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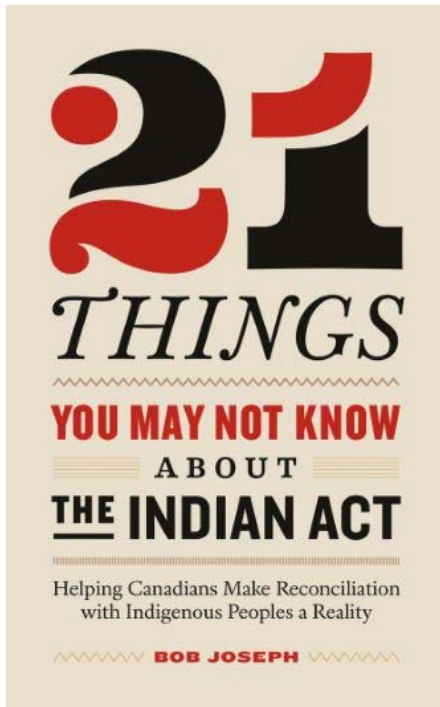
# SPRING 2018

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*To view updates, please see the Spring 2018 Raincoast eCatalogue  
or visit [www.raincoast.com](http://www.raincoast.com)*



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**21 Things You May Not Know About the Indian Act**  
Helping Canadians Make Reconciliation with Indigenous Peoples a Reality  
by Bob Joseph

Based on a viral article, *21 Things You May Not Know About the Indian Act* is the essential guide to understanding the legal document and its repercussion on generations of Indigenous Peoples, written by a leading cultural sensitivity trainer.

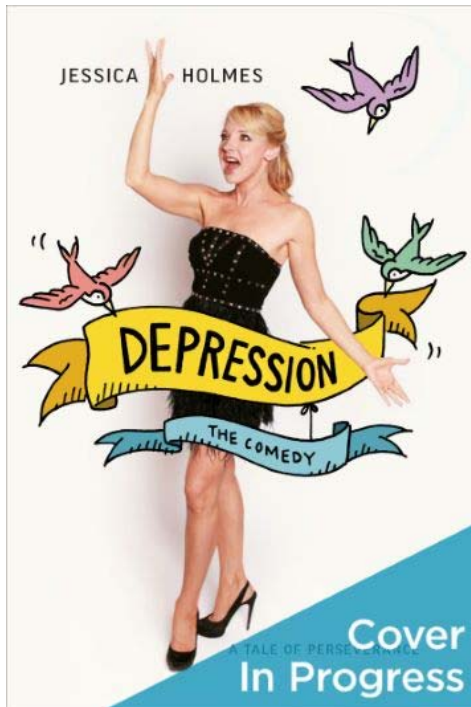
Since its creation in 1876, the Indian Act has shaped, controlled, and constrained the lives and opportunities of Indigenous Peoples, and is at the root of many enduring stereotypes. Bob Joseph's book comes at a key time in the reconciliation process, when awareness from both Indigenous and non-Indigenous communities is at a crescendo. Joseph explains how Indigenous Peoples can step out from under the Indian Act and return to self-government, self-determination, and self-reliance—and why doing so would result in a better country for every Canadian. He dissects the complex issues around truth and reconciliation, and clearly demonstrates why learning about the Indian Act's cruel, enduring legacy is essential for the country to move toward true reconciliation.

### Author Bio

Bob Joseph, founder of Indigenous Corporate Training Inc., has provided training on Indigenous and Aboriginal relations since 1994. As a certified Master Trainer, Joseph has assisted both individuals and organizations in building Indigenous or Aboriginal relations. His clients include all levels of government, Fortune 500 companies, corporate enterprises, and Indigenous peoples in Canada, U.S., Central 3 and South America, and in the South Pacific. In 2006, Joseph co-facilitated a worldwide Indigenous Peoples' round table in Switzerland, which included participants from across the world. Joseph has also worked in cultural relations and corporate training for many years, and taught at Royal Roads University as an associate professor. Bob Joseph is an Indigenous person, or more specifically a status Indian, and is a member of the Gwawaenuk Nation. The author comes from a proud potlatch family and is an initiated member of the Hamatsa Society. As the son of a hereditary chief, he will one day become a hereditary chief.

On Sale: Feb 15/18  
5 x 8 • 160 pages  
9780995266520 • \$19.95 • pb  
History / Canada / Post-Confederation (1867-)





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## Depression the Comedy

A Tale of Perseverance

by Jessica Holmes

In her upcoming book, Holmes takes readers on her journey—sometimes laugh out loud, sometimes cringe-worthy—from successful performer to basically living the life of a house cat. She covers marriage counselling, where jokes come from, the chicken and the egg of depression and comedy, surrounding the sofa with junk food so it looks like a tornado hit a 7-Eleven, her kids' take on the perks of having a depressed mom ("We don't have to clean up anything. Yesterday the cat barfed and mom just put a cushion on it and went back to playing on the iPad!"), and the obnoxiousness of anti-depressant commercials ("I never noticed the ocean before!"). Whether you have suffered from depression a little ("I get sad every January") or a lot ("My psychiatrist doesn't have a name for what I've got"), or maybe you just think real life calls for levity and understanding, this book is for you.

### Author Bio

Jessica Holmes is a Canadian comedian, actress, and improviser best known for her work on the Royal Canadian Air Farce. Holmes has opened for comedians Jerry Seinfeld, Leslie Nielsen, Ellen DeGeneres, and Russell Peters. She's performed with the Second City, Just for Laughs, and has appeared on TV shows such as Little Big Kid and The Itch. After taping her comedy special Holmes Alone in 2001, she was offered her own sketch series on CTV: The Holmes Show. Her previously published memoir I Love Your Laugh: Finding the Light in My Screwball Life was published by McClelland & Stewart in 2011. After battling depression and post-partum depression, Holmes became a Life and Career Coach and now tours regularly on motivational speaking circuits when she's not booking comedy events. Jessica is the daughter of a Mormon father and feminist mother, and she currently lives in Toronto with her husband and two kids.

On Sale: Mar 15/18  
5.5 x 8.25 • 192 pages  
Funny charts and illustrations  
**9780995266544** • \$19.95 • pb  
Humor / General





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## The 1-Page Marketing Plan

Get New Customers, Make More Money, And Stand Out From the Crowd

by Allan Dib

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done.

In The 1-Page Marketing Plan, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero.

Whether you're just starting out or are an experienced entrepreneur, The 1-Page Marketing Plan is the easiest and fastest way to create a marketing plan that will propel your business growth.

## Author Bio

Allan Dib is a serial entrepreneur, rebellious marketer and technology expert. He has started, grown and successfully exited multiple businesses in various industries. His last business was in the hypercompetitive telecommunications industry. It went from startup to four years later being named by Business Review Weekly (BRW) as one of Australia's fastest growing companies - earning a spot in the coveted BRW Fast 100 list. Allan is passionate about helping businesses find new and innovative ways to leverage technology and marketing to facilitate rapid business growth. As a highly sought after business coach, consultant and public speaker, he frequently shares his proven strategies and cutting edge tactics with people all over the world.

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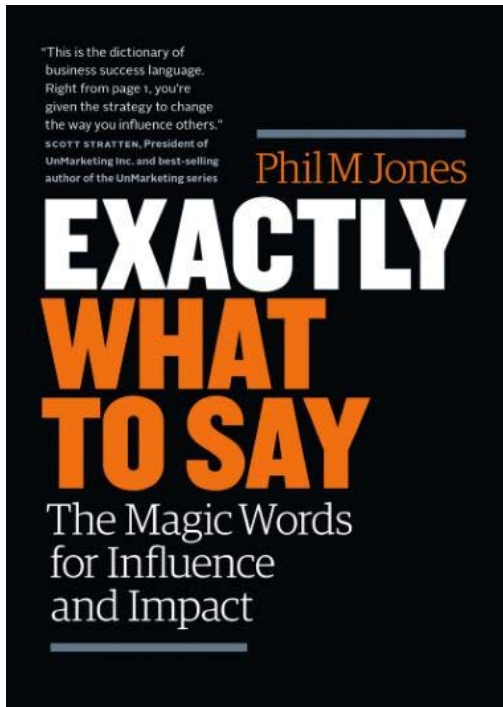
On Sale: Mar 20/18

6 x 9 • 224 pages

9781989025017 • \$19.95 • pb

Bus & Econ / General





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## Exactly What to Say

The Magic Words for Influence and Impact

by Phil M Jones

Often the decision between a customer choosing you over someone like you is your ability to know exactly what to say, when to say it, and how to make it count. Phil M. Jones has trained more than two million people across five continents and over fifty countries in the lost art of spoken communication. In *Exactly What to Say*, he delivers the tactics you need to get more of what you want.

Words have the power to change decisions, fates and fortunes, yet few people purposely wield them.

In this practical, digestible book, bestselling author and international speaker Phil Jones shares how simple language techniques can transform the success of conversations. Jones offers twenty-two simple phrases that can easily be interwoven in one's everyday exchanges. Each chapter explores the psychology behind the effectiveness of a simple set of words before providing examples of how to use them in varying situations.

Concise, motivating and-most importantly-effective, *Exactly What To Say* empowers readers to understand and excel in the art of conversation and business.

## Author Bio

Phil M. Jones is a bestselling author who is widely regarded as one of the world's leading sales trainers. He has trained more than two million people across five continents and 56 countries and coached some of the biggest global brands in the lost art of spoken communication. In 2013 he won the British Excellence in Sales and Marketing Award for Sales Trainer of the Year, the youngest-ever recipient of that honor. He divides his time between London and New York.

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5 x 7 • 152 pages

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