



rodale

SPRING 2017



RODALE

Dear Bookseller:

With the doldrums of winter behind us, spring is the perfect time to think about renewal and transformation—themes that run through our list this season!

This spring, we're delighted to welcome Bill Nye into the Rodale Books family. As the public face of science for more than 20 years, the Emmy Award-winning host and *NYT* bestselling author's new book, **EVERYTHING ALL AT ONCE**, is an inspiring call to unleash the power of the "nerd mind-set" that exists within us all. He'll show readers how his Everything-All-at-Once approach to problem solving can lead to a more meaningful life and ultimately help us tackle the biggest issues of our day. Nye writes with his trademark humor as he weaves in his own experiences showing how he came to think like a "science guy" and how we can, too.

At Rodale, we take pride in publishing gripping and powerful narratives that speak to our mission. In **THROUGH THE SHADOWLANDS**, award-winning science journalist Julie Rehmeyer tried everything to identify the cause of her crippling chronic fatigue syndrome. In stunning prose, she details the improbable journey that ultimately led her to leave behind everything she owned and set up camp in Death Valley in order to test the theory that the mold in her home was making her sick. In **THE POWER OF A PLANT**, internationally recognized (by everyone from Oprah to the Clinton Global Initiative) educator Stephen Ritz shares his inspiring story of how integrating gardening as an entry point for all learning changed the lives of his South Bronx high school students. **STRONG IN THE BROKEN PLACES** is a memoir by Quentin Vennie, a former drug dealer and addict who was on the verge of incarceration when he chose to begin a journey of natural healing. In his book, Vennie shares the "wellness trinity" that saved his life and his soul.

Also in the health space, we're thrilled to be publishing **UNDOCTORED**. It's the new book by Dr. William Davis, of *New York Times* bestselling *Wheat Belly* fame, and it's sure to have people talking. **UNDOCTORED** exposes how the health-care system has failed Americans and offers readers strategies for taking charge of their overall health in order to break free of a system that puts profits over people.

We're also excited to offer some wonderful cookbooks with delicious recipes that will allow readers to take advantage of all that's cropping up at their local farmers' markets and supermarkets. **LOVE REAL FOOD**, by popular *Cookie + Kate* blogger Kathryn Tyler, shows readers how to craft customized feel-good meals with real, plant-based foods. Renowned food writer and stylist Suzanne Lenzer's new book, **GRAZE**, is full of ideas for small plates and light bites that can be enjoyed on their own or in combinations that make a unique meal. You'll never be bored at the table again! From the creators of *Wanderlust*, the wildly popular yoga festival and book of the same name, comes **FIND YOUR TRUE FORK**. This cookbook/guide for finding the eating path that speaks to you features an all-star cast of chefs and wellness influencers offering their recipes and expert advice.

We're so excited to bring you a season full of thoughtful, inspiring, delicious, and life-changing titles. Enjoy!

Wishing you health and happiness,

Gail Gonzales
VP Publisher, Rodale Books

The Power of a Plant

A Teacher's Odyssey to Grow Healthy Minds and Schools

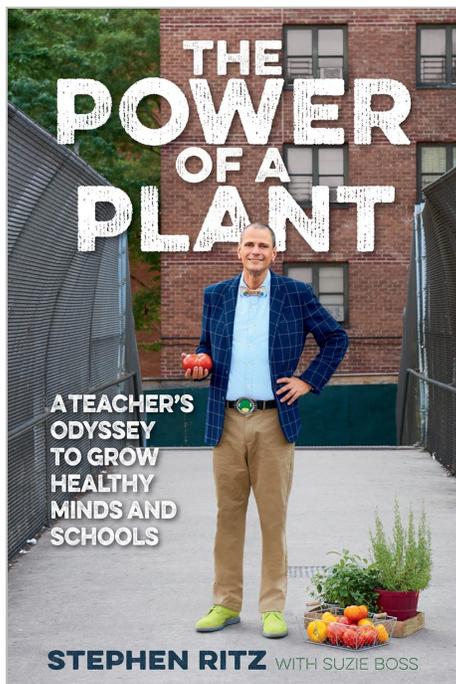
Stephen Ritz with Suzie Boss

An inspiring story about how teaching kids to garden moved the graduation rate from 17 percent to 100 percent and improved attendance to 93 percent in his South Bronx high school.

Stephen Ritz became a teacher more than 30 years ago. In 2004, he was teaching in the South Bronx at a high school with rampant crime and a 17 percent graduation rate. After what can only be defined as a cosmic experience where a flower broke up a fight in his classroom, he saw a way to start tackling his school's problems: plants. He flipped his curriculum to integrate gardening as an entry point for all learning. What has happened since has become an international phenomenon. As Ritz likes to say, "40,000 pounds of vegetables later, my favorite crop is organically grown citizens, graduates, members of the middle class, and children who are growing and eating themselves into good health and amazing opportunities."

In *The Power of a Plant*, Ritz highlights how greening a curriculum allows students to grow their capacity to better their lives. Ritz has helped increase students' daily attendance from 40% to 93%, achieve 100% graduation rates, reduce behavioral incidents by more than 50%, increase passing rates on state exams by 45%, achieve 100% passing rates on NYS Regents Exams with special needs students, and partner toward 2,200 local jobs in a community with 25 percent unemployment! The book features Ritz's cornerstone of learning, "Make Epic Happen," which is broken down into three main takeaways: collisions, connections, and co-learning. *The Power of a Plant* is a story of hope, resilience, regeneration, and optimism.

Stephen Ritz teaches Pre-K through 5th grade at CS 55 in the Bronx and is the founder of the Green Bronx Machine. He was a Top 10 Finalist for the Global Teacher Prize and is one of NPR's 50 Greatest Teachers. He earned his school the Citywide Award of Excellence from NYC's Strategic Alliance for Health. Ritz has spoken at the United Nations Social Innovation Summit and the Clinton Global Initiative. His Tedx talk has had nearly 1 million views. He resides in the Bronx.



EDUCATION / EXPERIMENTAL METHODS

Rodale Books | 5/2/2017
9781623368647 | \$26.99 / \$31.50 Can.
Hardcover | 256 pages
9 in H | 6 in W

Subrights: World

MARKETING

- Major national media campaign including print, radio, online features and reviews
- Tie-in to author's speaking events
- Explore partnerships with high-profile contacts and influencers
- Paid ads targeting environmental and educational organizations
- Rodale brand support in print and online
- Rodale Wellness online support
- Online promotions around Earth Day
- Social media promotion via author, Rodale Wellness and Rodale Books
- Pre-order promotion via www.stephenritz.com
- Special 3+3% retail offer

Undoctored

How You Can Be Smarter Than Your Doctor and Discover Real Health On Your Own

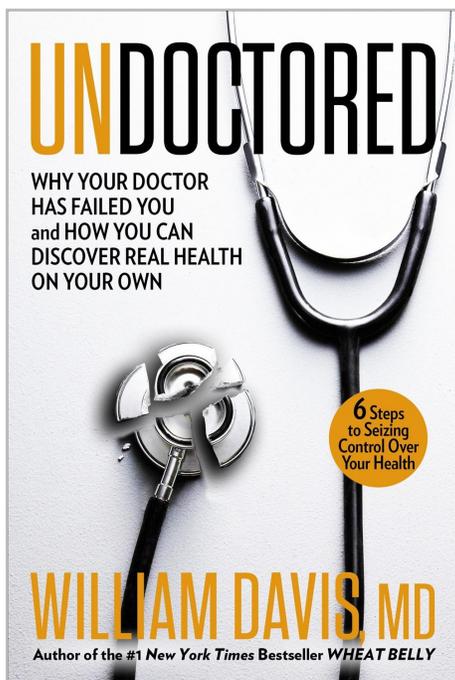
William Davis, MD, New York Times bestselling author of *Wheat Belly Total Health*

From the *New York Times* bestselling author of *Wheat Belly*, this is a revolutionary 6-week program that empowers people to take charge of their own health.

In his *New York Times* bestseller *Wheat Belly*, Dr. William Davis changed the lives of millions of people by teaching them to remove wheat from their diets to reverse years of chronic health damage. Now he goes beyond cutting wheat to help people take charge of their own overall health in *Undoctored*. Dr. Davis wants the world to understand that conventional medicine is no longer working in our favor. He exposes how millions of people are prescribed unnecessary medications, given dietary recommendations crafted by big business, and undergo unnecessary procedures recommended by healthcare practitioners to feed revenue-hungry healthcare systems. He then shows how readers can create a comprehensive program to reduce, reverse, and cure common health issues through simple strategies, including harnessing the collective wisdom of new online technologies, so that they can break free of a health care system that puts profits over health.

Undoctored is the spark of a new individually empowered health care movement. The results of Dr. Davis's 6-week program are *superior* to solutions provided by the conventional healthcare system. Readers will be equipped to manage their own health and sidestep the misguided motives of a profit-driven medical system.

WILLIAM DAVIS, MD, is a *New York Times* bestselling author and a cardiologist who advocates cutting-edge strategies to help individuals discover the health hidden within them. His blog, wheatbellyblog.com, has been visited by millions of people. Dr. Davis has also shared his passion for wheat-free living on national television including *The Dr. Oz Show* and *CBS This Morning*. His *Wheat Belly Total Health* program has become a public television special, now airing nationwide. He lives in Wisconsin.



HEALTH & FITNESS / HEALTHY LIVING

Rodale Books | 5/9/2017

9781623368661 | \$27.99

Hardcover | 416 pages

9 in H | 6 in W

Subrights: US/OM- non exclusive

MARKETING

- Major national media campaign including print, radio, online features and reviews
- Targeted campaign to existing Wheat Belly community and alternative health communities
- Support from Rodale brands including advertising, print and online features, and email marketing
- Rodale Wellness features, author letter, and social media support
- Social media promotion via author, Rodale Wellness and Rodale Books
- Major pre-order promotion via author's Web sites and online community www.wheatbelly.com

The Nature of Nature

The Discovery of SuperWaves and How It Changes Everything

Irv Dardik

Visionary scientist Irving Dardik explains, for the first time, his discovery of the phenomenon called SuperWaves, and its profound applications in fields from medicine to cold fusion.

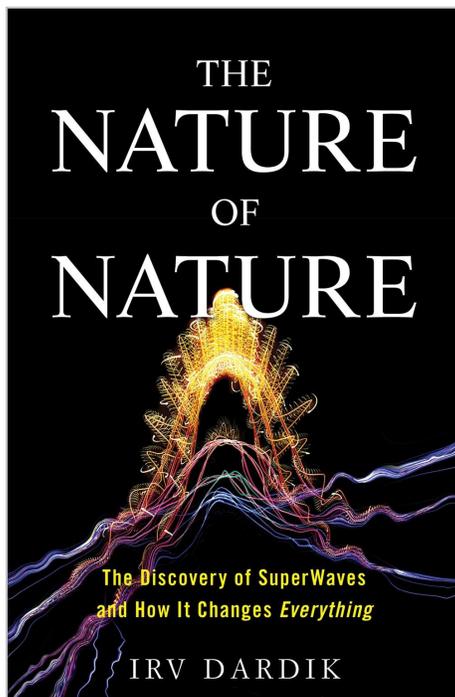
Generations of researchers have failed to answer our most basic questions about nature—What is everything made of? How do things change; how do they work? In *The Nature of Nature*, Irving Dardik tackles these questions by introducing his discovery of SuperWaves, a phenomenon whose design generates what we experience as matter, space, time, motion, energy, and order and chaos.

Simply put, the SuperWaves principle states that the fundamental stuff of nature is waves—waves waving within waves, to be exact. In his work, Dardik shows that everything from quantum particles to entire galaxies is waving in the unique pattern he calls SuperWaves.

From studies on the effects of SuperWaves-based cyclic exercise-recovery techniques on Parkinson's disease and HIV/AIDS to organic farming and clean energy, Dardik's work is revolutionary. Over the years, it has been covered by the *Wall Street Journal*, *U.S. News & World Report*, *New York* magazine, and other publications.

The discovery of SuperWaves can be grasped by every reader, whether scientist or layperson. Touching on everything from gravity and thermodynamics to the origins of disease, it shows that our health and the health of the environment depend upon our understanding SuperWaves. *The Nature of Nature* is an absorbing account that combines Dardik's contrarian look at the history of science with philosophical discussion, his groundbreaking research, and hope for the future.

Irving Dardik is a former vascular surgeon at Montefiore Medical Center for the Albert Einstein College of Medicine, founding chairman of the U.S. Olympic Sports Medicine Council, scientific iconoclast and pioneer, and the creator of the SuperWave Principle. He was featured in *Making Waves*, published in 2005 by Rodale.



SCIENCE / WAVES & WAVE MECHANICS

Rodale Books | 5/16/2017
9781623369354 | \$25.99 / \$29.99 Can.
Hardcover | 304 pages
8.4 in H | 5.6 in W

Subrights: World

MARKETING

- Radio campaign
- Online publicity
- Rodale brand support including advertising and articles in print and online
- Rodale Wellness content plan including features, author letter, and social media support
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads Giveaways & Promotion

Love Real Food

125 Fresh, Feel-Good Vegetarian Favorites to Delight the Senses and Nourish the Body

Kathryne Taylor, Creator of Cookie and Kate

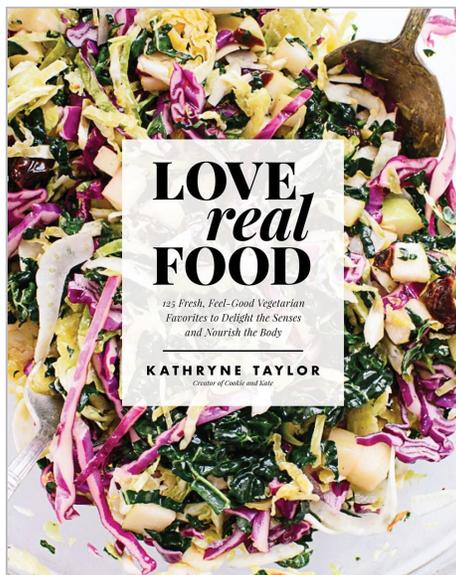
Mega-blogger Kathryne Taylor, of the popular blog Cookie + Kate, found her calling by creating meals with real, plant-based food that hasn't been stripped of its inherent goodness.

Real food both delights the senses and nourishes the body, and with her first cookbook, Taylor offers 125 outrageously delicious recipes with vibrant photographs that bring them to life. Her friendly commentary inspires readers to step into the kitchen and cook healthy meals, again and again. And the book wouldn't be complete without plenty of pictures of her lovable, food-obsessed puppy sous chef, Cookie, of course! With delicious recipes like chai-spiced steel-cut oats, a pesto and quinoa power salad, jasmine tea mojitos, and reader favorite banana oat bread, *Love Real Food* is a natural extension of Taylor's blog, including the hallmarks that entice her many readers to visit her site daily for more. She's got quite the fanbase eager to buy the book: Her blog has more than a million visits per month, and she commands more than 180,000 followers on Facebook, Twitter, Instagram, and Pinterest.

Taylor guides the home cook with ease and inspires us all to tinker with recipes until they fit our lifestyles. She deconstructs nutritional information, cutting through marketing noise and referring to trusted resources. She encourages us to listen to our appetites and explore a whole-foods philosophy to live a healthier life.

As always, her recipes are developed with accessibility and versatility in mind. They encourage you not just to "eat this," but to eat *like this*. Take it from her readers: You'll love how you feel.

Kathryne Taylor is the personality behind the hugely popular blog Cookie + Kate, named after her crumb-catching dog, Cookie. In 5 years, the vegetarian and all-natural food blog has become one of the most visited vegetarian sites on the Internet and garners more than one million visits per month. Kathryne researches, develops, cooks, photographs, and writes every recipe on the blog. She lives in Kansas City, Kansas with her dog, Cookie.



COOKING / VEGETARIAN

Rodale Books | 5/16/2017

9781623367411 | \$27.50 / \$31.99 Can.

Hardcover | 272 pages

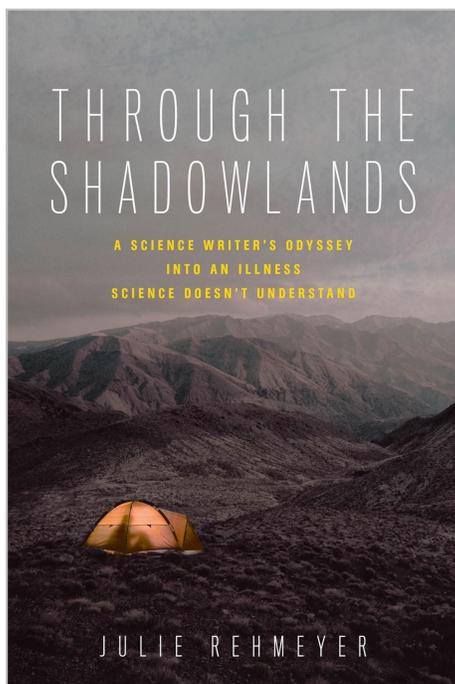
10 in H | 8 in W

85 color photographs

Subrights: World

MARKETING

- National print features and reviews
- National online publicity
- Blogger outreach and influencer mailing
- Paid ads targeting food, vegetarian, dog lovers, and wellness audiences
- Rodale brand support including advertising and articles in print and online
- Rodale Wellness features, author letter, and social media support
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads Giveaways & Promotion
- Pre-order promotion via author site www.cookieandkate.com



Through the Shadowlands

A Science Writer's Odyssey into an Illness Science Doesn't Understand

Julie Rehmeyer

For readers of *Wild* and *Brain on Fire*. A memoir by science writer Julie Rehmeyer detailing her experience with Chronic Fatigue Syndrome and the improbable road to recovery she traversed.

Science journalist Julie Rehmeyer was so sick she sometimes couldn't turn over in bed. The top specialists in the world were powerless to help, and scientific research on her disease was at a near standstill. She was running out of money. And she was all alone, with no one to care for her.

Having exhausted all ideas, Rehmeyer turned to an implausible one. She followed the advice of strangers on the Internet that struck her as crazy, but had recovered from chronic fatigue syndrome (CFS) as severe as hers. Leaving behind everything she owned, she drove into the desert, testing the theory that mold in her home and belongings was making her sick. Stripped of the life she'd known and the future she'd imagined, Rehmeyer felt as though she were going to the desert to die.

But she didn't die. She found the clue that offered her a path to wellness—and to a future that transcended abandonment and fear. In stunning prose, Rehmeyer describes how her illness transformed her understanding of science, of medicine, and of spirituality.

Rehmeyer has written about CFS for the *New York Times*, *Wall Street Journal*, *Wired*, *Slate*, and more. Her *New York Times* piece, "A Disease Doctors Refuse to See," became the most-shared article for 24 hours, with nearly 600 comments. *Through the Shadowlands* brings scientific authority to a misunderstood disease while spinning an incredible and compelling story of tenacity, resourcefulness, acceptance and love.

JULIE REHMEYER is an award-winning mathematics and science writer. She is a contributing editor to *Discover Magazine*, and has been published in the *New York Times*, *Washington Post*, *Wired*, *Slate*, *Science News*, and more. Her stories have been featured on the History channel and NPR. She is the 2016 recipient of the fellowship in Ted Scripps Environmental Journalism at the University of Colorado Boulder, as well as the Excellence in Statistical Reporting Award. She lives in Santa Fe, NM.

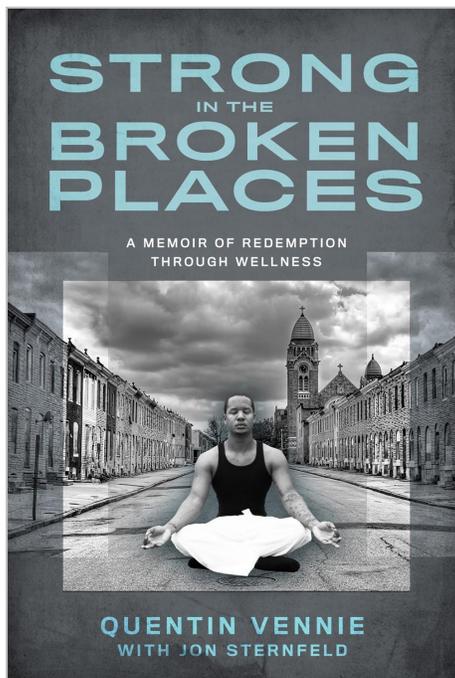
BIOGRAPHY & AUTOBIOGRAPHY / PERSONAL MEMOIRS

Rodale Books | 5/23/2017
9781623367657 | \$25.99 / \$29.99 Can.
Hardcover | 288 pages
8.4 in H | 5.5 in W

Subrights: US/CAN/OM non-exclusive

MARKETING

- National print features and reviews
- Target select broadcast and radio
- Online publicity
- Special online promotions around Chronic Fatigue Syndrome Awareness Day (5/12)
- Paid ads targeting Chronic Fatigue Syndrome, chronic illness, and autoimmune communities
- Advertising in Rodale magazines
- Rodale Wellness features, author letter, and online advertising
- Social media promotion via author, Rodale Wellness, and Rodale Books
- Goodreads giveaways & promotion
- Promotion via www.julierehmeyer.com



BIOGRAPHY & AUTOBIOGRAPHY / PERSONAL MEMOIRS

Rodale Books | 5/30/2017
9781623368227 | \$24.99 / \$28.99 Can.
Hardcover | 224 pages
9 in H | 6 in W

Subrights: US/CAN/OM- non exclusive

MARKETING

- National media campaign including print, radio, and online features and reviews
- Online publicity targeting addiction recovery community
- Tie-in to author's speaking events
- Major support from author's connections (i.e. influencers, activists, etc.)
- Paid ads targeting wellness and addiction recovery audiences
- Rodale brand support in print and online
- Rodale Wellness features and social media
- Online events via Facebook Live
- Pre-order promotion via www.quentinvennie.com
- Early reads campaign

Strong in the Broken Places

A Memoir of Redemption Through Wellness

Quentin Vennie with Jon Sternfeld

In the tradition of *The Other Wes Moore* and *Spirit Junkie*, *Strong in the Broken Places* is a riveting memoir that shows how one man was able to overcome adversity using a trinity of wellness.

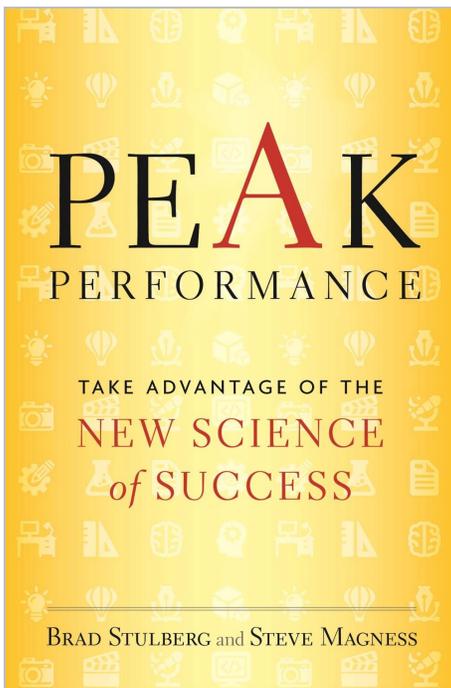
Raised in Baltimore, MD, a city once known as the heroin capital of America, Quentin Vennie grew up surrounded by dead ends. Haunted by feelings of abandonment and resentment, he was diagnosed with anxiety and depression at age 14. Statistics mapped out his future, and he grew hostile to a world that viewed him with suspicion. Before he was 30, Vennie had been shot at twice, sold drugs up and down the East Coast, lingered on the brink of incarceration, had developed a prescription drug addiction, and stared down death more than once.

His survival depended on finding a new path, but he didn't know where to turn. His doctor's solution was to prescribe more medication. After hitting rock bottom, Vennie chose to begin a journey of natural healing that wound up saving his life. By adopting the practice of juicing using a blender he bought at a local convenience store, plus incorporating yoga and meditation into his lifestyle, he discovered what he now calls the "wellness trinity" that healed his body and ultimately saved his soul.

PRAISE

Quentin Vennie rose up against all odds and everyone's expectations, including his own. In a standoff with his inner demons, he chose a path outside of his current reality and found himself a completely new existence, aligned with his deepest desires to rise. Quentin's raw sharing of his incredible story inspires us to make the changes today we want to see in our lives. —Tara Stiles, founder of Strala Yoga

Quentin Vennie is a wellness expert, speaker, and motivational guide. After years of fighting a war of poverty, anxiety, depression, and addiction on the streets of Baltimore, he set out on a journey to heal himself. He was able to do so through his Trinity of Wellness system—a combination of yoga, meditation, and fruit and vegetable juices. He has written for the *Huffington Post*, *mindbodygreen*, *Positively Positive*, *Mantra Yoga + Health* magazine, and more. He lives in Cranford, NJ.



Peak Performance

Take Advantage of the New Science of Success

Brad Stulberg and Steve Magness

An illuminating and actionable guide to optimizing personal performance to get the most from yourself in any field.

Peak Performance combines the inspiring stories of top performers across a range of capabilities from athletic to intellectual to artistic with the latest scientific insights into the cognitive and neurochemical factors that drive performance in all domains. *Peak Performance* presents the newly-discovered links that hold promise as performance boosters, but that have been traditionally overlooked. In a concise and relatable manner, *Peak Performance* explains the strong connection between mind and body and how everyone can apply certain techniques to enhance their own achievements.

This book is an entertaining and actionable guide to optimizing personal performance that shows readers how to get the most from themselves. Brad Stulberg and Steve Magness highlight great performers across various disciplines including Olympic marathoner Meb Keflezighi, three-time Grammy Award winner Don Was, and renowned mathematician David Goss. This book discusses the science and application of each principle of success and concludes with prescriptive techniques. Unlike other performance books that are field-specific, *Peak Performance* cuts across domains and will attract readers and entrepreneurs involved in diverse pursuits, from athletes to artists, from hobbyists to scientists, from students to business professionals. If you want to take your game to the next level, whatever "your game" may be, *Peak Performance* will teach you how.

Brad Stulberg writes for *Outside*, *Runner's World*, and NPR and has a column in the *Huffington Post*. He works for Kaiser Permanente, developing programs to help people maximize their health. He lives in San Francisco, CA.

Steve Magness is the author of *The Science of Running* and host of the podcast *Magness and Marcus on Coaching*, and was previously a columnist for *Running Times*. He is the head coach for the University of Houston's track and field team and lives in Houston, TX.

SELF-HELP / PERSONAL GROWTH / SUCCESS

Rodale Books | 6/6/2017
9781623367930 | \$25.99 / \$29.99 Can.

Hardcover | 272 pages
9 in H | 6 in W

Subrights: World

MARKETING

- National print features and reviews
- National radio
- Online publicity
- Paid advertising targeting relevant sports and self-help targets
- Influencer mailing and co-promotion with other Rodale authors
- Rodale brand support (especially from *Runner's World*) including advertising and articles in print and online
- Rodale Wellness features, author letter, and social media support
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads Giveaways & Promotion

Find Your True Fork

Jeff Krasno

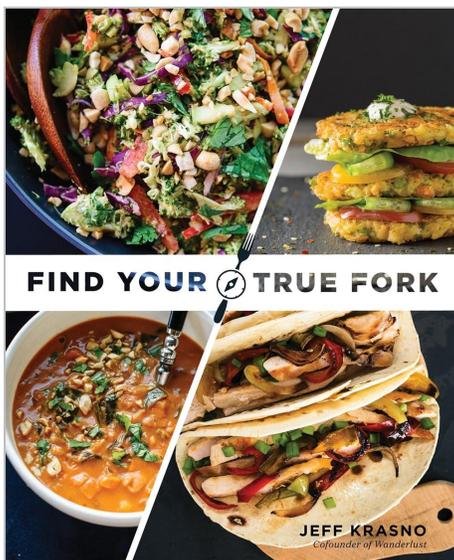
From the author of *Wanderlust*, *Find Your True Fork* is a guide for conscious individuals looking to make ethical decisions about food and includes delicious, organic, and seasonal recipes.

Fans of the Wanderlust Festivals and modern yogis everywhere made *Wanderlust*, the first book by festival founder Jeff Krasno, a huge success. Since then, the popularity of the movement has grown even wider—including the opening of a Los Angeles center and Wanderlust Café that offer visitors a variety of ways to cultivate a mindful and inspired life. For Krasno and Wanderlust, being conscious about what we put on our plate has always been a cornerstone of living a balanced life. Wanderlust's *Find Your True Fork* serves as a roadmap for readers looking to make healthy, ethical, and delicious decisions about food.

Find Your True Fork has something for everyone—from vegans to omnivores and everything in between. With the help of an all-star cast of chefs and wellness influencers who contribute recipes and expert advice, Krasno shows readers how to develop a closer connection to what they eat.

From starting an urban garden and composting to fermentation techniques and demystifying biodynamic agriculture, *Find Your True Fork* aids readers in navigating a world of mindful food options. And like the original Wanderlust book, it is beautifully designed and photographed, featuring fun and informative illustrations throughout.

Jeff Krasno is the cofounder of Wanderlust, a series of large-scale events combining yoga and wellness with the arts. Wanderlust now produces a growing number of the world's largest yoga festivals, spanning the globe from British Columbia and Australia to California and Chile. Krasno serves as co-CEO, overseeing festival programming and business development. He lives with his wife, yoga teacher Schuyler Grant, and three daughters, Phoebe, Lolli, and Micah, in Brooklyn and Los Angeles.



COOKING / SPECIFIC INGREDIENTS / NATURAL FOODS

Rodale Books | 6/6/2017

9781623369651 | \$25.99 / \$29.99 Can.

Hardcover | 240 pages

9.1 in H | 7.5 in W

Approx 100 photos and illustrations to be provided by author

Subrights: World

MARKETING

- National print features and reviews
- National online publicity
- Promotion at Wanderlust events
- Major support from author's connections and Wanderlust community
- Event series in conjunction with Rodale's Organic Life
- Paid ads targeting food, wellness, and yoga audiences
- Rodale brand support in print and online
- Rodale Wellness features and author letter
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads giveaways
- Pre-order promotion via www.wanderlust.com



SPORTS & RECREATION / CYCLING

Rodale Books | 6/13/2017
 9781623367749 | \$17.99 / \$20.50 Can.
 Trade Paperback | 256 pages
 9 in H | 6 in W
 100 b/w photographs

Subrights: World

MARKETING

- Promotion across top bicycling sites/blogs and podcasts
- Support from Bicycling magazine including advertising and articles in print and online
- Advertising targeting the bicycling community
- Rodale Wellness features, author letter and online advertising
- Max Overload social media challenge via author platforms, Rodale Wellness and Bicycling
- Social media promotion via authors, Rodale Books and Rodale Wellness
- Goodreads Giveaways & Promotion

Bicycling Maximum Overload for Cyclists

A Radical Strength-Based Program for Improved Speed and Endurance in Half the Time

Roy Wallack and Jacques DeVore

The world's first training plan for cyclists that uses weight lifting to create sustainable power, improve speed, and cut training time in half.

Bicycling Maximum Overload for Cyclists is a radical strength based training program aimed at increasing cyclist's speed in half the training time. This book teaches that endurance is improved not by riding longer distances, but by reducing riding time and adding heavy strength training. Traditionally cyclists and endurance athletes have avoided strength training, afraid that the extra muscle weight will slow them down, but coauthors Roy Wallack and Jacques DeVore show that exactly the opposite is true.

The maximum overload program uses weightlifting to create sustainable power and improve speed while cutting training time in half and eliminating the dreaded deterioration during the second half of a ride. A 40-minute Maximum Overload workout, done once or twice a week, can replace a long day in the saddle and lead to even better results.

The comprehensive program includes unique takes on diet, interval training, hard and easy training, and sustainable power. Backed by the most trusted authority in the sport, *Bicycling Maximum Overload for Cyclists* will appeal to cyclists and triathletes of all levels looking to improve their performance and achieve better overall fitness and long-term health.

Roy Wallack is a fitness columnist at the *Los Angeles Times*, the author of seven books, and an endurance athlete. He has competed in some of the most difficult athletic challenges including the Badwater Ultramarathon. He lives in Irvine, CA.

Jacques DeVore is the founder of the Sirens & Titans Fitness Centers, a certified strength and conditioning specialist, a licensed cycling coach and the creator of the Maximum Overload training plan. He lives in Los Angeles and Santa Barbara, CA.

Runner's World Your Best Stride

How to Optimize Your Natural Running Form to Run Easier, Farther, and Faster--With Fewer Injuries

Jonathan Beverly

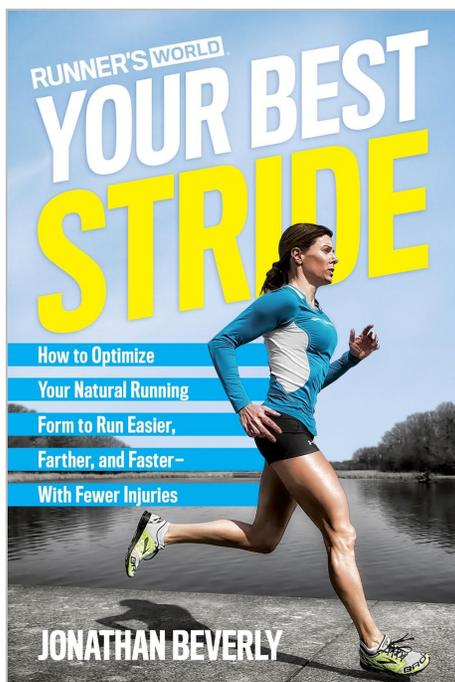
The essential guide to your best running from the most trusted name in running, *Runner's World* magazine.

Most books on running form revolve around the premise that there is an ideal form all runners should try to achieve. These books explain how that form should look and how runners can work to emulate it as closely as possible. Research and experience show, however, that people can run effectively in a wide variety of patterns with some key universal elements.

Unfortunately, the constraints of our modern lifestyles change how we move, limiting our range of motion and weakening key muscle groups. *Runner's World Your Best Stride* is designed to help runners counteract those forces and regain their own unique, powerful and effective stride that will carry them through endless, injury-free miles.

Building off of his viral *Running Times* article from April 2014, "It's All in the Hips," author Jonathan Beverly details his search for common ground among physical therapists, podiatrists and coaches on which elements of running form are universal and how to improve them. For instance, he explores how footstrike is actually a byproduct of the movement in your knees, torso and arms. Specific exercises show readers how to counteract tight muscles from excessive sitting, how to improve limited arm mobility from hunching over electronic devices, and ways to improve speed by lengthening your stride. All of this culminates in an approachable guide to human movement, and a practical tool for improvement.

Jonathan Beverly was the editor in chief of *Running Times* magazine from 2000 to 2015. Prior to becoming editor, Beverly wrote regularly for *Runner's World*, *Running Times* and more. He has run 26 marathons and innumerable road and trail races throughout the world. He coached with Bob Glover and the New York Road Runners club during the 1990s, has taught several community college running classes, and has coached junior high and high school track and cross country since 2003. He lives in Nebraska.



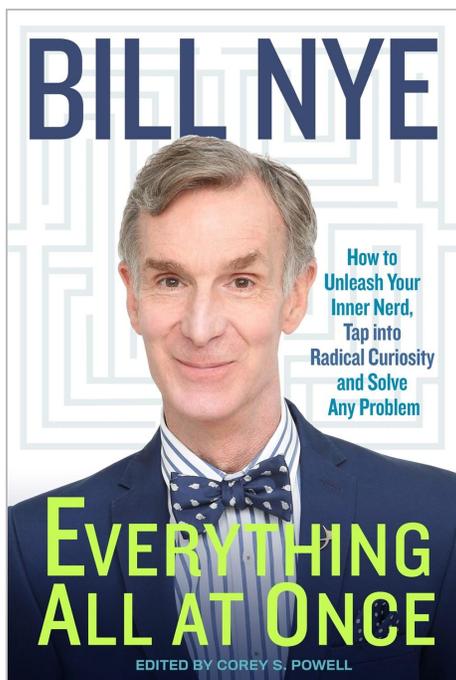
SPORTS & RECREATION / RUNNING & JOGGING

Rodale Books | 6/13/2017
9781623368975 | \$17.99 / \$20.50 Can.
Trade Paperback | 256 pages
9 in H | 6 in W
50 b/w illustrations

Subrights: World

MARKETING

- Promotion across top running sites/blogs and podcasts
 - Promotion at Boston Marathon
 - Support from Runner's World magazine including advertising and articles in print and online
 - Advertising targeting the running community
 - Co-promotion with other Rodale running authors
 - Rodale Wellness features, author letter and online advertising
 - Social media promotion via authors, Rodale Books and Rodale Wellness
 - Goodreads Giveaways & Promotion
 - Promotion via author site
- www.jonathanbeverly.com



Everything All at Once

How to Unleash Your Inner Nerd, Tap into Radical Curiosity and Solve Any Problem

Bill Nye, Edited by Corey S. Powell

Bill Nye has been the public face of science for more than 20 years. In *Everything All at Once*, the *New York Times* bestselling author urges readers to become activists and agents of change.

Everything All at Once is an exciting, inspiring call to unleash the power of the nerd mindset that exists within us all. Nye believes we'll never be able to tackle our society's biggest, most complex problems if we don't even know how to solve the small ones. Step by step, he shows his readers the key tools behind his everything-all-at-once approach: radical curiosity, a deep desire for a better future, and a willingness to take the actions needed to make it a reality. Problem solving is a skill that anyone can harness to create change, and Bill Nye is here to teach us how.

Each chapter describes a principle of problem solving that Nye himself uses—methodical, fact-based approaches to life that aspires to leave no stone unturned. He explains how the nerd mindset leads to a richer and more meaningful life; far more than that, it can help address hunger, crime, poverty, pollution, and even assist the democratic process. Throughout the book, Nye draws on his own experiences—leavened with his trademark humor and self-deprecation—to show how he came to think like a Science Guy, and how you can, too. By the end you will be ready to sort out problems, recognize solutions, and join him in...changing the world.

Bill Nye, host of the Emmy Award-winning show *Bill Nye the Science Guy*, is an engineer, inventor, and *New York Times* bestselling author of *Undeniable*. He is CEO of The Planetary Society, holds a BS in mechanical engineering from Cornell and has seven honorary doctorate degrees.

Corey S. Powell is the science editor of *Aeon* and former editor-in-chief of *American Scientist* and *Discover*. He is a visiting scholar at NYU's SHERP program and a writer for *Popular Science* and *Scientific American*.

SCIENCE / PHILOSOPHY & SOCIAL ASPECTS

Rodale Books | 7/11/2017

9781623367916 | \$26.99 / \$31.50 Can.

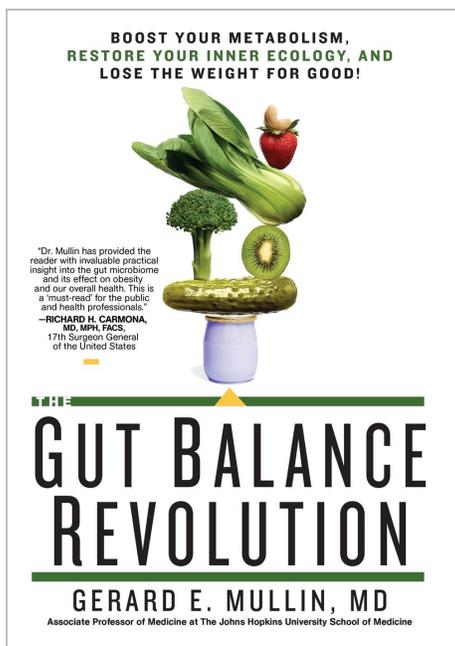
Hardcover | 336 pages

9 in H | 6 in W

Subrights: USCOM

MARKETING

- Major national media campaign including print, radio, online features and reviews
- Tie-in to documentary and author's speaking events
- Explore partnerships with high-profile contacts and influencers
- Paid ads targeting science, environment, and "nerd" audiences
- Rodale brand support in print and online
- Rodale Wellness online support
- Social media promotion via author, Rodale Wellness and Rodale Books including viral video campaign
- Pre-order promotion via www.billnye.com
- Early reads campaign



HEALTH & FITNESS / DIET & NUTRITION / WEIGHT LOSS

Rodale Books | 7/4/2017

9781623367787 | \$16.99 / \$19.50 Can.

Trade Paperback | 432 pages

9.1 in H | 6.5 in W

Subrights: World

MARKETING

- Paid advertising targeting diet and health audiences
 - Rodale brand support including advertising and articles in print and online
 - Rodale Wellness content plan including features, author letter, and social media support
 - Social media promotion via author, Rodale Wellness and Rodale Books
 - Promotion via author site
- www.thefoodmd.com

The Gut Balance Revolution

Boost Your Metabolism, Restore Your Inner Ecology, and Lose the Weight for Good!

Gerard E. Mullin, MD

Dr. Gerard E. Mullin teaches readers how to fix the imbalance of gut bacteria by weeding out bad bugs and re-seeding the gut for permanent weight loss.

Gut flora imbalance is why so many people can't lose weight. Research shows that gut microflora play a pivotal role in weight maintenance through their influence on metabolism, appetite regulation, and insulin resistance.

In this paperback edition of *The Gut Balance Revolution*, which netted more than 23,000 copies in hardcover, Dr. Gerard Mullin – the foremost authority in gastroenterology and nutritional medicine – explains how to rebalance the microbiome using a simple three-step method:

Reboot. Weed out fat-forming bad bacteria by eliminating foods that make them grow.

Rebalance. Reseed your gut with good bugs and fertilize these friendly flora to establish a healthy gut ecology.

Renew. Carry this lifestyle adjustment forward and maintain your weight.

The book features step-by-step meal plans, shopping lists, restaurant guides, recipes, recommendations on dietary supplements, and exercises for each phase so readers can easily reboot, rebalance, and renew their health.

Gerard E. Mullin, MD, is an associate professor in the department of medicine and director of Integrative Gastroenterology Nutrition Services at the Johns Hopkins Hospital. Dr. Mullin has more than 20 years of clinical experience in integrative digestive health. He is an honorary member of the Academy of Nutrition and Dietetics and a recipient of the Grace A. Goldsmith award for lifetime achievement in nutrition. Dr. Mullin has authored hundreds of publications and several books.



COOKING / COURSES & DISHES / APPETIZERS

Rodale Books | 7/11/2017

9781623367534 | \$27.50 / \$31.99 Can.

Hardcover | 240 pages

9.1 in H | 7.5 in W

40 color photographs

Subrights: World

MARKETING

- National print features and reviews
 - National online publicity
 - Blogger outreach and influencer mailing
 - Paid ads targeting food, vegetarian, dog lovers, and wellness audiences
 - Rodale brand support including advertising and articles in print and online
 - Rodale Wellness features, author letter, and social media support
 - Social media promotion via author, Rodale Wellness and Rodale Books
 - Goodreads Giveaways & Promotion
 - Pre-order promotion via author site
- www.suzannelenzer.com

Graze

Inspiration for Small Plates and Meandering Meals

Suzanne Lenzer

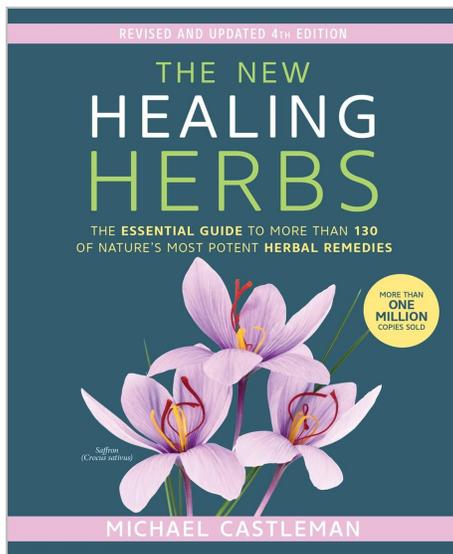
Suzanne Lenzer is a self-proclaimed grazer. When she cooks for herself and her friends, she wants multiple dishes that work together beautifully: a meal with a clear theme and aesthetic.

Being a grazer means tasting lots of things but not committing to a single one. It's the opposite of meal monogamy, the antithesis of boredom at the table. When you graze, you skip from dish to dish, bending the rules of convention. From shrimp with chile to unique takes on cheese and charcuterie to tiny crème brûlée spoons, Lenzer gives us a guide on how to create dishes and snacks for grazing and entertaining, whether it be a dinner for two or a party for twelve.

Tapping into the tapas-style trend of eating, *Graze* is full of easy, delicious dishes, that, combined together, can make a unique meal. Cooking small bites is a way to try your hand at fun new recipes, including simple pear crisps, pizza slivers, grilled polenta cakes, scallop and plum ceviche, lavender panna cotta cups, and so much more.

The book is written for home cooks eager for ideas and inspiration on how to integrate smaller dishes into their kitchen. The trend toward grazing is growing rapidly; more and more of us are interested in eating lighter meals focused on high-quality, sustainable ingredients. The desire to be more conscious about consumption is integral to all of Lenzer's recipes.

Suzanne Lenzer is the author of *Truly Madly Pizza* and a successful food stylist and writer who has worked for many years with *New York Times* columnist and cookbook author Mark Bittman. Her styling and food writing has appeared in the *New York Times Magazine*, *Food Network Magazine*, and *O the Oprah Magazine*, among others, as well as in more than 20 cookbooks. Lenzer lives with her husband in Manhattan and Connecticut.



The New Healing Herbs

The Essential Guide to More Than 130 of Nature's Most Potent Herbal Remedies

Michael Castleman

The definitive guide to natural, herbal remedies that cure hundreds of health concerns without the dangerous side effects or high cost of prescription drugs.

Before conventional medicine became the norm, people used the herbs from nature's medicine cabinet to cure nearly every health concern under the sun. When compared to prescription drugs, herbal healing is both safer and more cost effective. It's why *The New Healing Herbs* has sold thousands of copies and continues to sell hundreds every year.

In this fourth edition of *The New Healing Herbs* by Michael Castleman, readers will access the latest, most up-to-date information about herbal remedies from cures to nausea, the common cold, diabetes, cancer, and beyond. Also included are four new herbs, the results of Castleman's endless research and dedication to holistic healing. Fans will be thrilled to have the latest edition of this classic text.

MICHAEL CASTLEMAN is the author of 12 books, including *Blended Medicine: The Best Choices in Healing*, *Nature's Cures*, and *Building Bone Vitality* and over the past 40 years, he has contributed to leading publications in the health and alternative medicine space.

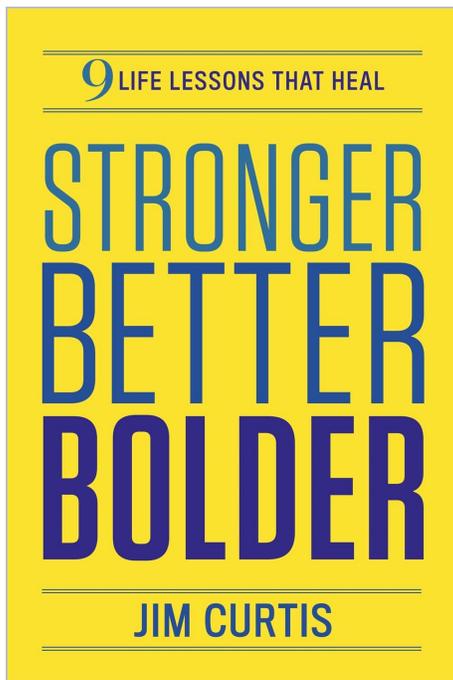
HEALTH & FITNESS / HERBAL MEDICATIONS

Rodale Books | 7/11/2017
9781623369125 | \$23.99 / \$27.99 Can.
Trade Paperback | 576 pages
9.1 in H | 7.5 in W

Subrights: World

MARKETING

- Rodale brand support including advertising and articles in print and online
- Rodale Wellness content plan including features, author letter, and social media support
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads giveaways & promotion



Stronger, Better, Bolder

9 Life Lessons That Heal

Jim Curtis

A comprehensive guide to living fearlessly with chronic illness and beyond from the President of Remedy Health Media, who has battled chronic illness for over 20 years.

Jim Curtis knows pain. For the past 20 years, he has battled a mysterious chronic illness with debilitating symptoms. Like many, he grew accustomed to living in denial and despair. But when painkillers and a myriad of medical therapies couldn't resolve the pain or restore mobility, Curtis sought answers elsewhere. With the help of extraordinary people he calls his Stimulati, he learned that he was more than his illness. His journey to discover who he was and how he could feel better again transformed his life sentence of illness to one filled with better health, joy, and purpose.

In *Stronger, Better, Bolder*, readers both with and without chronic illness learn how to achieve better health and an abundance of happiness. The book distills a unique, seven-step program created from Curtis's experience with illness, as well as lessons learned from creating some of the world's leading digital health platforms. Grounded in the latest scientific research, the book shows how anyone who is suffering can restore their health by finding their purpose in life.

The journey includes practical takeaways and self-evaluations such as the ACE Test, which connects health to trauma, and personality tests that help readers identify their state of mind so they can move towards fulfillment. Packed with personal stories from other inspiring individuals Curtis has met, *Stronger, Better, Bolder* will help anyone achieve optimal health and purpose in life.

Jim Curtis is the President and Chief Strategy Officer at Remedy Health Media, the third-largest digital health platform. He was also a key leader in developing WebMD and Everyday Health. He is the recipient of *PharmaVoice's* Top 100 Most Influential and Inspirational Leaders in Health three years in a row, as well as the *PM360's* Elite Disrupter Award and MM&M's Rising Star Award. Curtis is a public speaker, storyteller, and business coach. He lives in New York, NY.

SELF-HELP / MOTIVATIONAL & INSPIRATIONAL

Rodale Books | 8/8/2017

9781623368173 | \$26.99 / \$31.50 Can.

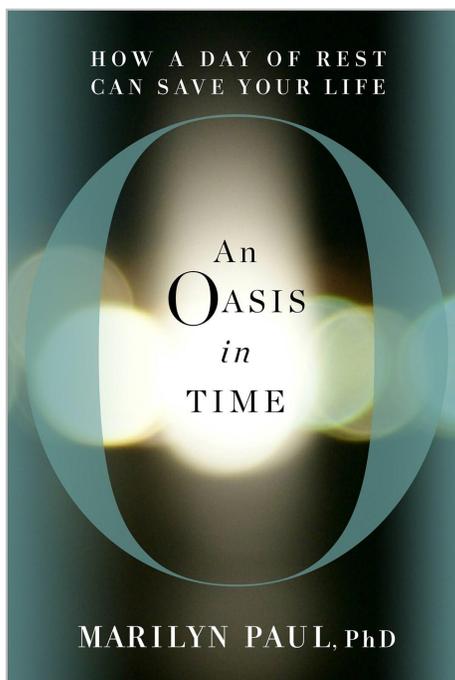
Hardcover | 288 pages

9 in H | 6 in W

Subrights: World

MARKETING

- National print features and reviews
- Online publicity
- Promotion via Author Partners: WebMD, Everyday Health and Remedy Health
- Paid ads targeting chronic illness communities
- Rodale brand support in print and online
- Rodale Wellness features, author letter, and social media support
- 30-day social media challenge via author platforms, Rodale Wellness and Prevention
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads and Advance Access Giveaways
- Pre-order promotion



An Oasis in Time

How a Day of Rest Can Save Your Life

Marilyn Paul, PhD

***An Oasis in Time* shows that regularly taking a full day for renewal is the most important gift we can give to our health and our sanity—and provides the tools to actually implement it.**

Today's epidemic of busyness is nothing new, but the question of what to do about it has become more urgent than ever. Scientific research shows that we *must* pause regularly to recover. In this beautifully written, meticulously researched book, organizational development expert Marilyn Paul points to a solution that is as radical as it is ancient: We need weekly rest, renewal, and connection.

An Oasis in Time shows you how to design your weekly time off, carve out the time from your busy schedule, say no—even when it's hard—and most importantly, change your mindset so you too can have the pleasure of regularly slowing down every week. Dr. Paul has mined the current trends of radical renewal and reveals real strategies for creating a rhythm of serenity that may begin as a few moments a day but can grow to fill a full day every week. She interviews top authors such as Brigid Schulte, William Powers, Christine Carter, Tony Schwartz, Rachel Macy Stafford, Peter Bregman, and Renee Trudeau to find out their renewal secrets and recommendations. Full of fascinating stories, compelling research, and concrete instructions on how to step off the treadmill, *An Oasis in Time* proves the health imperatives of taking time off and provides the strategies for becoming comfortable with the practices of renewal and refreshment.

MARILYN PAUL, PhD, is a speaker, coach, author, and senior consultant with Bridgeway Partners in San Francisco. She is the author of the bestselling *It's Hard to Make a Difference When You Can't Find Your Keys*. Dr. Paul has taught at the Yale School of Medicine, the Massachusetts General Hospital Institute of Health Professions, and the Hebrew University School of Public Health. She has been featured in *USA Today*, the *Boston Globe*, the *Chicago Tribune*, and *Spirituality & Health Magazine*.

SELF-HELP / SPIRITUAL

Rodale Books | 8/22/2017

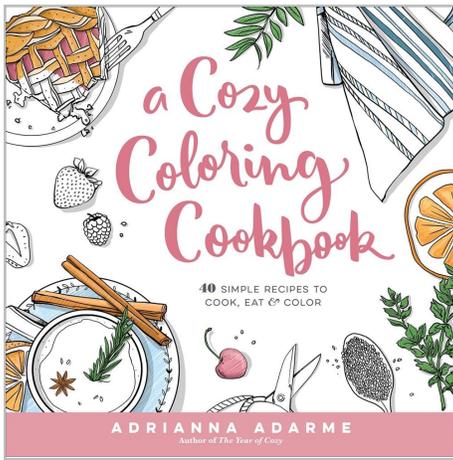
9781623366629 | \$25.99 / \$29.99 Can.

Hardcover | 256 pages | Carton Qty: 26
9 in H | 6 in W

Subrights: US/CAN/OM- non exclusive

MARKETING

- Major national media campaign including print, radio, online features and reviews
- Tie-in to author's speaking events
- Paid social and online ads
- Rodale brand support in print and online
- Rodale Wellness features, author letter, and social media support
- Social media promotion via author, Rodale Wellness and Rodale Books
- Goodreads Giveaways & Promotion
- Early bookseller outreach via Advance Access
- Pre-order promotion via author site www.marilynpaul.com



GAMES / ACTIVITY BOOKS

Rodale Books | 11/15/2016

9781623368326 | \$15.99 / \$16.50 Can.

Trade Paperback | 96 pages | Carton Qty: 36
9 in H | 9 in W

Subrights: World

MARKETING

- National print features and reviews
- Online publicity and promotions
- Promotion via author blog *A Cozy Kitchen*
- Paid ads in holiday catalogs
- Advertising in Rodale magazines
- Social media via the author, Rodale Wellness, and Rodale Books, including campaigns to target author's large Pinterest following
- Targeting advertising on Facebook
- Rodale Wellness features and promotion
- Goodreads giveaways

A Cozy Coloring Cookbook

40 Simple Recipes to Cook, Eat & Color

Adrianna Adarme, author of *The Year of Cozy*

The adult coloring book category has exploded in recent years, drawing in massive numbers of adults eager to find calm and purpose through coloring. But, with the many coloring books that are on the market today, there has not yet been a food-themed coloring book that caters to the many foodies who also love to color. Until now.

Drawing inspiration from her beautiful site, *A Cozy Kitchen*, cookbook author and food blogger Adrianna Adarme shares more than 40 simple, cozy recipes with an accompanying black-and-white drawing that readers can color as they cook. Little line drawings of food items are scattered throughout the book so that the finished dish can be colored before or after the meal is cooked.

As added entertainment, Adarme's adorable pet corgi, Amelia, prances through the pages of this coloring book, hidden among the scenes for the reader to find. The book's cover is also colorable. This beautifully packaged coloring book will delight coloring fans, food lovers, and readers of *A Cozy Kitchen* and is the perfect gift for the foodie in your life.

Adrianna Adarme is the author of *The Year of Cozy*, published by Rodale in 2015. She is also a recipe developer and blogger. Her blog, *A Cozy Kitchen*, has become a place for people to read entertaining anecdotes about daily life and to find delicious, comforting recipes. Adarme and *A Cozy Kitchen* have been featured in *Saveur*, *Self*, *The Pioneer Woman*, *Refinery29*, *Oh Joy*, and Rachel Zoe's *Zoe Report*, among others. She lives in Los Angeles with her boyfriend, Joshua, and her corgi, Amelia.

Colors of Loss and Healing

An Adult Coloring Book for Getting Through Tough Times

Deborah S. Derman, PhD, Illustrations by Lisa Powell Braun

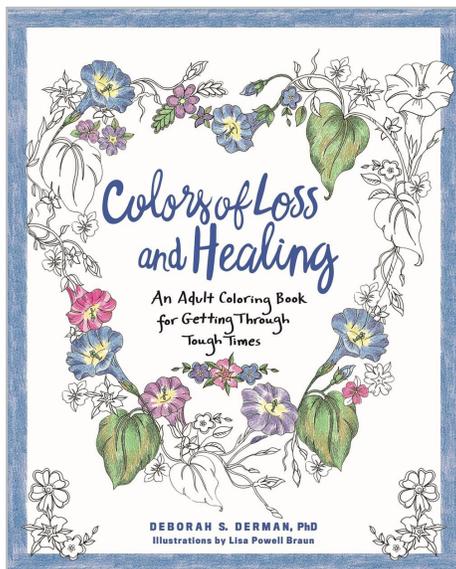
The definitive adult coloring book to aid in the process of grief and healing for those who have experienced trauma or for anyone working through loss.

In recent years, adult coloring has become a phenomenon with millions of books sold. Despite so many coloring books on the market today, there is only one specifically geared toward grief and loss even though millions of people suffer from the pain of trauma and of losing loved ones. *Colors of Loss and Healing* has been a success since author Deborah Derman self-published it in April of this year. While many coloring books make mindfulness promises, this book is a concrete tool to help people work through loss.

Rodale is proud to partner with Derman to reach an even wider audience of people looking to work through their grief to achieve healing. The book is not exclusive to those who have gone through a trauma, however; it can be used by anyone experiencing depression or anxiety as well. Featuring 40 beautiful drawings (35 original plus 5 to 7 new) with accompanying words to soothe and help readers reflect as they color, this will be the ultimate tool for those grieving. Also included are blank journal pages for colorers to write as they reflect.

Derman has already received coverage for the book on the *New York Times* Well blog and has been contacted by hundreds of people all over the world thanking her for this incredible book. We're thrilled to help her reach more people on their journey to healing.

DEBORAH DERMAN, PHD, is a grief and bereavement counselor, group facilitator, and educator who has been providing counseling services for more than 20 years. In addition to providing grief therapy, she gives professional lectures, trainings, and workshops in the areas of grief, bereavement, and recovery. She received her doctorate in Psycho-Educational Processes from Temple University. She lives in Philadelphia, PA.



GAMES / ACTIVITY BOOKS

Rodale Books | 12/27/2016
 9781623369286 | \$14.99 / \$17.50 Can.
 Trade Paperback | 96 pages
 10 in H | 8 in W
 40 B&W drawings

Subrights: US/CAN/P

MARKETING

- National print reviews and features
- Online publicity and promotions
- Paid ads in holiday catalogs
- Advertising in Rodale magazines
- Targeted advertising via Facebook
- Rodale Wellness promotion and exclusive download
- Social media via the author, Rodale Wellness, and Rodale Books
- Goodreads giveaways
- Outreach to author contacts and relevant grief organizations