



# RODALE

*Winter 2014*





## **Winter 2014**

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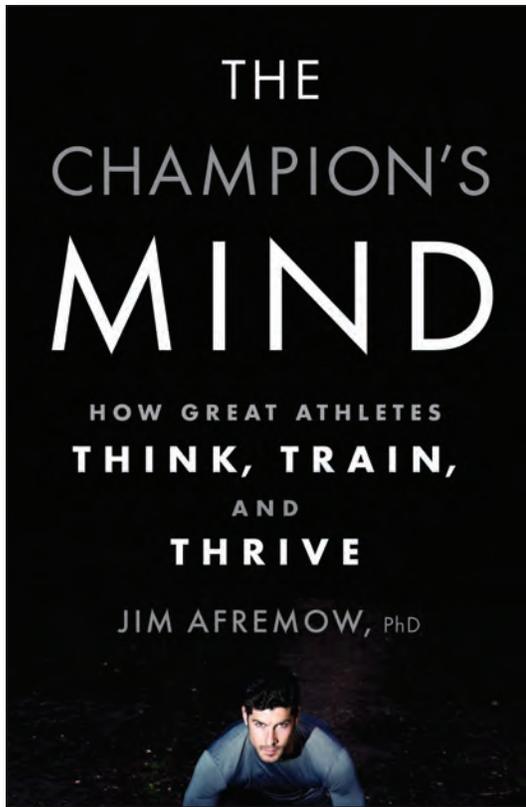
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## JANUARY

ISBN 978-1-62336-148-8

**HARDCOVER** \$24.99 / \$28.99 Can.

**SPORTS / PSYCHOLOGY**

5½" × 8¾"

288 pages

E-book ISBN: 978-1-62336-149-5

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, GoldMedalMind.net
- Timed to release for the Winter 2014 Olympics

## The Champion's Mind

How Great Athletes Think, Train, and Thrive

JIM AFREMOW, PhD

### The athlete's go-to guide for creating mental strength and achieving peak performance

Even among the most elite performers, certain athletes stand out as a cut above the rest, able to outperform in clutch, game-deciding moments. These athletes prove that raw athletic ability doesn't necessarily translate to a superior on-field experience—it's the mental game that matters most.

Sports participation—from the recreational to the collegiate Division I level—is at an all-time high. While the caliber of their games may differ, athletes at every level have one thing in common: the desire to *excel*. In *The Champion's Mind*, sports psychologist Jim Afremow, PhD, offers the same advice he uses with Olympians, Heisman Trophy winners, and professional athletes, including:

- **Tips and techniques based on high-performance psychology research, such as how to get in a "zone," thrive on a team, and stay humble**
- **How to progress within a sport and sustain excellence long-term**
- **Customizable pre-performance routines to hit full power when the gun goes off or the puck is dropped**

*The Champion's Mind* distills actionable advice into clear and concise steps for athletes looking to develop confidence, concentration, and mental preparedness—the edge that sets champions apart.

**JIM AFREMOW, PhD**, is a sports psychologist and licensed counselor at Arizona State University. He has worked closely with athletes at all levels, including pros from the MLB, NBA, WNBA, NFL, NHL, PGA Tour, and LPGA Tour, as well as business professionals, performing artists, and others in demanding careers. He lives in Phoenix.

## FEBRUARY

ISBN 978-1-62336-001-6

PAPERBACK ORIGINAL \$17.99 / \$19.99 Can.

### PETS / CHICKENS

7½" × 9½"

224 pages

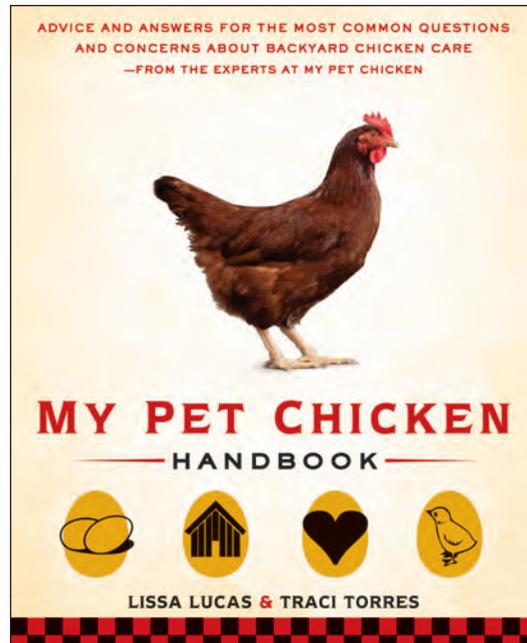
100 color photographs

20 color illustrations

E-book ISBN: 978-1-62336-002-3

### MARKETING

- National radio interview campaign
- National print features and reviews
  - Online publicity and promotions
- Social media and other promotions via MyPetChicken.com
- Promotional support from *Organic Gardening*



## My Pet Chicken Handbook

**Advice and Answers for the Most Common Questions and Concerns about Backyard Chicken Care—From the Experts at My Pet Chicken**

**LISSA LUCAS & TRACI TORRES**

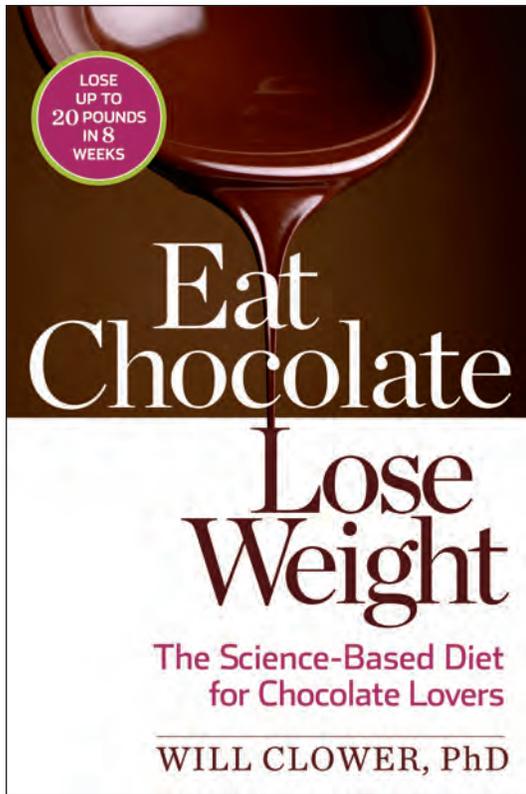
### A chicken-keeping guide with a unique problem-solving (and hand-holding) approach

The backyard chicken is the new “it” pet—and with good reason: These birds are personable, beautiful, and (mostly) low maintenance. But they’re not without their quirks and sometimes puzzling behaviors. That’s where the experts at MyPetChicken.com have a beak up on the competition—they hear from chicken keepers daily and offer advice about common mistakes and pitfalls that occur when raising a flock of chickens in the backyard. And customers tell them that the advice they most appreciate is actually how *not* to raise chickens, what *not* to do, and why *not* to panic.

The handbook helps potential chicken owners decide whether chicken keeping is right for them, how to make the best choices for their situations, how to start planning for the new pets, and—most importantly—how to head off potential trouble *before* the chicks arrive. Detailed care instructions for baby chicks and mature hens help to ensure a friendly and enjoyable flock. Covering both the good and the “oh no” experiences that beginners and avid backyard farmers experience, topics include choosing coops, planning a daily routine, learning about sanitation practices, and discovering signs of distress. Then the joy of chicken keeping comes full “ovoid” with 50 recipes for breakfast, lunch, and dinner, featuring the incredible and versatile egg, from homemade egg noodles and sesame mayonnaise to a vegetable frittata and caramel custard.

**LISSA LUCAS** is a marketing communication specialist and head writer for My Pet Chicken, as well as a devoted chicken keeper. She lives in Cairo, WV.

**TRACI TORRES** launched MyPetChicken.com in 2005, and the Web site continues to be the go-to resource for backyard and urban chicken information and advice. The site recorded 30 million page views in 2012 and now carries more than 500 chicken-related products. Torres lives in Monroe, CT.



## FEBRUARY

ISBN 978-1-62336-127-3

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

### DIET

6" × 9"

288 pages

E-book ISBN: 978-1-62336-128-0

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Tie into authors' lecture schedules
- Promoted through Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, WillClower.com

## Eat Chocolate, Lose Weight

### The Science-Based Diet for Chocolate Lovers

**WILL CLOWER, PhD**

#### An innovative plan that teaches readers how to lose weight by indulging in a “guilty” pleasure: chocolate

Dispelling the myth that chocolate is just a “junk food,” Dr. Will Clower uses cutting-edge research to highlight the health benefits of consuming chocolate on a daily basis. Readers will learn how the antioxidants found in chocolate can boost metabolism and how, by eating chocolate in specific ways, they can pull their “sweet tooth” so they eat less sugar and control cravings. *Eat Chocolate, Lose Weight* features the Chocolate Challenge—an 8-week, science-based plan designed to help readers relieve stress, promote heart health, lower blood sugar, stop cravings, increase metabolism, and shed pounds.

Featuring a 6-week meal plan and more than 50 delicious chocolate recipes, *Eat Chocolate, Lose Weight* contains meal options for days when readers can't get enough of their favorite flavor, as well as times when they may want to hide chocolate in other foods while still taking advantage of its health benefits. The book also includes information on which chocolate provides the most health benefits and weight loss and the optimal amount of daily chocolate intake. Complete with stories and tips from real people who have tried the plan and lost more than 75 pounds, readers can finally have their chocolate and eat it too!

**WILL CLOWER, PhD**, is an award-winning neurophysiologist, neuroscientist, nutritionist, and founder of Mediterranean Wellness, Inc., which administers the PATH Healthy Eating and Weight-Loss Curriculum adopted by corporate clients across the United States. Dr. Clower's breakthrough work has been featured on *The View*, Fox News, MSNBC, CBS, *USA Today*, and *Dr. Oz*. He is the author of *The Fat Fallacy* and *The French Don't Diet Plan*. He lives in Pittsburgh.

**FEBRUARY**

ISBN 978-1-60961-539-0

**SPIRAL-BOUND PAPERBACK** \$19.99 / \$22.99 Can.

**SPORTS / RUNNING**

6¼" × 9"

192 Pages

100 color photographs

Also available:

*Runner's World Training Journal*,  
ISBN: 978-1-60961-854-4

**MARKETING**

- Print feature campaign
- Online publicity and promotions
- Promotional support from *Runner's World*
- Promoted at *Runner's World* marathon events



**Runner's World Running for Beginners Training Journal**

**52 Weeks of Motivation, Training Tips, Nutrition Advice, and Much More for the Beginning Runner**

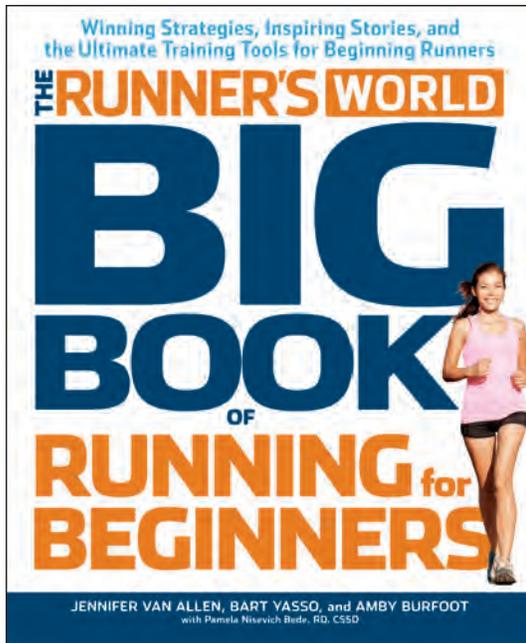
**THE EDITORS OF *RUNNER'S WORLD***

**The ultimate week-by-week training log for those new to the sport of running**

The *Runner's World Running for Beginners Training Journal* provides the perfect framework to help new runners track a year's worth of runs, while providing them with the necessary structure and information to be the best runners they can be. Tailored to meet the unique needs of today's growing masses of new runners, this training journal includes the latest tips, advice, and motivation from the pros to keep runners going all year long. Using space provided for recording daily routes, mileage, times, and notes—as well as providing basic tips on training, nutrition, and injury prevention—runners will be able to track their progress as they achieve their running goals. Plus, peppered throughout the journal, readers will find inspiring quotes and testimonials from celebrity runners or running enthusiasts, as well as a dozen poignant profiles of “real people” who have overcome weight issues, illness, or their own worst fears by lacing up to start running.

The result is a daily dose of inspiration and running wisdom that will help new runners track a year's worth of runs and reach all their goals—whether they seek better aerobic conditioning, weight loss, or world records.

**RUNNER'S WORLD** is the world's leading running magazine, with 10 international editions and a global circulation of 3.5 million.



## FEBRUARY

ISBN 978-1-60961-537-6

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

SPORTS / RUNNING

7½" × 9½"

320 pages

50 black-and-white photos

2-color throughout

E-book ISBN: 978-1-60961-538-3

Also available:

*Runner's World Big Book of Marathon and Half Marathon Training*, ISBN: 978-1-60961-684-7

### MARKETING

- Confirmed feature in *Runner's World*
- Print feature campaign
- Online publicity and promotions
- Social media outreach and other promotional support from *Runner's World*
- Promoted across Rodale syndication partners
- Promoted at *Runner's World* marathon events

## The Runner's World Big Book of Running for Beginners

Winning Strategies, Inspiring Stories, and the Ultimate Training Tools for Beginning Runners

JENNIFER VAN ALLEN, BART YASSO, AND AMBY BURFOOT WITH PAMELA NISEVICH BEDE, RD, CSSD

### The definitive go-to guide for anyone looking to lace 'em up and start running

Every day, people are reaching their get-up-or-give-up moments and resolving to change. And they're realizing that running is the simplest, cheapest, and most effective way to lose weight, gain confidence, and relieve stress. For newcomers, the obstacles are fierce. There are fears of pain and embarrassment. There are schedules jam-packed with stressful jobs, long commutes, endless meetings, and sticky-fingered toddlers.

*The Runner's World Big Book of Running for Beginners* provides all the information neophytes need to take their first steps, as well as inspiration for staying motivated. The book presents readers with tips for smart nutrition and injury prevention and includes realistic training plans that enable beginning runners to achieve gradual progress (by gearing up for a 30-minute run, a 5-K, or even a 5-miler). Above all, it will show newbies just how fun and rewarding the sport can be, thanks to the help of several "real runner" testimonials.

**JENNIFER VAN ALLEN** is special projects editor at *Runner's World*. She lives in Bryn Mawr, PA.

**BART YASSO** is the author of *My Life on the Run* and chief running officer at *Runner's World*. He lives in Bethlehem, PA.

**AMBY BURFOOT**, *Runner's World* editor at large and winner of the 1968 Boston Marathon, has run more than 105,000 lifetime miles (and counting). He lives in Emmaus, PA.

**PAMELA NISEVICH BEDE, RD, CSSD**, is a sports nutrition expert and co-owner of Swim, Bike, Run, Eat!, LLV, a nutrition consulting firm. She lives in Dayton, OH.

## FEBRUARY

ISBN 978-1-60961-959-6

PAPERBACK ORIGINAL \$23.99 / \$27.50 Can.

### GARDENING

7½" × 9½"

352 pages

100 color photographs

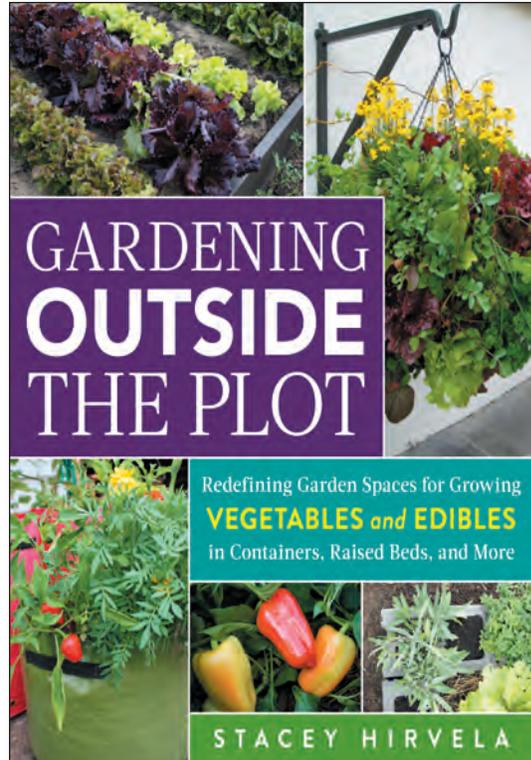
50 black-and-white illustrations

2-color with a 64-page color insert

E-book ISBN: 978-1-60961-857-5

### MARKETING

- **Confirmed feature in *Organic Gardening***
  - National print features and reviews
  - Online publicity and promotions
- Promotional support from *Organic Gardening*
  - Simultaneous online and direct-mail marketing campaigns



## Gardening Outside the Plot

### Redefining Garden Spaces for Growing Vegetables and Edibles in Containers, Raised Beds, and More

STACEY HIRVELA

#### A plot-free approach to growing edibles, featuring the “thriller, filler, spiller” plant combination formula

It's time for home gardeners to rethink the traditional garden and explore the wide variety of options for growing edibles in “anywhere” gardens—from decorative pots and raised beds to unusual growing bags, hanging pouches, and tomato rings. These contained gardens are more manageable than long rows or plots and require much less work—yet yield just as much bounty.

Featuring dozens of preplanned planting recipes, based on space or container sizes, *Gardening Outside the Plot* allows readers to mix and match vegetables, herbs, small fruits, and edible flowers to create a plant-style patchwork based on the “thriller” (dramatic, focal-point plants), “filler” (midheight, bushy plants), and “spiller” (vines and twining plants) formula for creating interesting and botanically sound gardens. Plot-free gardening offers practical solutions for any circumstance a gardener may encounter (challenging spaces, soils, or weather), while also taking into account budget, time, and aesthetic goals.

Author Stacey Hirvela shares many other interesting concepts, like One-Minute Veggies (foods that go from patio to plate in less than a minute) Doubly Delicious Crops that give two flavors from one plant, and space/yield ratios (vegetables worth their footprint). Gardeners will also find an enticing array of 60 edibles that grow well in a defined space for productivity and beauty.

**STACEY HIRVELA** attended the New York Botanical Garden School of Professional Horticulture. She was a garden editor at *Martha Stewart Living* and cohosted a call-in program on Sirius for 6 years. She currently manages social media for Spring Meadow Nursery/Proven Winners and Color Choice Shrubs. She lives in Grand Haven, MI.



## FEBRUARY

ISBN 978-1-62336-166-2

PAPERBACK ORIGINAL \$14.99 / \$16.99 Can.

SPORTS / BICYCLING

5" × 7"

144 pages

150 color photographs

15 color illustrations

E-book ISBN: 978-1-62336-167-9

### MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media and other promotional support from *Bicycling*

## Bicycling Essential Bike Maintenance Handbook

For Road & Mountain Bikes

EDITED BY BRIAN FISKE

**The core fundamentals that every cyclist should know when it comes to bicycle maintenance and repair**

Cyclists will never fear the unknown landscape of bicycle repair on the road with this condensed edition of the perennial Rodale favorite, *The Bicycling Guide to Complete Bicycle Maintenance and Repair* by Todd Downs. This edition features a compact trim size that fits easily in a kit bag or pocket and is packed with information on maintaining and repairing bicycles that is suited for any traveling cyclist.

This portable handbook distills the core fundamentals and serves as a guide to repairing and maintaining one's bike, focusing specifically on instructions with step-by-step photos, troubleshooting tips, links to videos, and helpful sidebar material. The book is clearly organized from front of bike to back with color-coded page tabs serving as a visual table of contents to key bike areas so that readers can find quickly and efficiently the information they need.

This stunning reference book is the perfect troubleshooting guide for every cyclist—beginner or intermediate—and will provide a welcome relief to any cyclist faced with unexpected issues on the road.

**BRIAN FISKE** is a contributing writer for *Bicycling* magazine and a contributing editor at *Mountain Bike* magazine. He has been an avid mountain biker for 20 years and has competed in 24-hour races, downhill events, and a 100-mile race along the Iditarod Trail in Alaska. He resides in Bangor, ME.

## FEBRUARY

ISBN 978-1-60961-503-1

HARDCOVER \$24.99 / \$28.99 Can.

NATURE / ENVIRONMENT

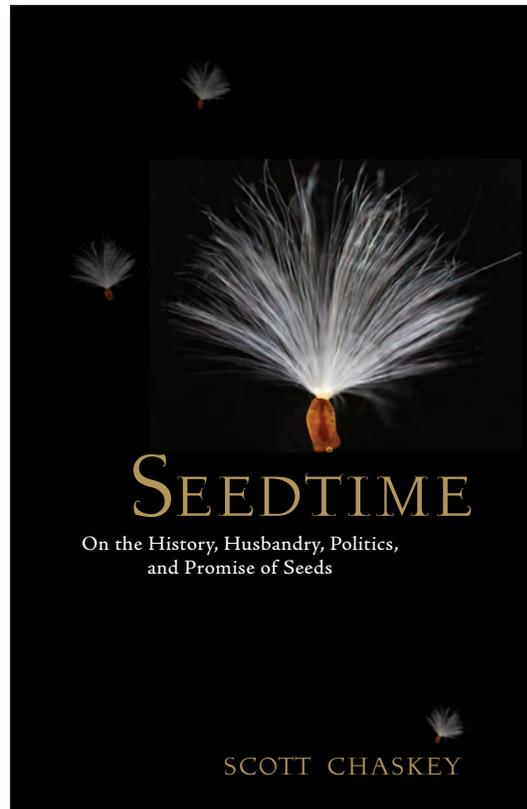
5½" × 8⅞"

272 pages

E-book ISBN: 978-1-60961-504-8

### MARKETING

- NPR interview campaign
- National print features and reviews
- Online publicity and promotions
- Promotional support from *Organic Gardening*



## Seedtime

### On the History, Husbandry, Politics, and Promise of Seeds

SCOTT CHASKEY

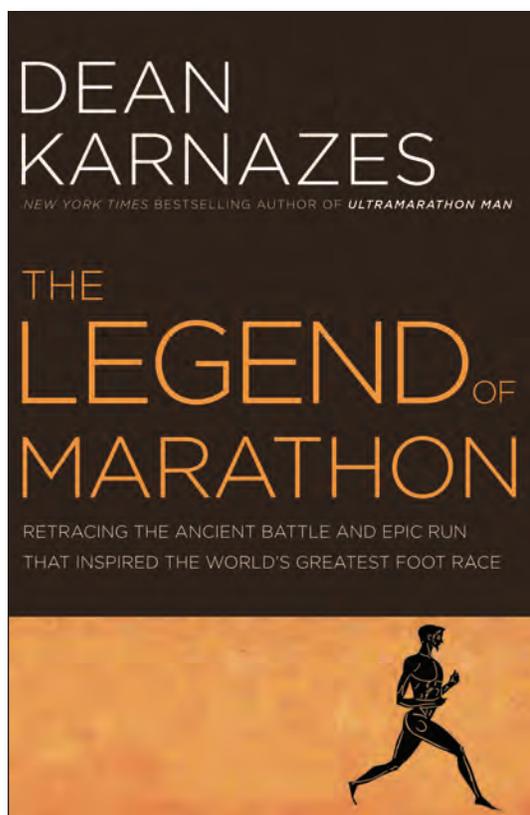
**A poetic discovery of the mystery and magic of seeds in the tradition of Wendell Berry and Rachel Carson**

Scott Chaskey—working farmer, poet, and spiritual father of the community farming movement—considers “the web of biodiversity and resilience at the heart of our cultural inheritance” by masterfully weaving history, politics, botany, literature, mythology, and memoir into a beautiful and instructive book.

It’s hard to think of a subject more fundamental to the sustenance of the human race than seeds. Having coevolved with the Earth’s plants, insects, and animals, seeds are entwined with the core myths of ancient cultures and the development of human consciousness. Their story remains vitally important today, as the corporations that manufacture GMOs threaten our food security and the future of seed-cultivated agriculture. The stakes, for those concerned with preserving biodiversity and ecological integrity, are high.

Balancing a wide view of politics and history, Chaskey alights from life on the farm he has cultivated for 25 years to conjure Gregor Mendel’s breeding experiments that yielded our modern understanding of genetics; he also introduces us to several “bioneers,” such as the geobotanist Nikolay Vavilov and agriculturalist Cary Fowler, who are preserving global biodiversity through seeds. Integrating scholarship with accessible storytelling, *Seedtime* is a celebration as well as a call to action urging us to renew our role as citizens of nature, in ecologist Aldo Leopold’s phrase, not as conquerors of it.

**SCOTT CHASKEY** is a poet, farmer, and educator who for a quarter century has worked the land for the Peconic Land Trust at Quail Hill Farm in Amagansett, NY. A pioneer of the community farming movement, he is past president of the Northeast Organic Farming Association of New York and author of *This Common Ground*, a memoir. He lives in Sag Harbor, NY.



## MARCH

ISBN 978-1-60961-474-4

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

**SPORTS / HISTORY**

5½" × 8⅞"

304 pages

E-book ISBN: 978-1-60961-473-7

### MARKETING

- **Confirmed excerpt in *Runner's World***
- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media via author and *Runner's World*
- Tie into author's speaking schedule
- Promoted at *Runner's World* marathon events
- Promoted on author's Web site, UltramarathonMan.com, and e-newsletter

## The Legend of Marathon

### Retracing the Ancient Battle and Epic Run That Inspired the World's Greatest Foot Race

**DEAN KARNAZES**

**A famed ultramarathoner steps into Pheidippides's moccasins to capture the drama that inspired the modern marathon**

Historians have long called Marathon the greatest battle in history, as the shape and direction of our modern world was dependent upon its outcome. If such is the case, it is not overreaching to consider Pheidippides's historic run to be one of the greatest athletic feats of all time.

*The Legend of Marathon* is famed ultramarathoner Dean Karnazes's exploration of the battle of Marathon—one of history's earliest recorded battles—the foot messenger Pheidippides, and the epic drama that inspired the birth of the marathon as we know it. In order to thoroughly investigate this great athletic feat, Karnazes re-creates Pheidippides's run from Marathon to Athens himself—a 26-plus-mile trek along a treacherous trail—running some of it barefoot and in the same gear the ancient courier would have worn.

Working with one of the world's foremost authorities on the Battle of Marathon (Paul Cartledge, Cambridge University A.G. Leventis Professor of Greek Culture) and informed by his own unique experience as an ultramarathoner, Karnazes paints a breathtaking picture of the run that changed our world.

**DEAN KARNAZES** was named by *Time* magazine as one of the Top 100 Most Influential People in the World. He is the *New York Times* bestselling author of *Ultramarathon Man: Confessions of an All-Night Runner*. Karnazes lives with his family in the San Francisco Bay area.

## MARCH

ISBN 978-1-60961-554-3

HARDCOVER \$23.99 / \$27.50 Can.

NATURE / ENVIRONMENT

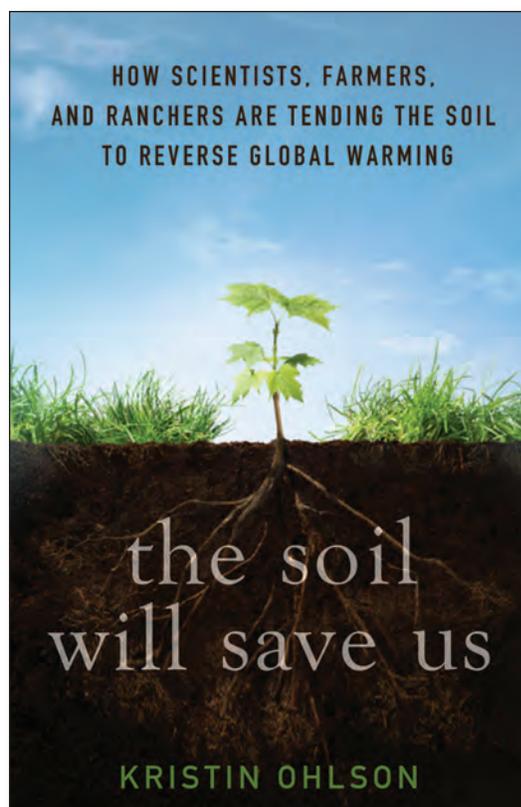
5½" × 8¼"

272 pages

E-book ISBN: 978-1-60961-555-0

### MARKETING

- NPR interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, KristinOhlson.com
- Timed to release for Earth Day



## The Soil Will Save Us

### How Scientists, Farmers, and Ranchers Are Tending the Soil to Reverse Global Warming

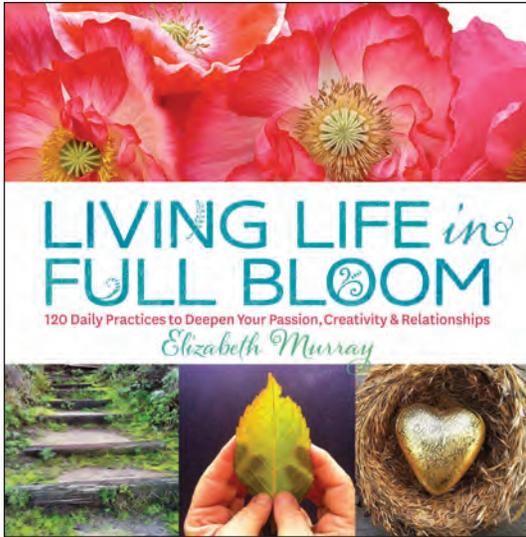
KRISTIN OHLSON

#### Why the dirt beneath our feet could be the answer to the global climate crisis

Thousands of years of poor farming and ranching practices—and, especially, modern industrial agriculture—have led to the loss of up to 80 percent of carbon from the world's soils. That carbon is now floating in the atmosphere, and even if we stopped using fossil fuels today, it would continue warming the planet. In *The Soil Will Save Us*, journalist and bestselling author Kristin Ohlson makes an elegantly argued, passionate case for “our great green hope”—a way in which we can not only heal the land but also turn atmospheric carbon into beneficial soil carbon—and potentially reverse global warming.

As the granddaughter of farmers and the daughter of avid gardeners, Ohlson has long had an appreciation for the soil. A chance conversation with a local chef led her to the crossroads of science, farming, food, and environmentalism and the discovery of the only significant way to remove carbon dioxide from the air—an ecological approach that tends not only to plants and animals but also to the vast population of underground microorganisms that fix carbon in the soil. Ohlson introduces the visionaries—scientists, farmers, ranchers, and landscapers—who are figuring out in the lab and on the ground how to build healthy soil, which solves myriad problems: drought, erosion, air and water pollution, and food quality, as well as climate change. Her discoveries and vivid storytelling will revolutionize the way we think about our food, our landscapes, our plants, and our relationship to Earth.

**KRISTIN OHLSON** is a writer based in Portland, OR. Her work has appeared in the *New York Times*, *Christian Science Monitor*, *Salon*, *Discover*, and elsewhere. Her article about burning coal mines was collected in *Best American Science Writing 2011*. She is also the author of *Stalking the Divine*, which won the American Society of Journalists and Authors' 2004 Best Nonfiction Book award, and coauthor of *New York Times* bestseller *Kabul Beauty School*.



## MARCH

ISBN 978-1-62336-120-4

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

### INSPIRATION

7½" × 7½"

240 pages

200 color photographs

E-book ISBN: 978-1-62336-121-1

### MARKETING

- **Confirmed excerpt in *Organic Gardening***
- National radio interview campaign
- National print and online publicity
- Social media and other promotional support from *Organic Gardening*
- Tie in to author's speaking schedule
- Promoted on author's Web site, ElizabethMurray.com

## Living Life in Full Bloom

### 120 Daily Practices to Deepen Your Passion, Creativity & Relationships

**ELIZABETH MURRAY**

**Inspire personal growth, creativity, and community involvement through daily activities that explore four personality pathways**

Living life in full bloom means living with hope and purpose, with imagination and vision—in a way that honors the Earth, the spirit, and one another. Elizabeth Murray encourages and nurtures each person to explore four personality attributes (Gardener, Artist, Lover, and Spirit Weaver), or pathways, that create a framework for practicing mindfulness, unleashing potential, and reviving communities. As Gardeners, readers will learn to observe and grow; as Artists, they'll discover creativity and new possibilities; as Lovers, they'll lead with the heart and commit to things they're passionate about; and as Spirit Weavers, they'll create rituals and express gratitude.

Accented with Murray's exquisite nouveau vintage photography in a beautiful gift format, 30 guided activities for *each* pathway help readers take small but powerful action steps to define the purposes of busy lives and help them remember who they really are. Murray also includes profiles of "bloomers," inspiring individuals who exemplify this life and are in partnership with their local communities and international organizations focused on people and causes. A step-by-step exercise on life mapping helps to identify passions, skills, and community needs and offers specific actions to serve the greater good.

**ELIZABETH MURRAY** is a writer, photographer, and motivational speaker, and she's best known for assisting in the restoration of Monet's gardens and photographing them annually for the past 28 years. In 2012, Murray's photography was shown alongside Monet's paintings at the New York Botanical Garden. She has an active lecture and class schedule and is invited to speak and teach around the world. She lives in Monterey, CA.

## MARCH

ISBN 978-1-60961-983-1

PAPERBACK ORIGINAL \$18.99 / \$21.99 Can.

### GARDENING

6½" × 9½"

352 pages

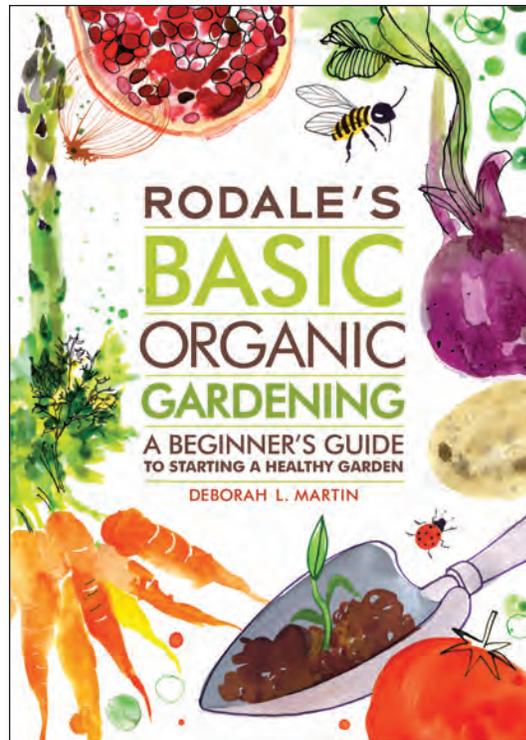
50 illustrations

2-color throughout

E-book ISBN: 978-1-60961-985-5

### MARKETING

- Confirmed coverage in *Organic Gardening*
  - National print features and reviews
  - Online publicity and promotions
- Promotional support from *Organic Gardening*
- Simultaneous online direct-marketing campaign



## Rodale's Basic Organic Gardening

### A Beginner's Guide to Starting a Healthy Garden

DEBORAH L. MARTIN

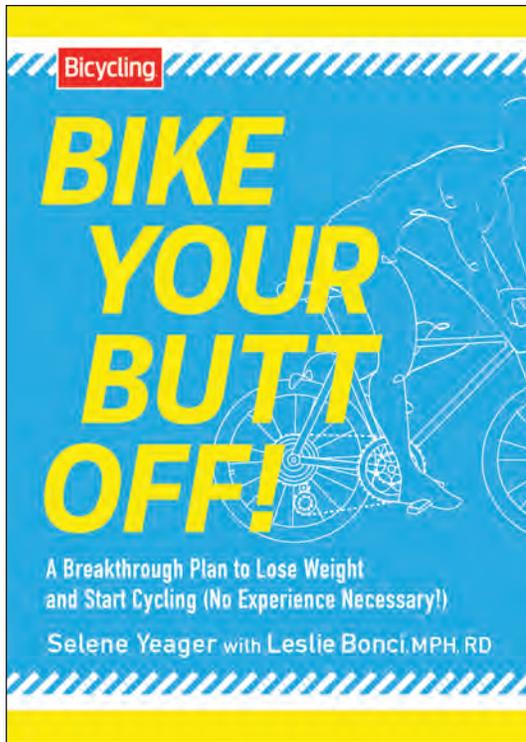
**Accessible, encouraging advice to help new gardeners grow their first plants with easy (and green!) methods**

When the inspiration hits to start an organic garden, many novices could benefit from a guidebook that speaks directly to their enthusiasm, their goals, and, of course, their need for solid information that speaks a newbie's language—from the most trusted source for organic gardening methods.

In *Rodale's Basic Organic Gardening*, general garden-building skills (from “Do I need to dig?” to “Where do I dig?”) and specific techniques (from “How do I plant a seed?” to “How much should I water?”) are presented in growing-season order—from garden planning and planting to growing and harvesting. Many other need-to-know topics like soil, compost, seeds, pest control, and weeds are explained in simple language to ensure success, even on a small scale, on the first try. More than 100 common garden terms are defined, and Smart Starts sidebars offer doable projects to build confidence and enthusiasm for expanding a garden when a gardener is ready. A flower, vegetable, and herb finder highlights easy-care plants with good track records. Plus, there are no-dig garden methods, simple garden layouts, and tips and hints inspired by the most popular page views on OrganicGardening.com.

With a “no question is unwelcome” approach, a troubleshooting section lessens frustrations and encourages experimentation. *Rodale's Basic Organic Gardening* is everything a beginning gardener (or one who's new to gardening organically) needs to get growing and keep a garden going strong all season.

**DEBORAH L. MARTIN** earned a BS in horticulture from Purdue University. She's a former extension agent in the USDA's urban gardening program, a veteran Rodale garden book editor, and a writer for *Organic Gardening* magazine. Martin has authored two books and edited dozens of others. She lives in Allentown, PA.



## MARCH

ISBN 978-1-60961-592-5

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

SPORTS / BICYCLING

7½" × 9⅛"

288 pages

50 black-and-white illustrations

2-color throughout

E-book ISBN: 978-1-60961-593-2

### MARKETING

- **Confirmed coverage in *Bicycling***
- National print features and reviews
- Online publicity and promotions
- Social media outreach via author and *Bicycling*
- Simultaneous online direct-marketing campaign

## Bike Your Butt Off!

**A Breakthrough Plan to Lose Weight and Start Cycling (No Experience Necessary!)**

**SELENE YEAGER WITH LESLIE BONCI, MPH, RD**

**A complete guide to shedding pounds, burning fat, and strengthening one's core through cycling**

Given our struggling economy as well as the national struggle to maintain our waists, cycling is enjoying a renaissance as more than 57 million people in the United States use bicycles regularly. Now *Bicycling's* Fit Chick presents a brand-new, 12-week weight-loss and exercise plan for beginner and experienced cyclists alike.

Whether readers have just a little bit of weight to lose or a lot, *Bike Your Butt Off!* will help them meet their weight-loss goals in no time, thanks to its expert-tested food and exercise plans from authors Selene Yeager and Leslie Bonci. By outlining basic rules of the road, social elements of cycling, and the sustaining weight-loss benefits of cycling, *Bike Your Butt Off!* distills the core fundamentals of cycling so that any beginner can adopt it as a lifelong endeavor.

With delicious nutritional information, tips, training plans, and fat-burning and heart-pumping exercises to help maximize workouts, readers will see the pounds melt off while having the time of their lives.

**SELENE YEAGER** is a trusted authority on training, nutrition, and weight loss for *Bicycling*. She is the author of several books and writes regularly for *Runner's World*, *Prevention*, *Shape*, and *Self*. She lives in Emmaus, PA.

**LESLIE BONCI, MPH, RD**, is the director of sports nutrition at the University of Pittsburgh Medical Center. She counsels clients ranging from individuals struggling to lose weight to scholarship athletes at Pitt who want to achieve better performance.

## MARCH

ISBN 978-1-62336-252-2

PAPERBACK \$15.99 / NCR

### DIET

6" × 9"

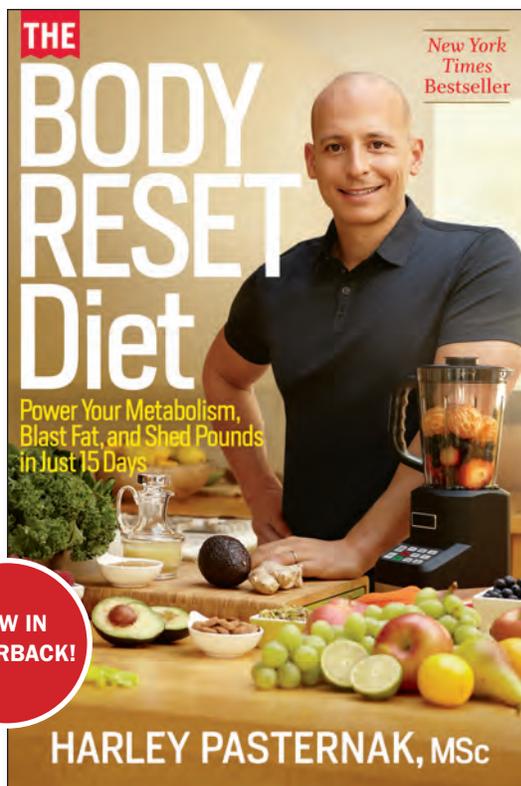
256 pages

66 black-and-white photographs

E-book ISBN: 978-1-60961-551-2

### MARKETING

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



## The Body Reset Diet

**Power Your Metabolism, Blast Fat, and Shed Pounds in Just 15 Days**

**HARLEY PASTERNAK, MSc**

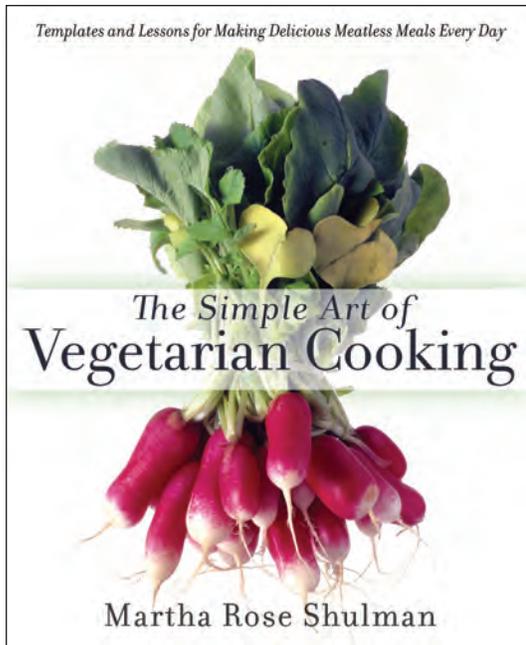
**The *New York Times* bestselling weight-loss plan—now in paperback!**

America has gone way overboard trying to beat the bulge. We've tried every diet out there—low-carb, low-fat, all-grapefruit—and spent hours toiling on treadmills and machines, to no avail. It's time for readers to hit the reset button and start over with a new perspective on weight loss.

In *The Body Reset Diet*, celebrity trainer and *New York Times* bestselling author Harley Pasternak offers readers the ultimate plan for a thinner, healthier, happier life. This three-phase program focuses on the easiest, most effective way to slim down: blending. The 5-day jump-start includes delicious, expertly crafted smoothies (White Peach Ginger, Apple Pie, and Piña Colada, to name a few), dips, snacks, and soups that keep readers satisfied while boosting their metabolism. Over the following 10 days, the plan reintroduces healthy combinations of classic dishes along with the blended recipes to keep the metabolism humming, so readers will continue to torch calories and shed pounds.

The plan also explains how the easiest form of exercise—walking—along with light resistance training is all it takes to achieve the celebrity-worthy physique that we all desire. No equipment necessary! Whether readers are looking to lose significant weight or just those last 5 pounds, *The Body Reset Diet* offers a proven program to reset, slim down, and get healthy in just 15 days—and stay that way for good!

**HARLEY PASTERNAK, MSc**, is the *New York Times* bestselling author of *The 5-Factor Diet* and was a cohost on ABC's *The Revolution*. He holds a master's of science in exercise physiology and nutritional sciences from the University of Toronto. He lives in Los Angeles.



## APRIL

ISBN 978-1-62336-129-7

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

### COOKING

7½" × 9½"

288 pages

30 color photographs

E-book ISBN: 978-1-62336-130-3

### MARKETING

- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, Martha-Rose-Shulman.com, and online column

## The Simple Art of Vegetarian Cooking

Templates and Lessons for Making Delicious Meatless Meals Every Day

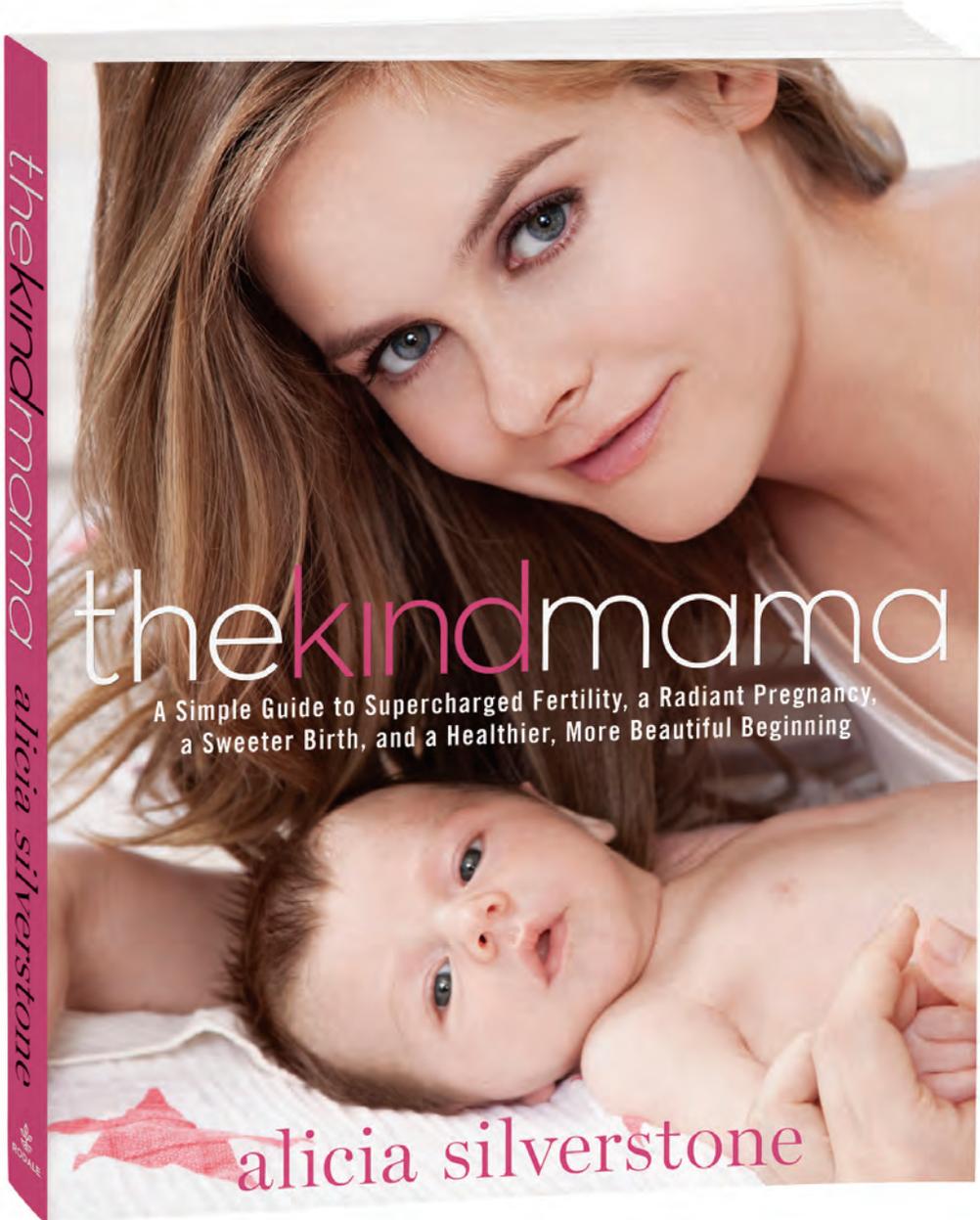
MARTHA ROSE SHULMAN

**The legendary *New York Times* columnist introduces readers to the delicious simplicity of template cooking**

Martha Rose Shulman's *The Simple Art of Vegetarian Cooking* is an accessible, delicious-recipe-packed teaching book designed to give home cooks a plan ("templates") and a language for cooking mouthwatering plant-based meals every day. What is a template? It's a generic recipe for a basic dish—a risotto, a frittata, a rice bowl, a pasta bowl, a soup base—into which you put any suitable combination of vegetables and herbs based on seasonality and availability. By having these basic templates in hand, readers—wherever they live and whatever the season—will be able to prepare meatless dishes simply and easily, making this plan ideal for busy families, working moms, and anyone who wants to be able to put a mouthwatering vegetarian dish on the table, angst-free.

Template cooking—providing a reliable, sensible framework for dishes that can change fluidly with seasonal availability—is enjoying rising popularity in the food world, and Shulman is a Rodale house author and legend. Whether the reader is a working parent trying to decipher the overflowing CSA box or a new vegetarian trying to navigate a world where meals can't be summed up as "steak," "chicken," or "pork chops," *The Simple Art of Vegetarian Cooking*, with 125 recipes, is the perfect tool.

**MARTHA ROSE SHULMAN** is a prolific cookbook author whose *New York Times* column, "Recipes for Health," receives over one million page views on NYTimes.com every month; her "Recipes for Health" Facebook page has about 12,600 followers. Her last book, *Mediterranean Harvest* (Rodale, 2010), was selected by *Cooking Light* magazine as one of the top vegetarian cookbooks of the past 25 years.



## The Kind Mama

### A Simple Guide to Supercharged Fertility, a Radiant Pregnancy, a Sweeter Birth, and a Healthier, More Beautiful Beginning

**ALICIA SILVERSTONE**

The bestselling author of *The Kind Diet* offers natural solutions for a healthier and more vibrant approach to new motherhood

When did making babies get to be so hard? Infertility is on the rise globally, affecting as many as one in six couples. But instead of considering diet and lifestyle factors, doctors pump their patients full of expensive and invasive fertility treatments. Once pregnant, women just accept that carrying a baby will be the gassy, swollen, irritable, sleepless nightmare that has become the new normal—and then assume that new motherhood will be just as challenging, from breastfeeding woes to screaming fits.

It doesn't have to be that way. In *The Kind Mama*, Alicia Silverstone has created a comprehensive and practical guide empowering women to take charge of their fertility, pregnancy, and first 6 months with baby. Drawing on her own experience, as well as that of obstetricians, midwives, nutritionists, holistic health counselors, and others, Silverstone offers advice on getting one's "baby house" in order through nutrient-rocking foods that heal and nourish, and, once pregnant, gentle ways to boost comfort, energy, and health during each trimester. She helps readers navigate everything from prenatal testing and birth plans to successful breastfeeding and creating a supportive "baby nest." The result is an authoritative, one-stop guide that empowers women to trust their instincts during this vital milestone, while helping them embark on a healthy and more vibrant path to motherhood.

**ALICIA SILVERSTONE** is the bestselling author of *The Kind Diet* and founder of TheKindLife.com. Best known for her generation-defining turn in *Clueless*, she continues to work steadily in film, television, and theater. A dynamic and well-connected fixture in the acting, political, and scientific communities, she is a dedicated activist on behalf of the planet and endangered animals. She lives in Los Angeles with her husband and their son, Bear Blu.

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## APRIL

ISBN 978-1-62336-040-5

**PAPERBACK ORIGINAL** \$22.99 / \$26.50 Can.

**FAMILY / PREGNANCY**

7½" × 9½"

272 pages

40 color photographs

E-book ISBN: 978-1-62336-041-2

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Social media via author
- Select author appearances
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted on author's Web site, TheKindLife.com

**APRIL**

ISBN 978-1-62336-139-6

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

**SPORTS / GOLF**

7½" × 9⅛"

240 pages

500 color photographs

E-book ISBN: 978-1-62336-140-2

**MARKETING**

- PGA Tour Radio interview campaign
- National print features and reviews
  - Online publicity and promotions
  - Tie into authors' lecture schedules
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, FredericksGolf.com, and e-newsletters



## The Flexible Golf Swing

The Ultimate Guide to Mastering Golf's True Fundamentals

**ROGER FREDERICKS**

**FOREWORD BY ARNOLD PALMER**

**An easy-to-follow guide to unlocking the fundamentals of golf flexibility and the golf swing**

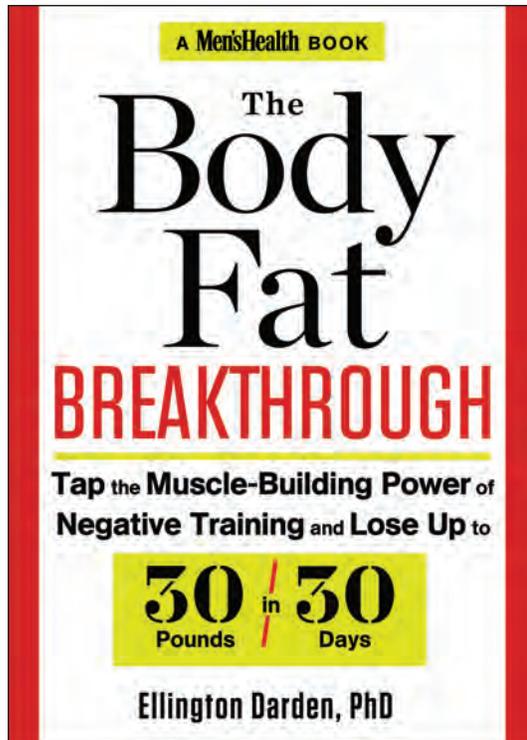
For more than 400 years, the secret of the golf swing has been one of the most fascinating and frustrating mysteries known to mankind. Despite remarkable advances in golf club technology, golf instruction, and golf course conditioning, the average golfer's handicap hasn't changed in the past 30 years. Not coincidentally, the nation as a whole is becoming less healthy due to the sedentary lifestyle that is harming our bodies at an alarming rate. We are then taking our dysfunctional bodies to the golf course.

Roger Federicks, a leading golf instructor and golf fitness pioneer who has worked with the likes of Jack Nicklaus, Gary Player, and Arnold Palmer, takes readers on a step-by-step journey to explain precisely why golfers have a hard time improving and more importantly, what to do about it. In *The Flexible Golf Swing*, he lays out his commonsense approach and explains in detail the true fundamentals of the golf swing, and precisely how the mechanics are merely symptoms of how a body functions.

**"I am glad to see that Roger is bringing the principles of anatomical function into the golf world."**

—Jack Nicklaus

**ROGER FREDERICKS** has been one of the most influential figures in the golf fitness movement over the past 20 years and is one of the few golf professionals with expertise in both golf instruction and physiology. He has worked on the golf swings and bodies of more than 20,000 golfers, including more than 60 tour professionals and seven Hall of Famers. The creator of the smash hit infomercial "Roger Federicks Reveals Secrets to Golf Swing Flexibility," he travels around the country conducting seminars. He resides in San Diego.



## APRIL

ISBN 978-1-62336-103-7

**HARDCOVER** \$26.99 / \$31.00 Can.

### FITNESS

6½" × 9¼"

304 pages

210 black-and-white photographs

E-book ISBN: 978-1-62336-104-4

### MARKETING

- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Local author publicity in Florida
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Simultaneous online direct-marketing campaign
- Promoted on author's Web site and community forum, DrDarden.com

## The Body Fat Breakthrough

Tap the Muscle-Building Power of Negative Training and Lose Up to 30 Pounds in 30 Days

ELLINGTON DARDEN, PhD

Turn on flab-burning hormones with “negative training” workouts and a “fat bomb” eating plan

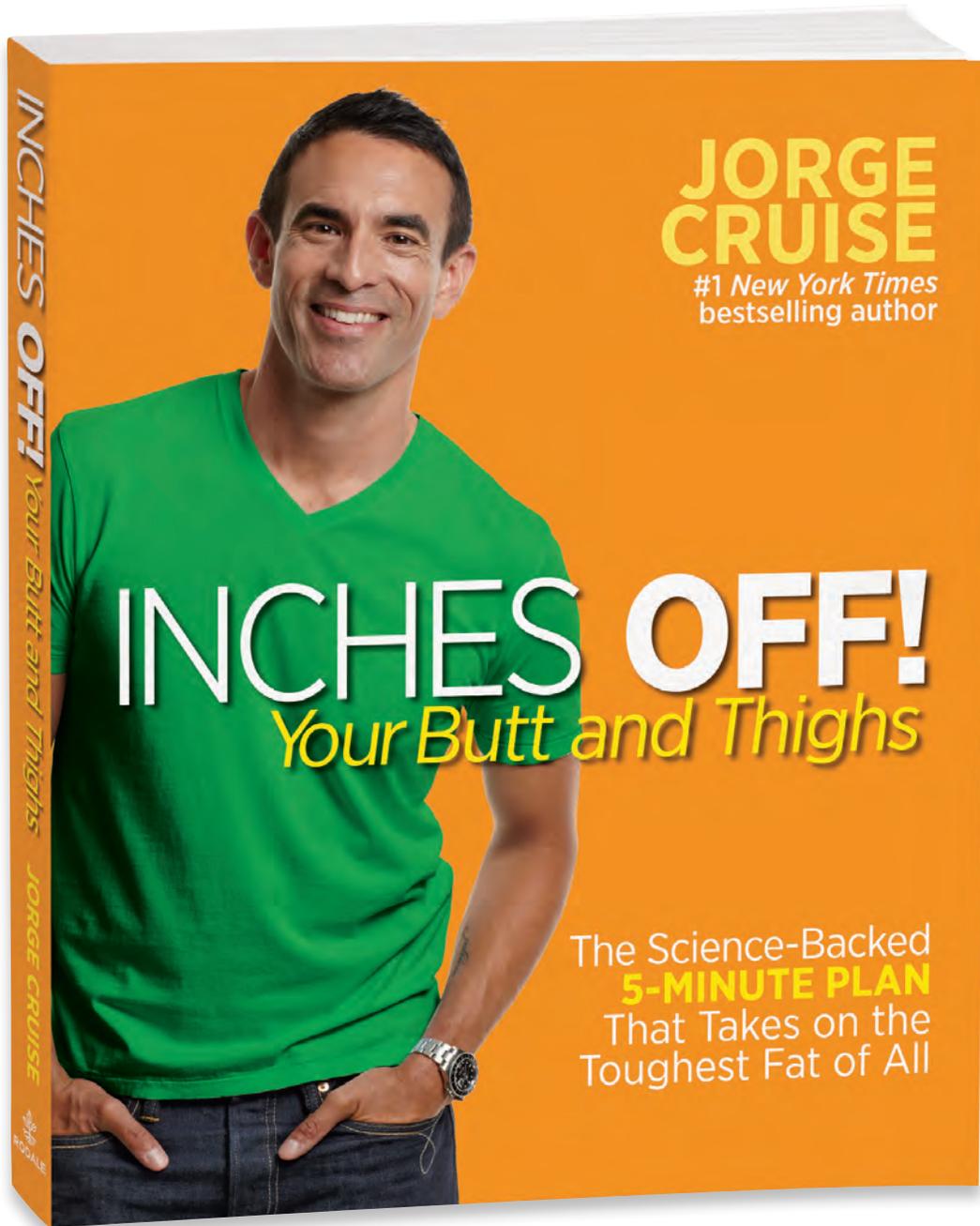
Anyone who desperately wants to lose 10 to 50 or more pounds but just can't find the time to exercise three or four times a week will love *The Body Fat Breakthrough*. It requires just one or two 20-minute resistance-training workouts using negative (or eccentric) training, the little-known weight-lifting technique that shrinks fat cells and triggers fast muscle growth. Legendary fitness researcher Ellington Darden, PhD, put 87 overweight men and women on this workout program and achieved remarkable results, which are illustrated in the book through 20 inspiring before and after photographs. Some test subjects lost 30, 40, or even more than 50 pounds in as many days and transformed their bodies and their health.

Negative training is just one of 12 Fat Bombs demonstrated in the book. Others include:

- **A unique meal plan in which the bulk of calories comes from carbohydrates (50% carbs; 25% protein; 25% fat), offering readers an appealing new way to lose weight without sacrifice**
- **Drinking a gallon of cold water a day to stay full and burn calories through thermogenesis**
- **Evening after-dinner walks to combat blood sugar storage as fat**

Dr. Darden's Breakthrough program sheds pounds fast while building and toning muscle in just 6 weeks.

**ELLINGTON DARDEN, PhD**, an exercise researcher, was recently named one of the top 10 health leaders by the President's Council on Physical Fitness and Sports. A pioneer of the Nautilus training system, he is the author of more than 40 books, including *The New High-Intensity Training* and *A Flat Stomach ASAP*. He lives in Gainesville, FL.



**JORGE CRUISE**

#1 *New York Times* bestselling author

# INCHES OFF!

*Your Butt and Thighs*

The Science-Backed  
**5-MINUTE PLAN**  
That Takes on the  
Toughest Fat of All

INCHES OFF! Your Butt and Thighs

JORGE CRUISE

RODALE

## Inches Off! Your Butt and Thighs

### The Science-Backed 5-Minute Plan That Takes on the Toughest Fat of All JORGE CRUISE

#### #1 *New York Times* bestseller Jorge Cruise targets the toughest fat in his new Inches Off! plan

With more than six million books in print and three million online weight-loss clients via JorgeCruise.com, Jorge Cruise is one of the most successful fitness and diet authors on the planet—and this second book in his new Inches Off! series will take readers to a new level of fitness success.

Subcutaneous fat—the blubber stored just under the skin in our butts and thighs—can be the hardest kind of fat to lose because of its location. Fat stored near the body’s metabolic center—the abdomen—tends to burn off first. *Inches Off! Your Butt and Thighs* is designed to help melt away that stubborn fat for good using Cruise’s new 5-minute fitness formula.

Using compound exercises—moves that hit more than one area of the body at a time—readers will build more fat-burning muscle in less time, raise metabolism, and keep their bodies stoked all day. This book concentrates much of the work in the core and lower body, engaging and building the largest muscles we have (glutes, quads, etc.) to achieve the best results in the most efficient way possible. No wasted moves. No wasted moments. As Cruise likes to say, “Five minutes and you’re done!”

Couple that with the most cutting-edge eating science and dedicated readers will see visible results in 6 days. It’s the ultimate fitness and fat-loss program for busy people everywhere.

**“Jorge Cruise has answers that really work and take almost no time. I recommend them highly.”**

—Andrew Weil, MD

**JORGE CRUISE** is one of the most popular fitness and weight-loss authors in the world. His book franchises include the *8 Minutes in the Morning* books, *The 3-hour Diet*, and *The Belly Fat Cure* series, all of which were *New York Times* bestsellers. He has appeared on *Oprah*, CNN, *The Dr. Oz Show*, *Good Morning America*, and *The View*. He also has been featured in *USA Today*, *Prevention*, *Self*, *Shape*, and *Cosmopolitan*. He lives in San Diego.

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## APRIL

ISBN 978-1-62336-085-6

PAPERBACK ORIGINAL \$19.99 / \$22.99 Can.

### FITNESS / WEIGHT LOSS

7½" × 9½"

288 pages

75 color photographs

E-book ISBN: 978-1-62336-086-3

Also available:

*Inches Off! Your Tummy*, ISBN: 978-1-60961-497-3

*8 Minutes in the Morning*, ISBN: 978-1-57954-715-8

### MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media outreach via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Simultaneous direct online-marketing campaign
- Promoted on author’s Web site, JorgeCruise.com

## APRIL

ISBN 978-1-60961-804-9

HARDCOVER \$35.00 / \$40.00 Can.

### GARDENING

7½" × 9½"

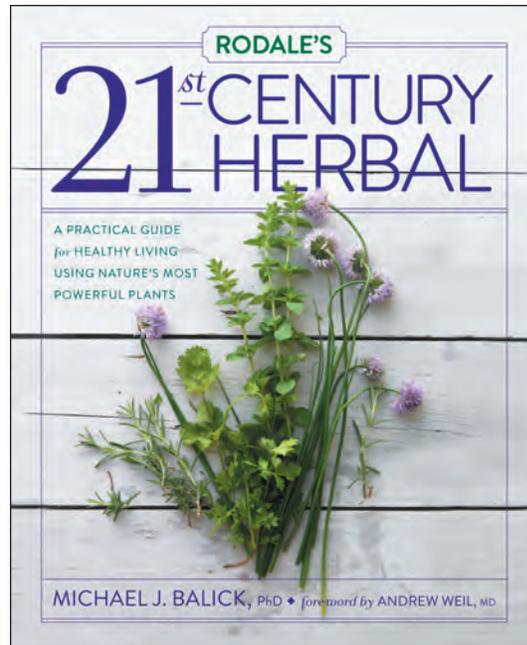
512 pages

500 color photographs

E-book ISBN: 978-1-60961-805-6

### MARKETING

- **Confirmed feature in *Organic Gardening***
  - National print features and reviews
  - Online publicity and promotions
- Promotional support from *Organic Gardening*
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Simultaneous online direct-marketing campaign



## Rodale's 21st-Century Herbal

### A Practical Guide for Healthy Living Using Nature's Most Powerful Plants

**MICHAEL J. BALICK, PhD**

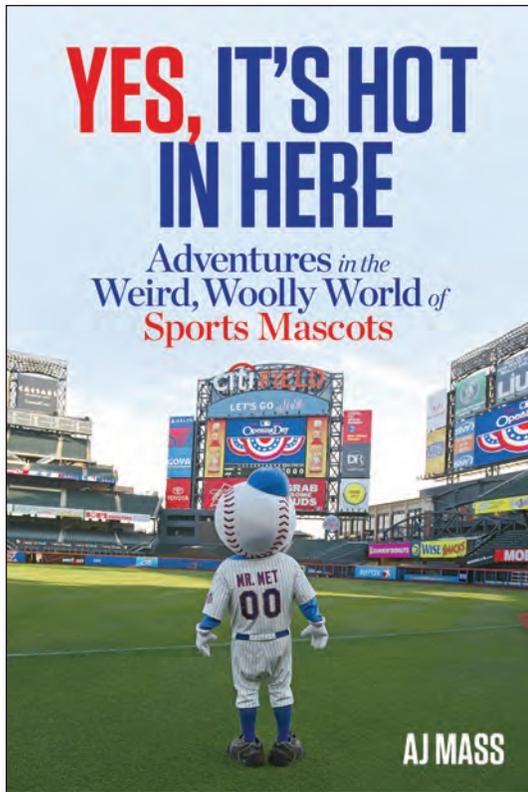
**FOREWORD BY ANDREW WEIL, MD**

#### A captivating encyclopedia on using herbs for well-being and all aspects of daily life

It turns out that Mother Nature is a brilliant chemist. Our ancestors have used indigenous herbs in daily life for thousands of years due to these plants' ability to heal and promote good health. Now modern science has identified the compounds that give herbs their medicinal qualities, scent, and flavor. The extraordinary diversity of herbal plants has the potential to improve our health and well-being, and we are wholeheartedly incorporating herbs, both fresh and dried, into our lifestyles—for well-being, healing, gardening, beauty, ceremony, and a richer, fuller life.

Presented in three parts, *Rodale's 21st-Century Herbal* first explores the historical relationship between people and herbal plants and how it has evolved over time. In the second part, readers will delve into an A-to-Z encyclopedia of 180 of the most useful herbs from around the globe, not only familiar herbs like bilberry and nasturtium, but also cutting-edge herbs from other cultures, like red bush tea and maca, that are now available in the West. The final section highlights how herbs create a "fuller" life and features herbal cooking techniques, ways to use herbs for beauty and the bath, ideas for daily herbal use (such as green cleaning, fragrances, decor, smudging, and dyeing), gardening and growing how-tos (with illustrated garden designs), and advice for holistic herbal pet care.

**MICHAEL J. BALICK** holds a PhD in biology from Harvard and is vice president of botanical science and director and philecology curator of the Institute of Economic Botany at the New York Botanical Garden. An ethnobotanist with a specialty in medicinal and food plants, Dr. Balick has conducted fieldwork with indigenous cultures in 56 biologically diverse regions around the world and appears frequently on television and radio and in print media. He lives in Chappaqua, NY.



## APRIL

ISBN 978-1-62336-003-0

**HARDCOVER** \$24.99 / \$28.99 Can.

**SPORTS / HISTORY**

6" × 9"

256 pages

16 pages of color photographs

E-book ISBN: 978-1-62336-004-7

### MARKETING

- **Confirmed excerpt on ESPN.com**
- National author publicity
- National sports radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Timed to release for baseball season

## Yes, It's Hot in Here

### Adventures in the Weird, Woolly World of Sports Mascots

**AJ MASS**

**A lighthearted, personal, and amusing cultural history of the sports mascot by a former Mr. Met**

*Yes, It's Hot in Here* explores the entertaining history of the mascot from its jester roots in Renaissance society to the slapstick pantomime of the Clown Prince of Baseball, Max Patkin, all the way up to the mascots of the slam-dunk, rock-and-roll, Jumbotron culture of today. Along the way, author AJ Mass of ESPN.com (a former Mr. Met himself) talks to the pioneers among modern-day mascots like Dave Raymond (Phillie Phanatic), Dan Meers (K. C. Wolf), and Glenn Street (Harvey the Hound) and finds out what it is about being a mascot that simply won't leave the performer.

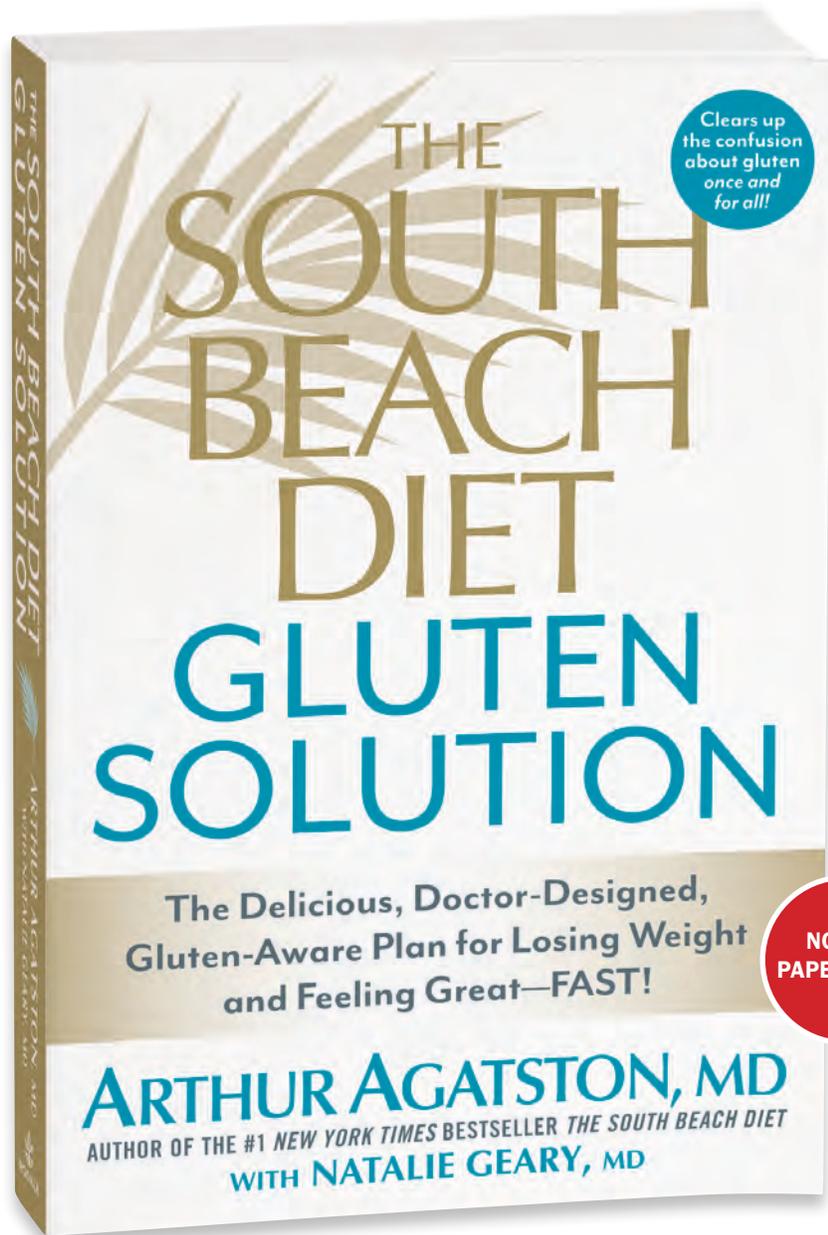
Mass examines what motivates high school and college students to compete for the chance to wear a sweaty animal suit and possibly face the ridicule of their peers in the process, as well as women who have proudly served as mascots for teams in both the pro and amateur ranks. In the book's final chapter, Mass climbs inside a mascot costume one more time to describe what it feels like and, perhaps, rediscover a bit of magic.

#### **Praise for AJ Mass's *How Fantasy Sports Explains the World*:**

**"An entertaining and informative look at fantasy sports unlike any I have ever read."**

—Sean McDonough, ESPN play-by-play announcer

**AJ MASS** is a professional fantasy football, baseball, and college basketball analyst for ESPN.com. In 1994, he became the first person to don the Mr. Met suit since the mascot was retired by the Mets in the 1960s, and he played Mr. Met through the 1997 season. His first book, *How Fantasy Sports Explains the World: What Pujols and Peyton Can Teach Us about Wookiees and Wall Street*, was published in August 2011. He lives in New Jersey.



## The South Beach Diet Gluten Solution

The Delicious, Doctor-Designed, Gluten-Aware Plan for Losing Weight and Feeling Great—FAST!

ARTHUR AGATSTON, MD, WITH NATALIE GEARY, MD

The book that reveals the real truth about gluten and its effect on weight and health—now in paperback

Today, supermarkets have entire aisles dedicated to gluten-free products, restaurants boast gluten-free dishes on their menus, and millions of people have cut gluten out of their diets in the hopes of boosting health and losing weight. But despite all the attention, gluten confusion still reigns.

The truth is, not everyone needs to give up gluten permanently—and doing so does not guarantee weight loss. In *The South Beach Diet Gluten Solution*, Dr. Arthur Agatston demystifies the effects of the difficult-to-digest protein in wheat and some other grains. With the book's phased Gluten Solution Program, based on proven South Beach Diet eating principles, readers will determine their own levels of gluten sensitivity—and they can drop up to 10 pounds in just 2 weeks. Readers will also find relief from gluten-induced health issues, including brain fog, mood swings, digestive disorders, joint pain, and skin problems.

What makes Dr. Agatston's approach unique is that he shows readers how to become gluten aware, not gluten phobic. With detailed daily meal plans, tips for traveling and dining out, inspiring stories, and 20 delicious recipes that sacrifice neither taste nor health, *The South Beach Diet Gluten Solution* gives readers everything they need to feel great, lose weight, and navigate the gluten-free world with ease.

**ARTHUR AGATSTON, MD**, is the medical director of wellness and prevention for Baptist Health South Florida, a clinical professor of medicine at the Florida International University Herbert Wertheim College of Medicine, and creator of the bestselling South Beach Diet series. He lives and practices in Miami Beach.

**NATALIE GEARY, MD**, is executive vice president of the Diabetes Research Institute Foundation in Miami. An integrative physician with expertise in treating wheat allergy and gluten sensitivity in both adults and children, she lives and works in Miami and New York.

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### APRIL

ISBN 978-1-62336-254-6

PAPERBACK \$16.99 / \$18.99 Can.

#### DIET

6" × 9"

272 pages

E-book ISBN: 978-1-62336-046-7

#### MARKETING

- Print feature campaign
- Online publicity and promotions
- Ongoing promotional support from SouthBeachDiet.com

**APRIL**

ISBN 978-1-62336-253-9

PAPERBACK \$14.99 / \$16.99 Can.

SPORTS / RUNNING

5½" × 8¼"

272 pages

19 illustrations

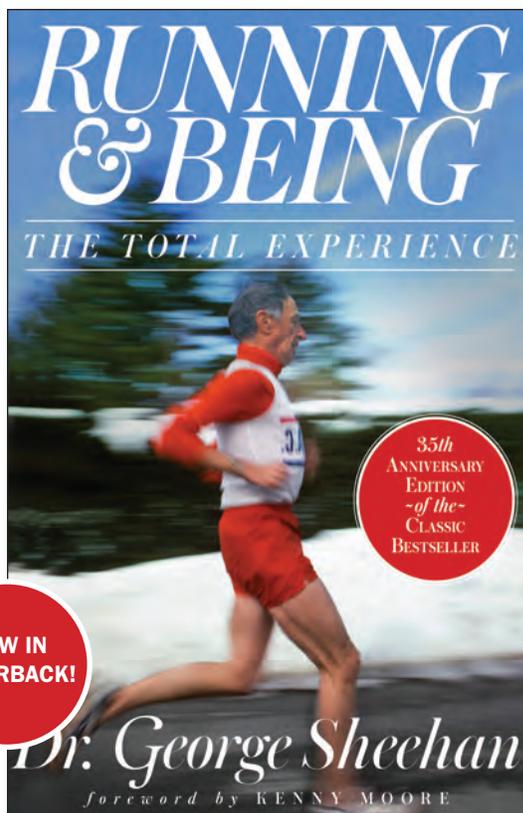
E-book ISBN: 978-1-60961-931-2

Also available:

*The Essential Sheehan*, ISBN 978-1-60961-932-9

MARKETING

- Print feature campaign
- Online publicity and promotions
- Ongoing promotional support from *Runner's World*



## Running & Being

The Total Experience

DR. GEORGE SHEEHAN

FOREWORD BY ANDREW SHEEHAN

INTRODUCTION BY KENNY MOORE

**A *New York Times* bestseller for 14 weeks in 1978, *Running & Being* became known as the philosophical bible for runners around the world. More than 30 years after its initial publication, it remains every bit as relevant.**

Written by the late, beloved Dr. George Sheehan, *Running & Being* tells of the author's midlife return to the world of exercise, play, and competition, in which he found "a world beyond sweat" that proved to be a source of great revelation and personal growth. But *Running & Being* focuses more on life than it does, specifically, on running. It provides an outline for a lifetime program of fitness and joy, showing how the body helps determine our mental and spiritual energies.

Drawing from the words and actions of the great athletes and thinkers throughout history, Dr. Sheehan ties it all together with his own philosophy on the importance of fitness and sport, as well as his knowledge of training, injury prevention, and race competition. Above all, he describes what it means to experience the oneness of body and mind, of self and the universe. In this, he argues, we have the power to discover "the truth that makes men free."

**"Dr. George Sheehan is perhaps our most important philosopher of sport."** —*Sports Illustrated*, 1978

**DR. GEORGE SHEEHAN** was a legend of running and running literature. The bestselling author of eight books on the benefits of exercise and the former medical editor of *Runner's World*, he died in 1993.

## Recently Published

**SEPTEMBER**

ISBN 978-1-62336-203-4

PAPERBACK ORIGINAL \$18.99 / \$21.99 Can.

**FITNESS**

6½" × 8½"

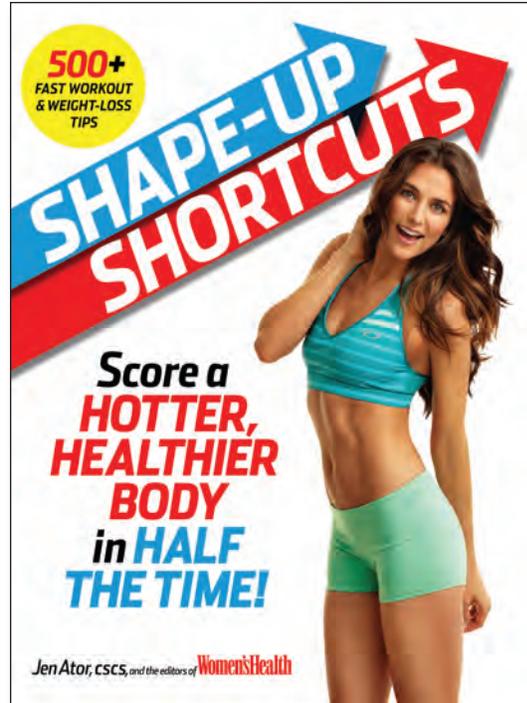
352 pages

150 color photographs

E-book ISBN: 978-1-62336-205-8

**MARKETING**

- National author publicity
- National print features and reviews
- Online publicity and promotions
- Social media and other promotional support from *Women's Health*
- Promoted on WomensHealthMag.com
- Simultaneous online direct-marketing campaign



**Shape-Up Shortcuts**

**Score a Hotter, Healthier Body in Half the Time!**

**JEN ATOR, CSCS, AND THE EDITORS OF WOMEN'S HEALTH**

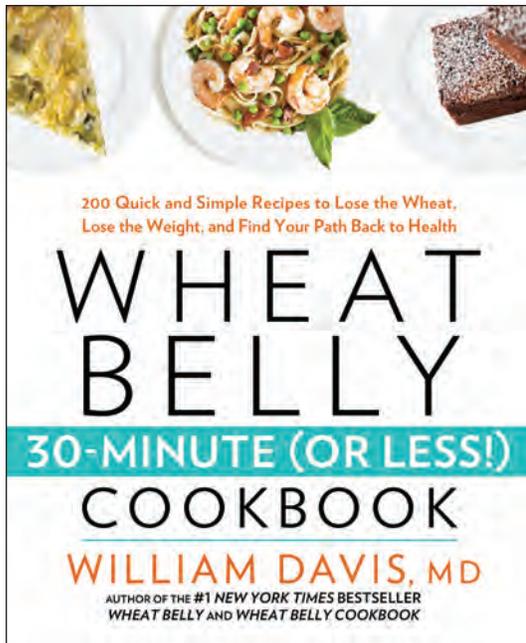
**The essential guide to getting the body you want—in the time you have**

Most women have enough to-do's on their lists, and adding hours of exercise won't guarantee hot-body results. In fact, if a diet and fitness plan feels too strict or time-consuming, readers won't stick to it long-term. The solution? *Shape-Up Shortcuts*, a must-have manual from Jen Ator, CSCS, and the editors of *Women's Health* that offers hundreds of fast workout and weight loss tips and proven strategies including:

- **Over 20 exclusive workouts from the country's top trainers that will reshape bodies in less than 30 minutes**
- **Calorie-saving food swaps; quick, delicious recipes; and time-saving kitchen techniques that make cooking a breeze (even for beginners!)**
- **Hundreds of tips that work *with* readers' schedules—like 2-second life changers, postworkout beauty fixes, and slim-down secrets—to take the stress out of healthy living**

*Shape-Up Shortcuts* unlocks the key to successful, lasting weight loss: It's all about doing a little bit better every day. Scoring a hotter, healthier body has never been this easy!

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**ANNE ALEXANDER** is the editorial director of *Prevention*, the leading healthy lifestyle brand in the US with a total readership of 8.7 million in print and more than 6 million online. She is the author of the bestselling book *Win the Fat War*. She lives with her husband and three children in Emmaus, PA.

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