1980S, T. COLIN CAMPBELL, PhD, CODIRECTED A STUDY OF MORE THAN 4 DOZEN DISEASES AND 367 items of socio-economic, lifestyle, nutrition, and genetic information across a population of 6,500 adults in rural China, generating more than 8,000 statistically significant associations. Those groundbreaking results, along with many other research projects described in the bestselling book *The China Study*, support the theory that a whole-food, plant-based diet is linked to lower rates of chronic disease.

More than a million people across the world have read *The China Study* and have been convinced by empirical evidence to adopt a whole-food, plant-based diet. *The Campbell Plan* goes beyond the *why* and shows readers *how* to make the transition—and enjoy the journey—with practical guidance and a simple plan to make a whole-food, plant-based lifestyle easy and sustainable.

*The Campbell Plan* is full of the cutting-edge nutritional research that fans of *The China Study* have come to expect. Dr. Thomas Campbell speaks to the reader about health, weight loss, and the science behind it. He also addresses the biggest difficulties of transitioning to a plant-based diet; the most frequently asked questions he receives from patients, practitioners, and readers; and the most cutting-edge research in nutrition. *The Campbell Plan's* combination of practical tools and the research-based evidence of *The China Study* will change people's lives for generations to come.

**THOMAS CAMPBELL, MD**, is an instructor of clinical family medicine at the University of Rochester School of Medicine and Dentistry. He coauthored *The China Study*, which sold more than a million copies and inspired the 2011 documentary *Forks Over Knives*. He also is director of the T. Colin Campbell Center for Nutrition Studies, a nonprofit organization in Ithaca, New York, which promotes optimal nutrition through science-based education, advocacy, and research in partnership with eCornell, Cornell University's online course provider. He lives in Rochester, NY.

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## MARCH

ISBN 978-1-62336-410-6

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

**DIET / NUTRITION**

6" × 9" • 272 pages

10 black-and-white illustrations

E-book ISBN: 978-1-62336-411-3

## MARKETING

- National author publicity
- National radio interview campaign
- National print reviews and features
- Multiple features on Fitbie and Rodale News
- Online publicity and promotions
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Promotional support from T. Colin Campbell Center
- Promoted through Rodale magazines and e-newsletters and on Web sites
- Promoted on book's Web site, TheCampbellPlan.com

## Growing Beautiful Food

A Food Lover's Guide to Cultivating the Incredible, Edible Garden

**MATTHEW BENSON**

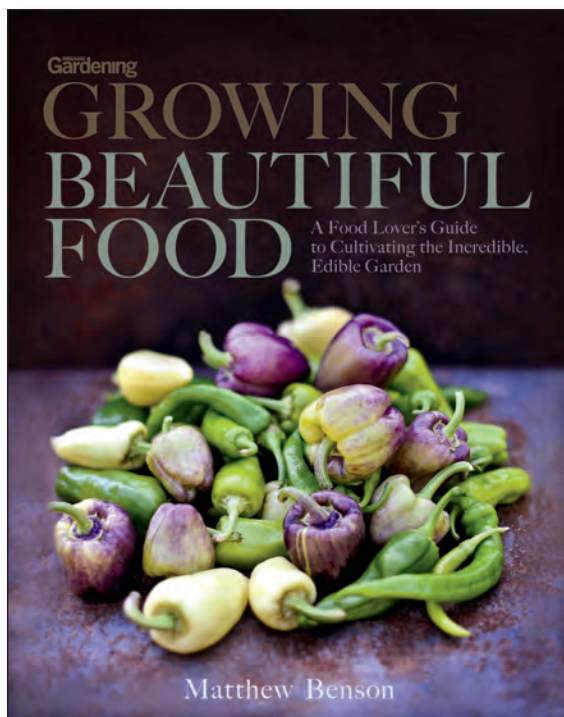
**A celebration of the food garden that inspires readers to grow veggies and fruits that satisfy all the senses**

WITH THE PARADIGM SHIFT TOWARD LOCAL AND homegrown food, gardeners and foodies have come to relish beautiful vegetable gardens and beautiful meals. Author Matthew Benson writes that beauty inspires behavior, and he believes that we *can* and *will* eat better, be healthier, and live more sustainably when we grow food that's visually enticing.

Benson restored a time-worn gentleman's farm and operates a CSA on one small acre of the land, offering vegetables, orchard fruit, cut flowers, herbs, eggs, and honey from the property. His garden-to-table operation offers an edible feast of textures, colors, and aromas and has grown into a way to feed others, while pushing back against the industrial food system in a small but meaningful way.

*Growing Beautiful Food* is both inspiration and instruction, with detailed growing advice for 50 remarkable crops, a memorable narrative, and evocative imagery. It's a photographic journey through four seasons in the garden, fueling the dream that you can connect to the land by growing your own food. Benson encourages us to start small like he did, celebrate every harvest, and understand that heartbreaking crop losses are simply part of the process. Whether gardeners, families, farmers, or chefs, readers will come to the table motivated by the flavor of homegrown, the message of self-sufficiency, and the beautiful food that's as local as their backyards.

**MATTHEW BENSON** is one of America's most prominent garden photographers. He owns Stonegate Farm and runs an heirloom produce CSA from the property. He is also a contributing editor and television spokesman for *Organic Gardening*. He lives in Balmville, NY.



### MARCH

ISBN 978-1-62336-356-7

**HARDCOVER** \$32.50 / \$37.50 Can.

#### GARDENING

8" × 10" • 256 pages • 350 color photographs

E-book ISBN: 978-1-62336-357-4

#### MARKETING

- Confirmed feature in *Organic Gardening*
- National radio interview campaign
- Online publicity and promotions
- Rodale News feature
- Promotional support from OrganicGardening.com, including monthly features on the book in 2015
- Social media via *Organic Gardening*, Rodale Books, and Rodale News
- Promoted on author's Web site, MatthewBenson.com



## *Runner's World* Run Your Best Life

The Sports Doctor's Complete Guide to Healthy, Injury-Free Running

**JORDAN D. METZL, MD**  
WITH **CLAIRE KOWALCHIK**

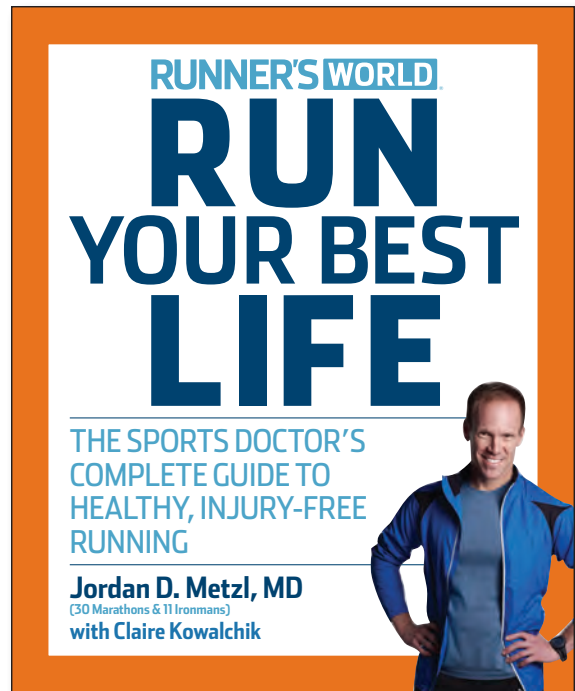
Discover the newest, cutting-edge medical secrets to injury prevention and treatment for runners

EVERY RUNNER AT EVERY LEVEL WANTS TO RUN faster, stronger, and pain-free. Injury prevention is essential to the athlete focused on achieving his or her highest level of performance. Remaining injury-free can lead runners through a lifetime of roads and trails that offer fun, challenge, victory, camaraderie, solace, good health, good attitude, and, as some like to point out, the freedom to enjoy good food.

Dr. Metzl's savvy, up-to-date book will take the reader on a heel-to-head tour of the specific kinetic chain involved in running and provide a friendly, accessible, and illustrated view of the muscles, bones, and joints used and impacted. He'll help runners define their kinetic style so that they are best equipped to adapt Metzl's injury-prevention advice to their running lifestyle.

**JORDAN D. METZL, MD**, is a sports medicine physician at Hospital for Special Surgery, America's premier orthopedic hospital. Voted among New York City's top sports medicine doctors by *New York* magazine, Dr. Metzl takes care of athletic patients of all ages and lectures and teaches extensively. He lives in New York City.

**CLAIRE KOWALCHIK** is a freelance writer/editor with more than 20 years of experience. She lives in Emmaus, PA.



### MARCH

ISBN 978-1-62336-459-5

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

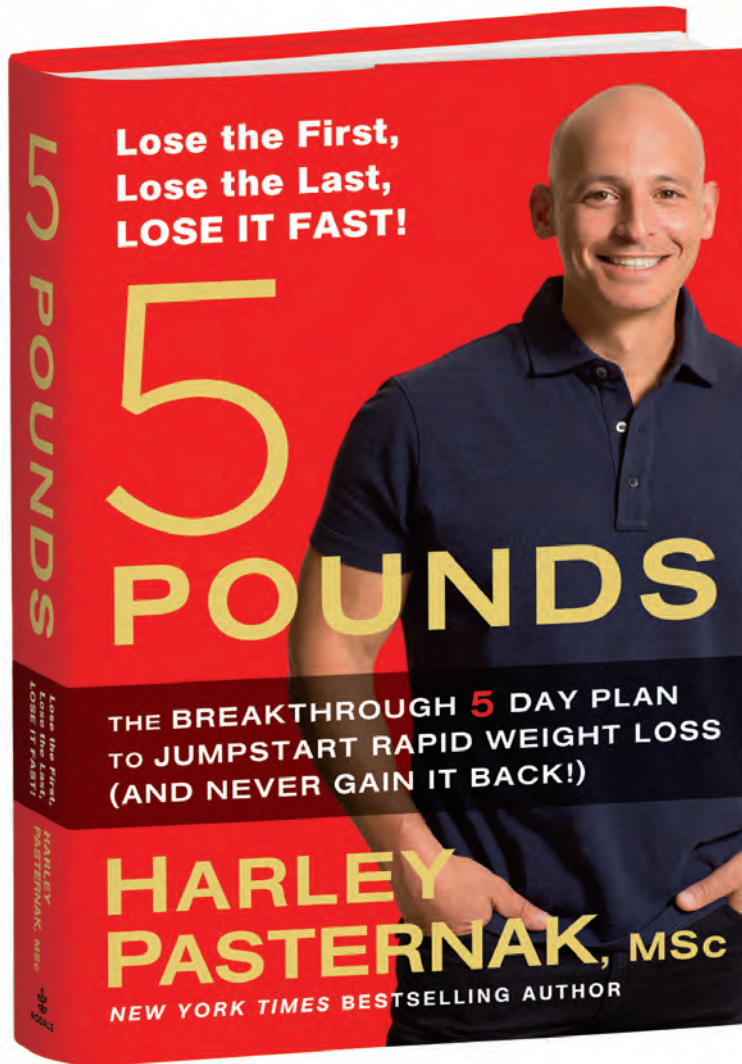
SPORTS / RUNNING

7½" × 9½" • 320 pages • 200 color illustrations

E-book ISBN: 978-1-62336-460-1

#### MARKETING:

- Confirmed excerpt in *Runner's World*
- National author publicity
- National print and online reviews and features
- Advertising in Rodale magazines
- Fitbie and Rodale News features
- Social media and promotional support via author, Fitbie, Rodale Books, Rodale News, and *Runner's World*
- Simultaneous direct-response online marketing campaign
- Promoted via author's Web site, DrJordanMetzl.com, and e-newsletter



# 5 Pounds

## The Breakthrough 5-Day Plan to Jumpstart Rapid Weight Loss (And Never Gain It Back!)

**HARLEY PASTERNAK, MSC**

**Bestselling author Harley Pasternak's proven plan to lose the most stubborn pounds and keep them off forever!**

FOR MOST PEOPLE, THE HARDEST PART OF LASTING WEIGHT LOSS IS EITHER GETTING STARTED OR reaching their goals—too often, motivation is tough to maintain or those final few pounds simply won't budge, no matter how many hours are logged on the treadmill and how many calories counted. Now, from the *New York Times* bestselling author of *The Body Reset Diet*, comes a deceptively simple plan to slim down—whether you need to shed those last few stubborn pounds or want to jump start a more significant weight-loss effort.

*5 Pounds* teaches readers how to implement five simple strategies as daily habits:

- Walk 5 miles a day.
- Eat protein and fiber 5 times a day.
- Do resistance exercise 5 minutes a day.
- Sleep at least 7 hours a night.
- Unplug at least 1 hour a day.

Readers will enjoy immediate results—dropping 5 pounds or more in just 5 days—and boost energy, improve overall health, and finally achieve long-term weight-loss success. With step-by-step advice, easy-to-prepare recipes, and motivating success stories, *5 Pounds* will transform the way readers look and feel forever.

**HARLEY PASTERNAK, MSC**, is a renowned fitness and nutrition expert and the bestselling author of *The Body Reset Diet*, *The 5-Factor World Diet*, *The 5-Factor Diet*, and *5-Factor Fitness*. He appears regularly on ABC's *Good Morning America* and has appeared on *The View*, *The Oprah Winfrey Show*, *The Today Show*, *Access Hollywood*, *Extra!*, *Entertainment Tonight*, *The Rachael Ray Show*, and *America's Next Top Model*. He blogs for People.com, AOL.com, and the *Huffington Post* and has been featured in numerous publications. He lives in Los Angeles.

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### MARCH

ISBN 978-1-62336-457-1

**HARDCOVER** \$25.99 / NCR

### DIET

6" × 9" • 256 pages

40 black-and-white photographs

E-book ISBN: 978-1-62336-458-8

### MARKETING

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

## Castoffs to Champions

How a Team of No-Names Took On the Powerhouses of College Golf and Won It All. Twice.

**JOSH GREGORY**  
**WITH TRIPP BOWDEN**

**An inspiring underdog tale of Augusta State University's unlikely rise to the top of the college golf world**

IN *CASTOFFS TO CHAMPIONS*, COACH JOSH Gregory (with the help of writer Tripp Bowden) tells the improbable, inspiring story of how he led the golf team at tiny commuter college Augusta State University—a team with virtually no budget and comprised mostly of players who weren't even recruited in their own home state or country—to upset victories over college golf's most powerful and prestigious schools en route to consecutive Division I National Championships (2010 and 2011), becoming the first team to repeat as champions since 1984–85. *Castoffs* is the story of a team forged as a sort of brotherhood and of the power of collective belief. It's also about Coach Gregory's unorthodox but highly effective coaching methods, which empower young men to achieve beyond their ability and, most important, to believe that the impossible can and does happen.

Coach **JOSH GREGORY** was named the Golf Coaches Association of America's National Coach of the Year in 2010 and 2011 after leading Augusta State to the first back-to-back college golf titles since 1985. He is now the head men's golf coach at Southern Methodist University, his alma mater.

**TRIPP BOWDEN** is a writer, advertising executive, and former collegiate golfer whose first book, *Freddie & Me*, chronicled his experiences as the first full-time white caddie in the history of Augusta National Golf Club, home of the Masters.



### MARCH

ISBN 978-1-62336-060-3

HARDCOVER \$24.99 / \$28.99 Can.

SPORTS / GOLF

5½" × 8⅞" • 272 pages

16 pages of black-and-white photographs

E-book ISBN: 978-1-62336-061-0

### MARKETING:

- National radio interview campaign
- National print features and reviews
- Social media via Rodale Books
- Local author publicity in Georgia
- Advance Access and Goodreads.com promotions
- Special 3+ / 3% retail offer
- Timed to release for 2015 NCAA tournaments

# Dr. Psenka's Seasonal Allergy Solution

The All-Natural 4-Week Plan to Eliminate the Underlying Cause of Allergies and Live Symptom-Free

JONATHAN PSENKA, ND

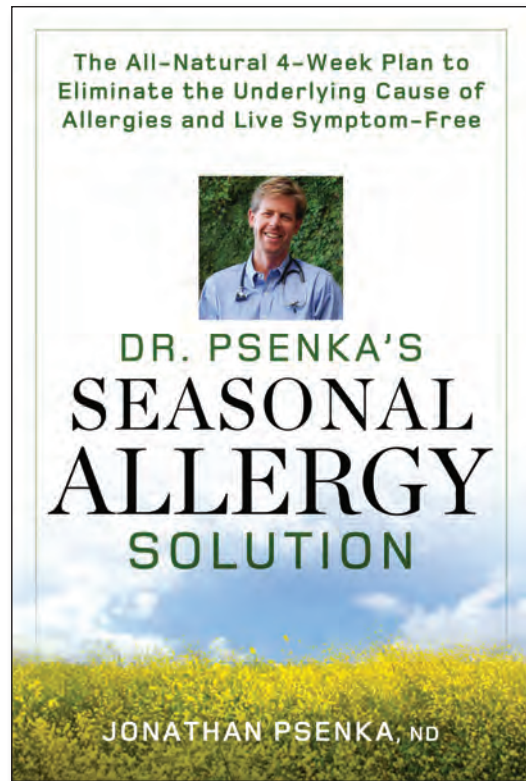
Say good-bye to allergy symptoms with this all-natural plan that targets the real cause of seasonal allergies

RECENT STUDIES SHOW THAT THE NUMBER OF people suffering with seasonal allergies has been skyrocketing and is expected to continue increasing into the foreseeable future. And in the United States alone, 65 million people suffer with seasonal allergies on a regular basis.

In *Dr. Psenka's Seasonal Allergy Solution*, author and naturopathic physician Dr. Jonathan Psenka tells readers they can—and should—aim for a cure. Readers will discover how people often attempt to manage the symptoms of their seasonal allergies with pills, sprays, drops, and even painful shots. But very few of these medications treat the *cause*, so symptoms are likely to return year after year.

Dr. Psenka has developed a highly detailed, four-step plan, so readers will finally target the root cause of their seasonal allergies and be free of allergy medication. By following Dr. Psenka's advice on how to use natural remedies before, during, and after allergy season, readers can finally wave good-bye to their pesky runny noses and scratchy throats.

**DR. JONATHAN PSENKA** is a practicing licensed naturopathic physician and serves as adjunct faculty at several universities. He is the owner of and a practicing physician at Longevity Medical Health Center, the largest integrative medical center in Arizona. Dr. Psenka is a member of the American Association of Naturopathic Physicians and the American College for the Advancement of Medicine. He resides in Phoenix, AZ.



## MARCH

ISBN 978-1-62336-273-7

PAPERBACK ORIGINAL \$16.99 / \$19.50 Can.

### HEALTH

6" × 9" • 288 pages

E-book ISBN: 978-1-62336-274-4

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- National radio interview campaign
- National print reviews and features
- Rodale News feature
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- Promoted via author's Web site, ManitouMedicine.com, and e-newsletter



# To the Fullest

The “Clean Up Your Act” Plan to Lose Weight, Rejuvenate,  
and Be the Best You Can Be

LORRAINE BRACCO WITH LISA DAVIS

FOREWORD BY FRED PESCATORE, MD

**Celebrated actress and trusted persona Lorraine Bracco  
offers a three-step cleanse and detox program**

LORRAINE BRACCO IS ONE OF THE WORLD’S MOST DYNAMIC ACTRESSES, BUT WHEN SHE REACHED HER fifties, she felt she was losing her luster. During the long illnesses of her parents, she began to gain weight and felt her energy and self-confidence take a dive. Watching her parents die within 9 days of each other was her wake-up call to take charge of her life. She made a commitment to herself to stay healthy.

In *To the Fullest*, Bracco presents her Clean Up Your Act Program, a comprehensive plan to help women over 40 look and feel younger. The program includes an intensive liver cleanse to reboot the body to start fresh on the path to optimal health by eliminating gluten, sugar, eggs, and dairy. Two weeks of meal plans and a varied list of meals and snacks illustrate that hunger is not part of the program and that eating clean has endless flavorful options. Her Clean Up Your Act Diet, which follows the cleanse, will help you lose pounds and deliver supercharged energy. Bracco adds her own mouthwatering recipes to ease the transition to clean eating and suggests an abundance of satisfying breakfasts, lunches, dinners, and snacks. She gradually lost 35 pounds and has kept it off. The book also includes testimonials gathered from women who have participated in Rodale’s 6-week test panel.

With winning honesty, Bracco provides the perfect combination of humor, comfort, and motivational support that women need to rise to life’s challenges. From attitude adjustments to style tips, from finding new passions to making movement a habit, her advice and personal insights both inspire and entertain.

**LORRAINE BRACCO** has appeared in countless films (*Goodfellas*), on television (*The Sopranos*), and on Broadway. Currently she stars in TNT’s smash hit *Rizzoli & Isles*, playing the Rizzoli family matriarch. She was recently named Woman of the Year by the New York City Police Athletic League, and is launching her own line of supplements. She published a memoir, *On the Couch*. Bracco splits her time between New York and Los Angeles.

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## APRIL

ISBN 978-1-62336-492-2

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

### HEALTH

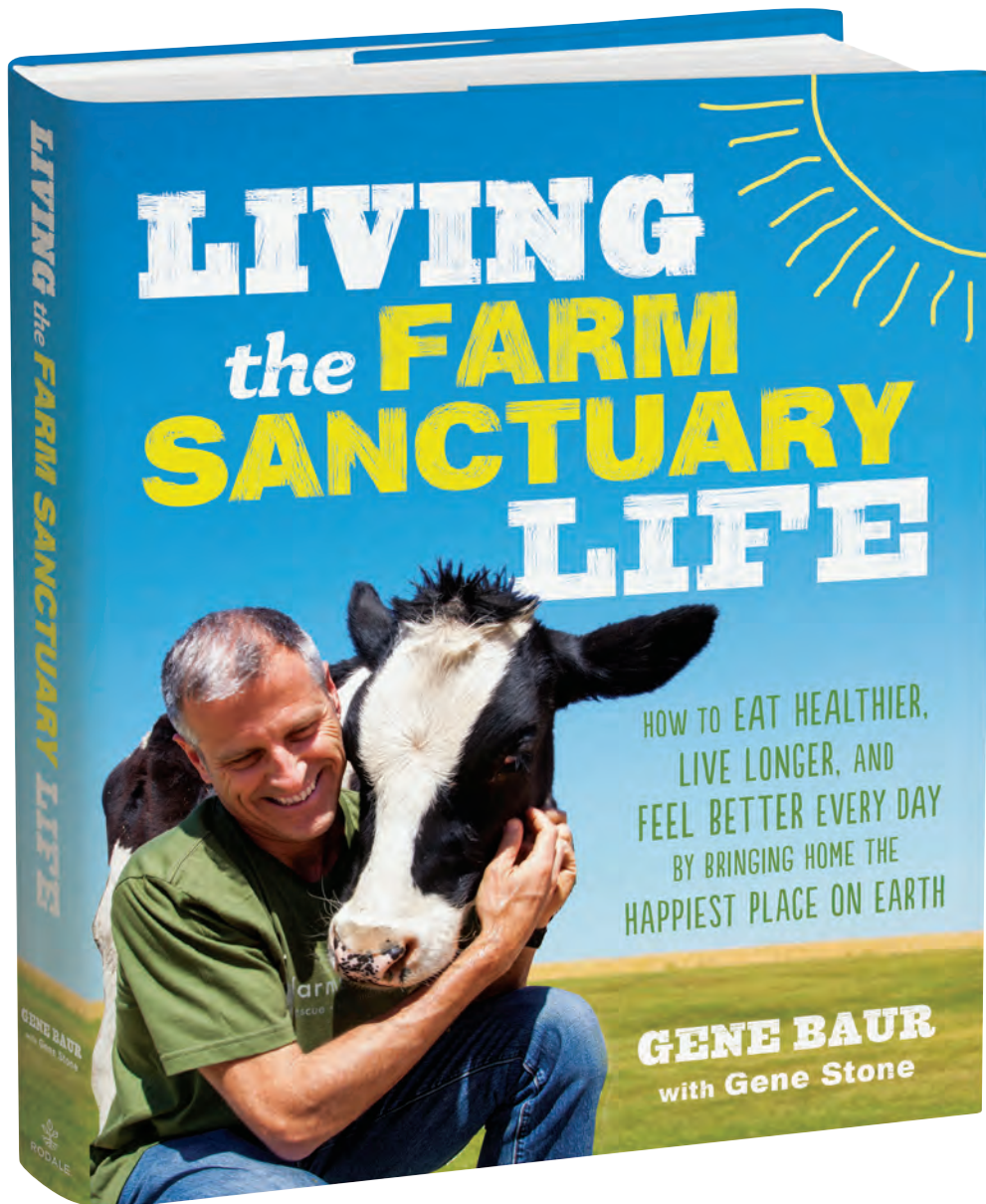
6" × 9" • 272 pages

10 black-and-white photographs

E-book ISBN: 978-1-62336-493-9

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- Promoted in Rodale magazines and e-newsletters and on Web sites





# Living the Farm Sanctuary Life

How to Eat Healthier, Live Longer, and Feel Better Every Day  
by Bringing Home the Happiest Place on Earth

GENE BAUR WITH GENE STONE

From the cofounder of Farm Sanctuary, the ultimate guide  
to a happy, healthy, more compassionate life

GENE BAUR, THE COFOUNDER AND PRESIDENT OF FARM SANCTUARY, THE NATION'S LEADING FARM ANIMAL protection organization, knows that the key to happiness lies in aligning your beliefs with your actions. In this definitive vegan and animal-friendly lifestyle guide, he and Gene Stone, author of *Forks Over Knives*, explore the deeply transformative experience of visiting the sanctuary and its profound effects on people's lives. The book covers the basic tenets of Farm Sanctuary life—such as eating in harmony with your values, connecting with nature wherever you are, and reducing stress—and offers readers simple ways to incorporate these principles into their lives.

*Living the Farm Sanctuary Life* also teaches readers how to cook and eat the Farm Sanctuary way, with 100 extraordinarily delicious recipes selected by some of the organization's greatest fans—chefs and celebrities such as Chef AJ, Chloe Coscarelli, Emily Deschanel, and Moby.

Coupled with heartwarming stories of the animals that Farm Sanctuary has saved over the years, as well as advice and ideas from some of the organization's biggest supporters, *Living the Farm Sanctuary Life* is an inspiring, practical book for readers looking to improve their whole lives and the lives of those around them—both two- and four-legged.

**GENE BAUR** is the cofounder and president of Farm Sanctuary and was named “the conscience of the food movement” by *Time* magazine. He has been featured in the *New York Times*, *Los Angeles Times*, *Chicago Tribune*, and the *Wall Street Journal*, among many other print outlets, and is a frequent guest on television. He lives in Washington, DC.

**GENE STONE** is the author of nine bestsellers, including the #1 *New York Times* bestseller *Forks Over Knives*. He lives in New York City.

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## APRIL

ISBN 978-1-62336-489-2

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

**DIET / COOKING**

7½" × 9½" • 320 pages

150 color photographs

E-book ISBN: 978-1-62336-490-8

## MARKETING

- National author publicity
- National print and online reviews and features
- Multiple features on Rodale News
- Social media via Farm Sanctuary, Fitbie, Rodale Books, and Rodale News
- Tie into author's speaking engagements
- Promoted in Rodale magazines and e-newsletters and on Web sites
- Promoted on author's Web site, FarmSanctuary.org
- Special 3+3% retail offer
- Timed to release for the 25th anniversary of Farm Sanctuary

# Soothe

How to Find Calm amidst  
Everyday Chaos

**JIM BRICKMAN**

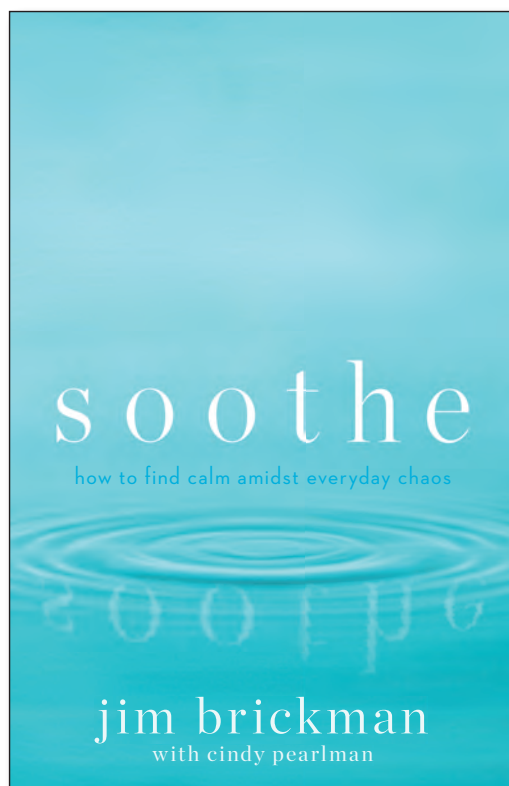
**WITH CINDY PEARLMAN**

**A practical and inspiring guide to finding  
peace and relaxation in daily life**

OVER THE PAST 20 YEARS, JIM BRICKMAN HAS quietly amassed a huge following as a contemporary pianist. Fans continually reach out to let him know that his soothing sounds have helped them handle a wide spectrum of life's challenges and events, from a father-daughter wedding dance to delivering a baby to enduring chemotherapy. Brickman's listeners trust his music to deal with a crisis, find peace, rekindle romance, or simply relax. They want advice that's uncomplicated and relatable and incorporates the healing powers of music, inspiration, and even a prayer or two to deal with tough times or just unwind.

*Soothe* is a collection of light spiritual and practical advice that mirrors the way it feels to listen to Brickman's music. Sharing easy ways to limit stress and find soothing moments, the book spans a range of ideas organized by theme—Soothe Your Heart, Soothe Your Space, Soothe Your Mind—tapping a range of mind, body, and spirit experts. Brickman takes readers on a journey as he explores the benefits of deep breathing, clean eating habits, and even creating a more organized space. *Soothe* offers readers a compendium of his best advice, sharing what really works in a quest toward a calmer, happier life.

**JIM BRICKMAN** is an American pianist who has four certified gold albums and has sold more than 7 million albums to date. He has received two Grammy nominations, two SESAC Songwriter of the Year Awards, a Canadian Country Music Award, and a Dove Award presented by the Gospel Music Association. He's also the author of two bestselling books, *Simple Things* and *Love Notes*, both cowritten with Cindy Pearlman. He lives in Cleveland, OH.



## APRIL

ISBN 978-1-62336-500-4

**HARDCOVER** \$21.99 / \$24.99 Can.

**SELF-HELP**

5½" × 8⅞" • 208 pages

E-book ISBN: 978-1-62336-501-1

## MARKETING

- National print features and reviews
- Online publicity and promotions
- Social media via author, Fitbie, Rodale Books, and Rodale News
- Promoted in Rodale magazines and e-newsletters and on Web sites
- Promoted on author's Web site, JimBrickman.com, and e-newsletters

## Men's Health Workout War

Lose Pounds, Gain Muscle,  
Destroy Your Opponents

**JIM COTTA, CSCS**

**FOREWORD BY SHAQUILLE O'NEAL**

**A blueprint for setting up weight-loss competitions to spur motivation**

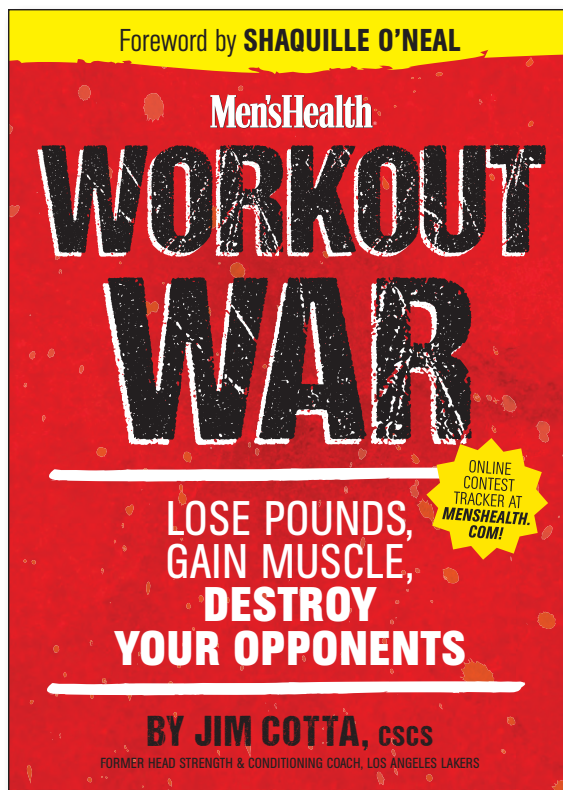
COMPETITION MOTIVATES MEN. AND SCIENTIFIC research proves that competition and rewards motivate people to stick to exercise and diets.

Former Los Angeles Lakers strength coach Jim Cotta harnesses men's passion for one-upmanship with an innovative get-in-shape program in Men's Health *Workout War*. This book features a highly effective, 60-day exercise and diet program broken up into quarters and an overtime round. The unique hook is that it makes the fitness instruction much more effective by turning it into a friendly weight-loss war that uses locker-room-style trash talking and cash prizes to drive dramatic results.

Basketball great Shaquille O'Neal, who penned the book's foreword, used a "shirts off" competition against Charles Barkley on national television to spur his own body transformation, and Cotta was his weight-loss coach. That gave Cotta the idea to build a blueprint for grassroots fitness competitions, complete with multiple contest formats and advice on using social media to build excitement.

MensHealth.com will create a special channel with contest trackers, leader boards, and forums that will allow readers to host their own competitions online.

**JIM COTTA** has been a certified strength and conditioning specialist for 20 years. He was the strength coach for the Los Angeles Lakers for 7 years (including their World Championship three-peat) and has trained Shaquille O'Neal, Karl Malone, Kobe Bryant, Dennis Rodman, Mitch Richmond, Eddie Jones, and others. He lives in Franklin, TN.



### APRIL

ISBN 978-1-62336-412-0

**HARDCOVER** \$26.99 / \$31.50 Can.

**FITNESS**

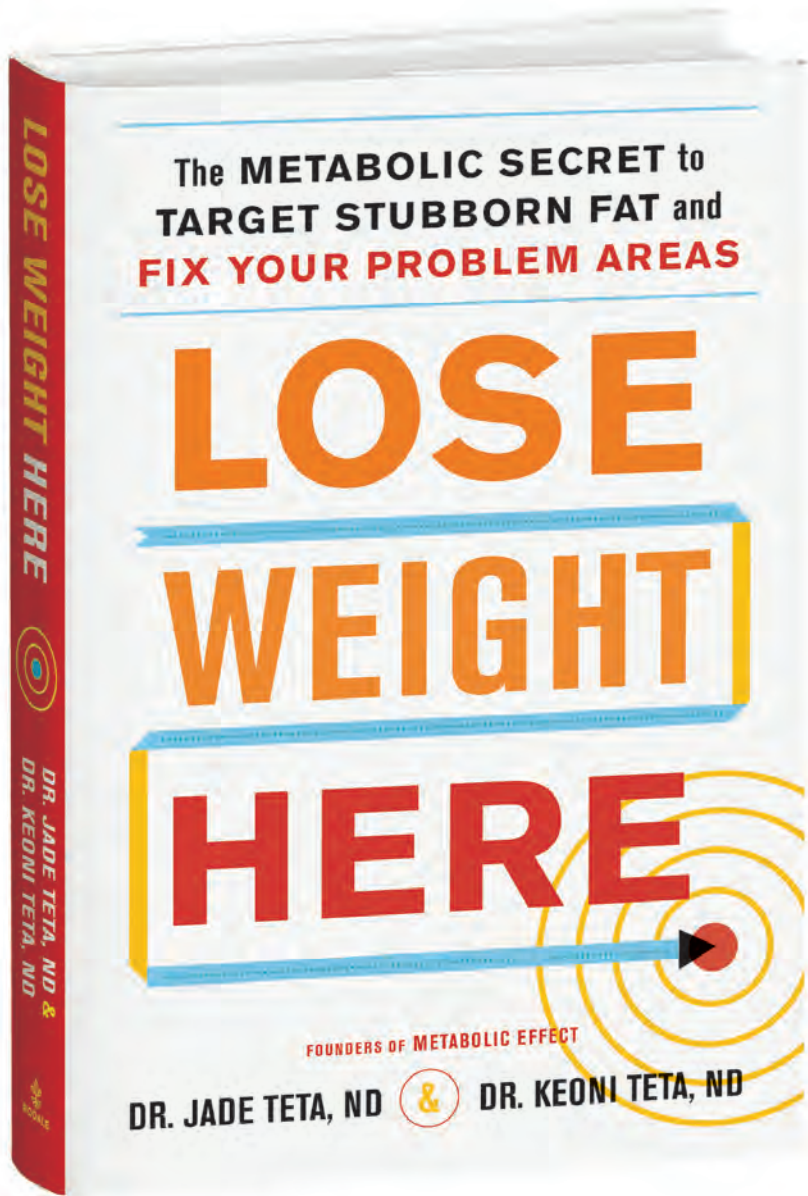
6½" × 9½" • 304 pages

60 black-and-white photographs

E-book ISBN: 978-1-62336-413-7

### MARKETING:

- Confirmed feature in *Men's Health*
- National print and online reviews and features
- Social media via author, Fitbie, *Men's Health*, and Rodale Books
- Promotional support from MensHealth.com
- Simultaneous direct-response online marketing campaign
- Promoted on author's Web site, JimCotta.com



# Lose Weight Here

## The Metabolic Secret to Target Stubborn Fat and Fix Your Problem Areas

DR. JADE TETA, ND & DR. KEONI TETA, ND

**The Teta brothers present the first diet and fitness book to prove that spot reduction is possible!**

ONE OF THE MOST COMMON DISAPPOINTMENTS AMONG DIETERS IS THEIR FAILURE TO LOSE WEIGHT where they want to lose it. They are often left with the same shape they struggled so hard to change. *Lose Weight Here* shows readers that “spot reduction” is possible and how they can lose weight quickly in all the *right* places.

*Lose Weight Here* rethinks traditional weight-management techniques by optimizing the two proven components for successful weight loss: low calories and hormone balance. By combining the hormonal science of fat burning with the revolutionary science of spot training, *Lose Weight Here* shows readers how to reverse metabolic damage so they can get the bodies of their dreams.

*Lose Weight Here* is based on hard science, sound nutritional and psychological data, and remarkable testimonials, which include before-and-after photos from some of the 100,000 people Jade and Keoni Teta have helped in their gym and online. Unlike traditional diets, *Lose Weight Here* instructs readers on how to successfully alternate between periods when you eat more and exercise more, and periods when you eat less and exercise less. This method deactivates antiburn receptors and targets the belly, butt, hips, and thighs. At last, dieters can lose fat in targeted areas and maintain their results.

**JADE AND KEONI TETA** have 20 years of experience as trainers and have practiced integrative and complementary medicine for 10 years. They are cofounders of the international health, fitness, and weight-loss company Metabolic Effect (ME). Both have contributed to the *Textbook of Natural Medicine*, and they have certified thousands of health professionals. They live in Winston-Salem, NC.

---

### APRIL

ISBN 978-1-62336-476-2

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

#### FITNESS

6½" × 9⅛" • 272 pages

35 black-and-white illustrations

E-book ISBN: 978-1-62336-477-9

### MARKETING

- National author publicity
- National print and online reviews and features
- Fitbie feature
- Social media via authors, Fitbie, and Rodale Books
- Local author publicity in New York and North Carolina
- Promoted in Rodale magazines and e-newsletters and on Web sites
- Promoted via authors' Web site, MetabolicEffect.com, and e-newsletters

## Women's Health Lift to Get Lean

A Beginner's Guide to Weight Lifting for Weight Loss in 3 Simple Steps

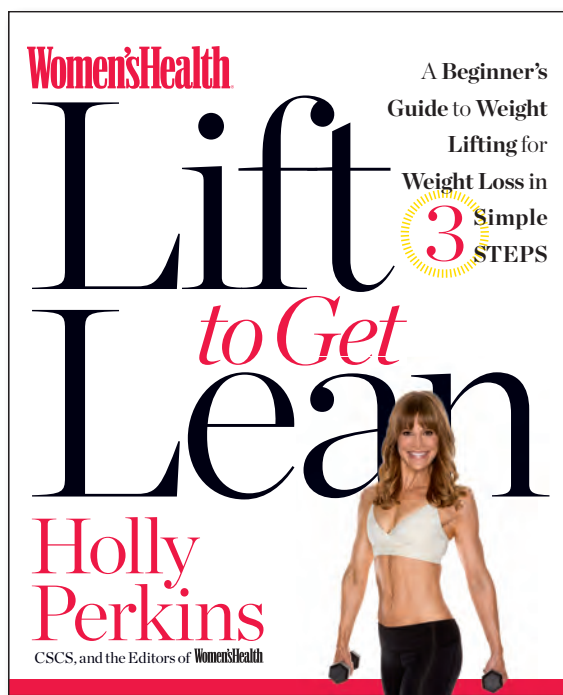
HOLLY PERKINS, CSCS, AND THE EDITORS OF *WOMEN'S HEALTH*

A weight-lifting workout program for a leaner, stronger body, designed specifically for women by a top female trainer

RESEARCH SHOWS THAT BUILDING MUSCLE HELPS the body burn more calories 24/7 and that resistance training is the most effective way to torch body fat. Yet that message is still lost on many women who fear that weight lifting will make them bulky, turn their skin green, and give them Incredible Hulk muscles like their boyfriends'. Women have more options than step aerobics or running on a treadmill to shed pounds: They can weight-train in a very specific manner designed to make the most of a woman's unique physiology.

*Lift to Get Lean* is the first beginner's guide to strength training from *Women's Health* that is written specifically for women by a woman. Holly Perkins is a certified strength and conditioning specialist (CSCS) who has been teaching the fat-burning secrets of weight training exclusively to women for more than 20 years. Perkins doesn't follow men's rules when it comes to building muscle. Her *Lift to Get Lean* delivers a three-step system: Technique, Movement Speed, and the Last 2 Reps Rule, which make all the difference in developing the kind of strong, lean, and sexy body women want. Perkins offers four different 90-day training programs that efficiently build functional strength along with leaner legs, stronger arms, and a sexier butt.

**HOLLY PERKINS, CSCS**, is a contributing writer and exercise expert for *Women's Health*, *Prevention*, and other magazines and a fitness ambassador to New Balance and Susan G. Komen for the Cure. She lives in Los Angeles.



### APRIL

ISBN 978-1-62336-478-6

PAPERBACK ORIGINAL \$24.99 / \$28.99 Can.

FITNESS

7½" × 9⅞" • 320 pages

160 color photographs

E-book ISBN: 978-1-62336-480-9

### MARKETING

- Confirmed feature in *Women's Health*
- National print reviews and features
- Fitbie features
- Online publicity and promotions
- Social media via author, Fitbie, *Women's Health*, and Rodale Books
- Simultaneous direct-response online marketing
- Promoted on author's Web site, HollyPerkins.com

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Holly Perkins and the Editors of *Women's Heath*

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