

SUMMER

CATALOG

2011



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BOOK GROUP PRESS

Have you seen us lately?

As our industry shifts and evolves, Greenleaf Book Group continues its upward climb.

We've come a long way since 1997, when Clint Greenleaf started his distribution company out of his parents' garage. Today, our focus on quality product, aggressive distribution, and author-centric terms drives continued and consistent growth in our distribution and publishing operations.

We couldn't have done it without you! Thank you for your ongoing support. Please feel free to drop us a note with any comments or suggestions—we value your input!

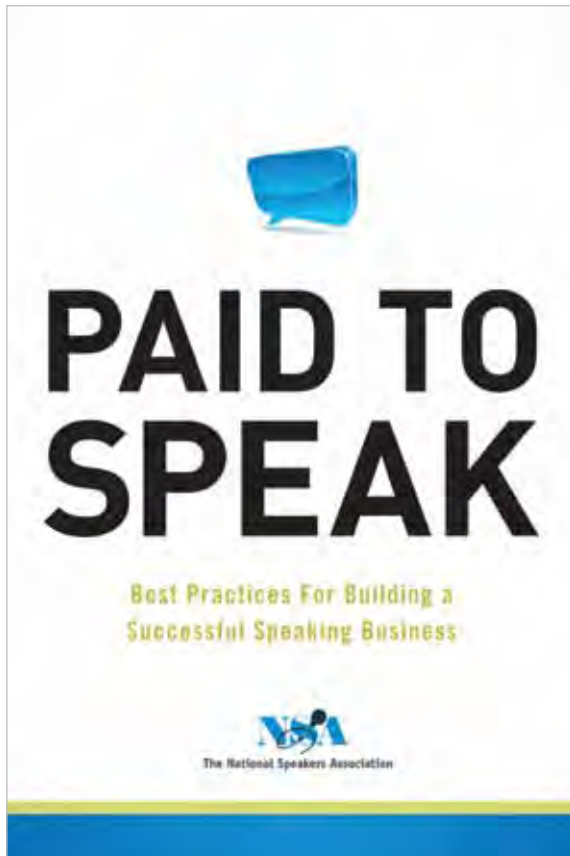
- In the past four years, we've launched four *New York Times* best-sellers, nine *Wall Street Journal* bestsellers, and numerous *USA Today* bestsellers
- Our 2010 net book sales increased by 30% over 2009
- Greenleaf Book Group has been named to *Inc.* magazine's Inc. 500/5000 List of America's Fastest-Growing Companies for the past five consecutive years
- Greenleaf's international distribution reach spans the globe: Canada, UK and Europe, South Africa, Australia, and New Zealand
- Our distributed line focuses on the best of indie publishing across all genres, with a diverse author roster ranging from John Gray to Kanye West
- Our in-house distribution team works with all major wholesale and retail accounts, complemented by a team of twenty-four commissioned trade and specialty sales reps
- We are one of the few publishers that allows its authors to retain full publication rights while still offering broad national distribution and editorial, design, and production quality that matches—even beats—the major publishing houses



A Publisher and Distributor Dedicated to Independent Authors and Small Presses

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The National Speakers Association (NSA) is a not-for-profit association with more than three thousand professional speakers as members. Founded in 1973, NSA is the leading organization for professional speakers. NSA offers the highly acclaimed Certified Speaking Professional (CSP) certification, online education programs, *Speaker* magazine, *Voices of Experience* audio publications, conferences, research, and networking opportunities. NSA is also a member of the Global Speakers Federation.

Paid to Speak: Best Practices for Building a Successful Speaking Business

Various NSA members
978-1-60832-131-5
US \$22.95
June 2011
240 pages
Hardcover
6 x 9

Business & Economics/Business Communications
Greenleaf Book Group Press
NSA Headquarters: Phoenix, AZ
U.S. Rights Only

The best collection of professional advice for speakers and those trying to break into the speaking world—sure to boost skills and revenue

- **Specific, practical advice from thirty high-level speaking professionals:** *Paid to Speak* offers a wealth of information from a variety of perspectives. In thirty short chapters, each by a different contributor, it offers specific information on skills, knowledge areas, and techniques to improve any speaker's effectiveness and bottom line. The contributor list includes past presidents of the National Speakers Association (NSA), renowned authors, and experts who have built hugely successful careers as speakers, including Sam Horn, Barbara Glanz, Susan A. Friedmann, and Nido Qubein.
- **Based on the four competencies of the CSP certification:** The chapters are organized by the four competency areas of the Certified Speaking Professional certification offered by the NSA: Eloquence, Enterprise, Expertise, and Ethics. From specifics of delivery, such as compelling body language and effective storytelling, to business and content strategies, such as licensing one's material, the book offers the primary knowledge every speaker needs to make it in this extremely competitive industry.
- **Backed by a highly regarded industry organization:** The National Speakers Association is dedicated to advancing the skills, integrity, and value of its members and the speaking profession. With three thousand members, thirty-nine chapters, a variety of print and media publications, and international visibility, it has a broad platform from which to launch and promote the book.

MARKETING

- Promotion by touring high-profile public speakers who contributed to the book
- Ads in *Speaker*, NSA's official monthly magazine, which reaches an influential niche of 5,000 speakers and consultants
- Ongoing promotion to NSA members, who number over 3,000
- National print and broadcast media campaign
- Online outreach to professional public speakers
- National trade marketing and sales campaign

A SHORT SPEECH DELIVERED WITH power, punch, purpose, and persuasiveness can land someone a dream job, a promotion, an interview, or a huge sales contract—and that's big impact

Terri L. Sjodin's new work, *Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You*, provides an entertaining, straightforward, and practical how-to guide on effectively communicating a critical message in a short period of time. She gives readers an inspiring new perspective on the power of what she calls the Elevator Speech Effect and shows them how to employ this amazing little tool to create influence in today's market.

Perhaps readers want to promote an idea, a project, or a concept and need to generate more interest. Or maybe it is their responsibility to sell a product or service and they need a more compelling message. Maybe the goal is to train a team to better present a sales proposition and to access challenging decision makers. For these challenges and others, Sjodin offers detailed, expert knowledge on successful communication skills.

In this book readers will learn

- How a small message can have big impact in helping you to communicate more effectively.
- How to build a compelling and persuasive case using six of the most consistently effective arguments in today's market.
- How to repurpose your existing presentations, incorporate new and creative material, and bring your message to life.
- How to improve your elevator speech and employ your best material in a variety of presentation opportunities and scenarios.

Whatever someone's purpose—be it professional, academic, political, philanthropic, or personal—they can craft a fresh, persuasive message that inspires listeners, helps earn them the opportunity to be heard, and moves their intention forward.

“Terri's newest book blows up the myths of selling and presenting and gives a fresh and highly effective solution for winning people to your cause and adding value to their life.”

—Todd Duncan, *New York Times* bestselling author
of *High Trust Selling* and *Time Traps*

Terri L. Sjodin is the author of *New Sales Speak: The 9 Biggest Sales Presentation Mistakes and How to Avoid Them* (978-0-471-39570-6, John Wiley & Sons, 2006), which hit Amazon's Top 100 bestseller list, the CEO-READ Top 25 annual bestseller list, and has been translated into multiple languages.

MARKETING

- National print and broadcast media campaign
- National author speaking engagements
- Online media campaign
- National trade marketing and sales campaign

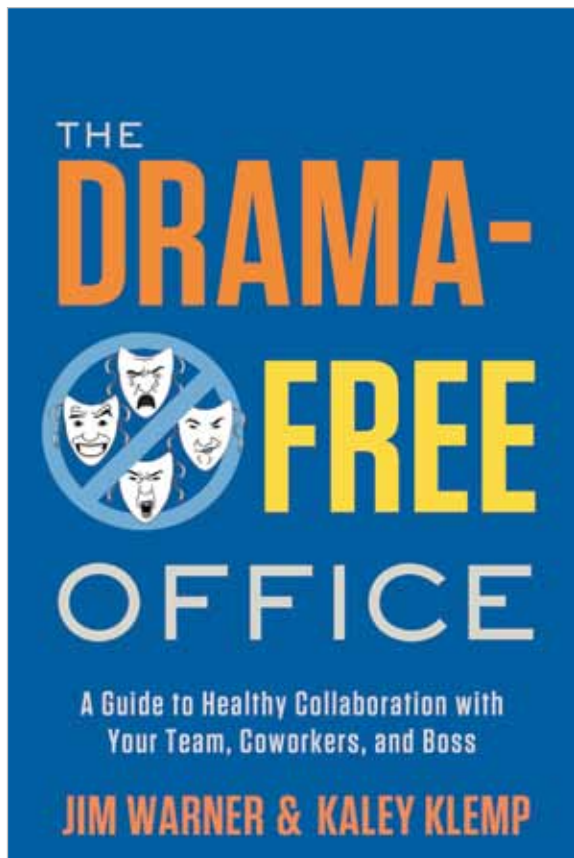


Terri L. Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training, and consulting firm. For over twenty years, Terri has served as a speaker and consultant to an impressive list of Fortune 500 companies, industry associations, academic conferences, CEOs, and members of the United States Congress. She is the author of *New Sales Speak: The 9 Biggest Sales Presentation Mistakes and How to Avoid Them*, published by Wiley. Terri lives in Newport Beach, California. For more information about Terri, visit www.SjodinCommunications.com.

Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You

Terri L. Sjodin
978-1-60832-130-8
US \$22.95
June 2011
208 pages
Hardcover
5.5 x 8.5

Business & Economics/Business Communications
Greenleaf Book Group Press
Author hometown: Los Angeles, CA
International Distribution Rights



For years, Jim Warner skillfully navigated the peaks and valleys of the burgeoning software industry, leading his own firm from start-up through phenomenal growth. He is now the president of OnCourse International, as well as a dedicated coach, guide, and facilitator to senior executives and a sought-after speaker at industry conferences and corporate events.

A graduate of Stanford University, Kaley Klemp has served domestic and international clients as an management consultant for Deloitte. Since 2004, she has worked with executives and their teams to help them reach peak performance.

The Drama-Free Office: A Guide to Healthy Collaboration with Your Team, Coworkers, and Boss

Jim Warner & Kaley Klemp
 978-1-60832-117-9
 US \$14.95
 July 2011
 160 pages
 Paperback
 5.5 x 8.5
 Business & Economics/Management
 Greenleaf Book Group Press
 Author hometown: Boulder, CO, and Los Angeles, CA
 International Distribution Rights

THE DRAMA-FREE OFFICE LAYS OUT proven ways to navigate tense situations and manage dramatic subordinates, peers, and bosses—improving productivity and creating a stronger bottom line in the process

- **A clever narrative in which you'll see your coworkers—and yourself:** The many practical tips in *The Drama-Free Office* are embedded in a story that will make readers cringe with familiarity. Laura is tasked with heading up a team of managers who must avert a crisis and keep a major customer on board. As readers witness Laura's mistakes and victories, they also receive an abundance of strategies for handling crucial encounters, including specific blueprints for successfully managing many different situations.
- **A breakdown of the four major drama roles and how to deal with them:** Everyone hates office drama, but we all contribute to it. The authors provide both managers and non-managers with tactics for interacting with four main types: The Complainer, The Cynic, The Caretaker, and The Controller. Taking into account many permutations and combinations of these basic types, the authors have drawn a detailed roadmap to addressing the dramatic behavior that cripples so many teams.
- **Specialized and respected authors who have helped solve all types of team dysfunctions:** Both authors have honed the strategies in *The Drama-Free Office* in their careers, and both continue to promote and share their message. Jim Warner has worked with more than 1,500 CEOs and countless executive teams, and is a recognized expert at helping individuals, couples, and teams at both the enterprise and whole-life levels. A favorite with Young Presidents' Organization forums and chapters, Kaley Klemp has facilitated retreats for more than hundreds of members in a variety of organizations.

The Drama-Free Office takes an approach similar to that of Patrick Lencioni's *The Five Dysfunctions of a Team* (978-0-7879-6075-9) and *The Five Temptations of a CEO* (978-0-470-26758-5) as it uses a story, plus practical content, to reveal the most effective ways to manage difficult behavior in the office.

MARKETING

- National print and broadcast media campaign
- Authors to be regular contributors of customized articles for both online and print media in the fields of leadership and management
- National author speaking events
- Online media campaign, including targeted blog outreach
- Targeted campaign to over 2,500 CEOs
- Online social networking campaign, including Facebook and LinkedIn
- National trade marketing and sales campaign

JIM H. HOUTZ SHOWS THAT ENTREPRENEURS can take their businesses into the stratosphere and beyond—as long as they know how to grow their entrepreneurial dream

- **From mom-and-pop to world-renowned:** In this wide-ranging and comprehensive guide, Houtz shows business owners how they can turn their small ventures into companies that can bring them the wealth, prestige, and success they've dreamed about. Step by step, the book covers the vital aspects of turning entrepreneurial dreams into reality, from crafting a vision and building integrity to initiating and maintaining growth to developing a loyal customer base and assembling a board of directors.
- **A practical, passionate challenge to the entrepreneurs who can change the face of the country:** Eschewing theory, Houtz instead delivers tested, actionable ways that entrepreneurs—many of whom are struggling to recover from the economic dive of 2008—can use to build profitable businesses and become strong business leaders. America needs the ingenuity and passion of these entrepreneurs, and Houtz's guide will not only show them how they can get back in the game but also motivate and light the fire of desire under them.
- **An author who lives what he teaches:** As a serial entrepreneur himself, Houtz is intimately familiar with the unique frustrations of entrepreneurs. *Grow the Entrepreneurial Dream* is the truth from the trenches, informed by the author's own multimillion-dollar company, which he grew from start-up to listed on the New York Stock Exchange.

Grow the Entrepreneurial Dream is an inspiring new guide for today's entrepreneurs, building on titles like Peter F. Drucker's *Innovation and Entrepreneurship* (978-0-06-085113-2) and Steven K. Gold's *Entrepreneur's Notebook* (978-0-9762790-4-4).

MARKETING

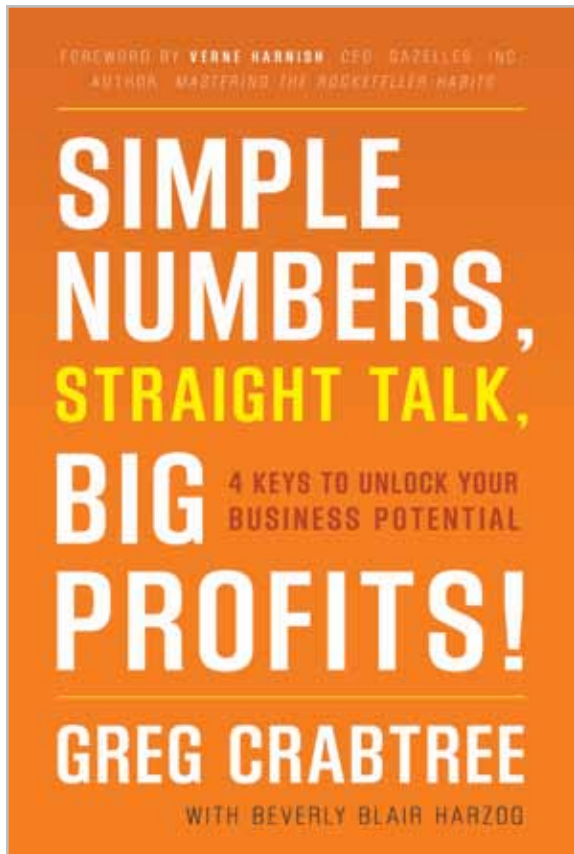
- National print campaign
- 60-city radio interview blitz
- Author speaking and book-signing events
- Advertising on targeted trade and consumer-based websites
- Online marketing campaign, including website and author blog
- National trade marketing and sales campaign



Jim H. Houtz has been an entrepreneur since 1967. He has made it his life's work to build companies and the people within them. Through his books and frequent lectures across the country, he hopes to awaken the entrepreneurial spirit in a new generation of leaders and provide them with the insights they need to succeed.

Grow the Entrepreneurial Dream: The Ultimate Guide to Business Success

Jim H. Houtz
978-1-60832-137-7
US \$19.95
May 2011
232 pages
Hardcover
6 x 9
Business & Economics/Entrepreneurship
Greenleaf Book Group Press
Author hometown: Phoenix, AZ
U.S. Rights Only



Greg Crabtree is a founding partner of Crabtree, Rowe & Berger, an accounting firm based in Birmingham, Alabama. He frequently presents to entrepreneurs across the country.

Simple Numbers, Straight Talk, Big Profits!: 4 Keys to Unlock Your Business Potential

Greg Crabtree with Beverly Blair Harzog
 978-1-60832-056-1
 US \$21.95
 August 2011
 200 pages
 Hardcover
 5.5 x 8.5
 Business & Economics/Accounting
 Greenleaf Book Group Press
 Author hometown: Birmingham, AL
 International Distribution Rights

BASED ON THE PREMISE THAT accountants often make finance unnecessarily confusing, this no-frills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success

- **Takes the mystery out of accounting:** The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the range between start-up and \$5 million in revenue. In a humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line.
- **Fresh content and plenty of real-life examples:** The author's down-to-earth discussion includes many insights:
 - Most business owners are probably not paying themselves enough
 - Paying taxes can be a positive in accounting
 - A company-wide salary cap can help immensely with personnel decisions

Additionally, the numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

- **A well-respected business advisor:** Greg Crabtree has spent years teaching clients how to build successful businesses by focusing on simple accounting concepts and continues to present his "seeing beyond numbers" techniques to entrepreneurs across the country. In addition to serving on the boards of several private companies, he was named to the Entrepreneurs' Organization Global Board in 2006.

Like Angie Mohr's *Bookkeeper's Boot Camp* (978-1-55180-449-1) and Judith Orloff and Darrell Mullis's *The Accounting Game* (978-1-4022-1186-7), *Simple Numbers, Straight Talk, Big Profits!* provides a clear explanation of accounting for entrepreneurs—but without a textbook feel.

MARKETING

- National print and broadcast media campaign
- International author speaking events, including a 2011 Southeast Asia tour
- Online media campaign, including targeted blog outreach, author blog, and website with downloadable tools
- Targeted trade advertising campaign
- National trade marketing and sales campaign

Negotiating with Giants helps smaller players get what they want in their personal lives—whether they're dealing with huge companies, unresponsive governments, or towering individuals

- **Tactics for being David in battles with all types of modern-day Goliaths:** In this dynamic, readable negotiation guide, Peter D. Johnston shows how readers can gain the upper hand in a variety of situations: debating with a powerful coworker, getting the best deal from an insurance company, procuring a capital infusion for a start-up venture—or even negotiating their survival in a hostage situation. Johnston shows how they can penetrate giant organizations, exploit the mainstream media, structure high-value deals, and increase the likelihood that giants will follow through with their side of a deal.
- **A fascinating, story-filled approach:** *Negotiating with Giants* avoids the dryness of many self-help and how-to books by using engaging true accounts to back up and illustrate its advice. Readers will be both entertained and informed by stories that involve the negotiations of Nelson Mandela, Harriet Beecher Stowe, Catherine Zeta-Jones, a “little guy” going up against Walmart, and many more.
- **A negotiation expert frequently featured in the national media:** Peter Johnston is an international negotiator whose groundbreaking results have been formally recognized by the US government for their positive economic and social impact. He has been interviewed or quoted by CNN, PBS, ABC's *America This Morning*, Fox Business, *Oprah & Friends*, *Wired* magazine, the *Wall Street Journal*, *US News & World Report*, *BusinessWeek*, and *The Globe and Mail*.

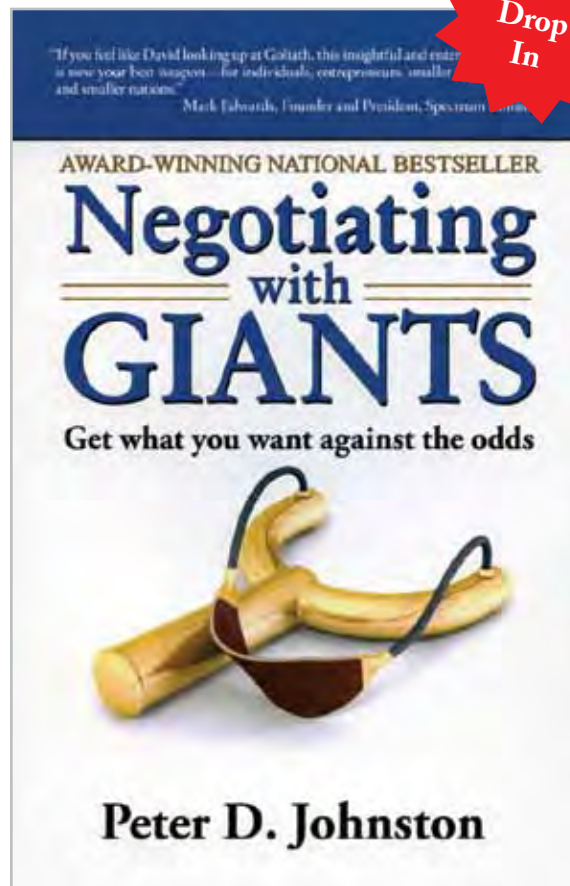
“Fans of Robert Greene’s use of historical anecdotes in his bestselling *48 Laws of Power* will recognize and enjoy a similarly informative and engaging storytelling style in *Negotiating with Giants*.”

—Jeff Davis, *Embassy Magazine*

MARKETING

- National broadcast and print media campaign
- National author speaking events
- Previous author appearances include CNN, FOX Business Network, ABC's *America This Morning*, and *Wall Street Journal's MarketWatch*
- Author previously featured in *The Globe and Mail*, *The National Post*, and *Wired* magazine
- 2009 Next Generation Indie Award Winner for “How To” and finalist for “Business, Motivational, and Social Change”
- Advertising on targeted trade and retail websites
- Online marketing campaign, including website and viral videos
- National trade marketing and sales campaign

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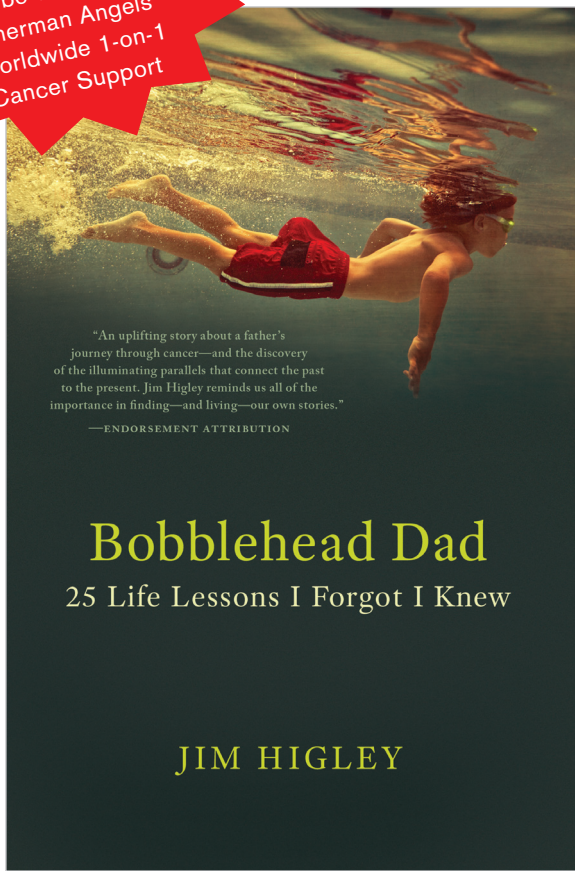
Peter D. Johnston is a negotiator, advisor, and mediator whose expertise is sought worldwide. He has worked with clients ranging from Wall Street bankers, UN officials, and political leaders to start-up entrepreneurs, cheated spouses, and convicted felons. He is a Harvard MBA, trained journalist, and former corporate investment banker.

PROVEN TRACK RECORD: A previous edition of *Negotiating with Giants* (978-0-9809421-0-1) has sold over 8,000 copies, primarily in airport retailers.

Negotiating with Giants: Get What You Want Against the Odds

Peter D. Johnston
978-0-9809421-1-8
US \$26.95
May 2011
273 pages
Hardcover
6 x 9
Business & Economics/Negotiating
Negotiation Press
Author hometown: Boston, MA
International Distribution Rights

A portion of the book proceeds to be donated to Imerman Angels Worldwide 1-on-1 Cancer Support



Jim Higley is the Bobblehead Dad—writer, speaker, life observer, and cancer warrior. He is the inaugural winner of the “World’s Greatest Dad” Challenge, a nationwide contest sponsored by Procter & Gamble Production’s *Man of the House* magazine. Higley writes a weekly online fatherhood column, “Bobblehead Dad,” for the *Chicago Tribune* and is a featured contributor for other national online publications, including *The Good Men Project* and *Man of the House*. His favorite role, however, is being “Dad” to his three kids.

Bobblehead Dad: 25 Life Lessons I Forgot I Knew

Jim Higley
978-1-60832-142-1
US \$14.95
August 2011
176 pages
Paperback
5.5 x 8
Self-help/Motivational & Inspirational
Greenleaf Book Group Press
Author hometown: Chicago, IL
International Distribution Rights

***Bobblehead Dad* is an inspirational account of a typical dad’s extraordinary journey through several forgotten life lessons—and the discovery of one life-changing gift**

Jim Higley was a forty-year-old bobblehead. Just like those collectible figurines—with an oversized head on a bouncy spring—he’d put on a smiling face and bobble through his hectic, overflowing days.

Higley’s bobbling comes to a screeching halt with the diagnosis of cancer and a summer of healing. But this is not only a cancer story. *Bobblehead Dad* gives the reader a front row seat in the author’s discovery of illuminating parallels between the events of his childhood and adulthood, as he delves into his family history with rich, vivid detail. Through humorous and poignant memories, *Bobblehead Dad* unwraps lessons from the past—revealing meaning in simple moments and the people who fill them—including the surprise discovery of Higley’s most important lesson, quietly waiting for over thirty years.

Written in an informal but eloquent voice, *Bobblehead Dad* keeps readers laughing, crying and—most importantly—thinking about their own life journey. Higley’s distinctive storytelling rhythm, combined with a knack for handling heavy topics with an embraceable voice, quickly draws readers into his experiences—while launching them on their own journey of self-discovery and reflection.

Much like Kelly Corrigan’s *The Middle Place* (978-1-4013-4093-3) and Eugene O’Kelly’s *Chasing Daylight* (978-0-07-711847-1), this is a story about cancer and a journey through several life-affirming topics—this time from the voice of a man with hopes of a long life still waiting to be lived.

MARKETING

- National broadcast and print media campaign
- 10-city author tour
- Speaking events, direct mailings, and email campaigns targeting Stay-at-Home-Dad groups and organizations supporting parents and single parents
- Extensive national book coverage where author is a featured columnist: *Chicago Tribune*, *The Good Men Project*, and *Man of the House*
- National exposure with online magazine *Man of the House* (monthly traffic 500,000+) as their inaugural “World’s Greatest Dad”
- Extensive outreach to the book club community, including personal appearances and video chats
- National promotion and speaking engagements to cancer support and outreach groups
- Advertising on targeted trade and consumer-based websites
- Online marketing campaign, including author website, iPhone application, comprehensive Facebook and Twitter promotions, and viral videos
- National trade marketing and sales campaign

A BATTLE CRY FOR REKINDLING the American spirit and renewing America's strength through robust citizenship

- **An empowering call to action when most feel powerless:** Author Chris Salamone offers inspiring action steps that every American can implement tomorrow and feel that they're making a difference. Exemplary citizenship requires learning the roots of our country's once-great promise and embodying the values of personal responsibility, gratitude, and sacrifice.
- **Thought-provoking solutions:** Salamone presents revolutionary ideas for
 - revamping entitlement programs or eliminating them entirely,
 - implementing a two-year mandatory national service, and
 - investing in early childhood education—in schools and in the home—to create a greater sense of citizenship in future generations right from the start.

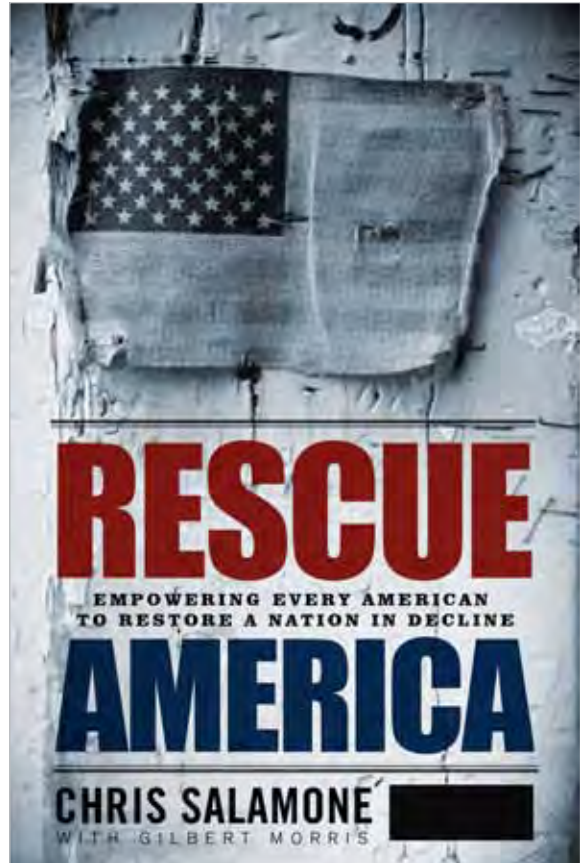
While Salamone has strong conservative connections, *Rescue America* attacks the weaknesses seen in both parties, and is intriguing regardless of one's political position.

- **Historical context for the lay reader:** Working with Dr. Gilbert Morris, the author analyzes our founding documents and creates clear and specific connections between the loss of our founding values and the problems we face in our current political, economic, and cultural environment.

Like Paul Rogat Loeb's *Soul of a Citizen* (978-0-312-59537-1) and Alan Khazei's *Big Citizenship* (978-1-58648-786-7), *Rescue America* gives readers ideas on how to personally engage in the crucial issues affecting American society.

MARKETING

- National broadcast and print media campaign
- National author speaking events
- Author blog tour
- Extensive outreach to 253,000 book clubs, 10,000 librarians, and 3,000 independent booksellers through email newsletters
- Email marketing campaign to political grassroots organizations (80,000+ members) and Dick Morris's network of 250,000
- Extensive bulk sale campaign to existing author platform of 100,000+ contacts
- Advertising on targeted trade and retail websites
- Online marketing campaign, including website, blog, author podcast, and social media
- National trade marketing and sales campaign
- www.RescueAmericaBook.com

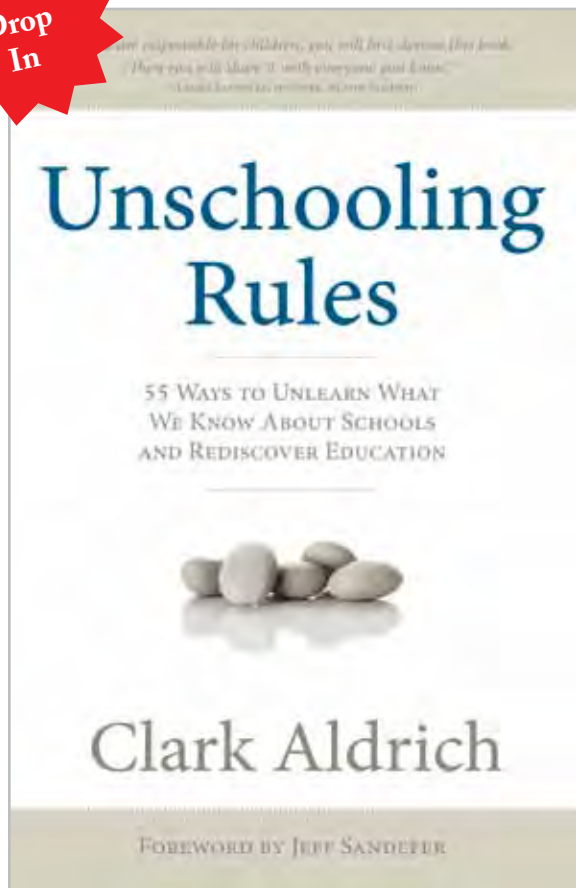


Chris Salamone is a respected attorney, entrepreneur, and lecturer. He is the founder and former CEO of LeadAmerica and the National Student Leadership Conference, youth educational organizations that sponsor summer programs designed to grow future generations of leaders. He is also the founder and former president of the National Institute for Legal Education and the BarBri Law Prep Program.

Dr. Gilbert N. M. O. Morris is a legal scholar, economist, and advisor. He has studied law, political science, economics, and philosophy at Oxford Brookes University, London School of Economics, and Oxford University.

Rescue America: Empowering Every American to Restore a Nation in Decline

Chris Salamone & Gilbert N. M. O. Morris
 978-1-60832-141-4
 US \$24.95
 August 2011
 250 pages
 Hardcover
 6 x 9
 Political Science/Political Ideologies
 Greenleaf Book Group Press
 Author hometown: Fort Lauderdale, FL
 International Distribution Rights

Drop
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Clark Aldrich is a global education thought leader, labeled a guru by *Fortune* magazine. He works with corporate, military, government, and academic organizations. His work has been featured in hundreds of sources, including CBS, ABC, the *New York Times*, *Wall Street Journal*, CNN, NPR, CNET, *Business 2.0*, *BusinessWeek*, and *U.S. News & World Report*.

Jeff Sandefer founded the Acton School of Business, a full-time one-year program that awards students an MBA in entrepreneurship. He was named by *BusinessWeek* as one of the top entrepreneurship professors in the United States.

Unschooling Rules: 55 Ways to Unlearn What We Know About Schools and Rediscover Education

Clark Aldrich

Foreword and afterword by Jeff Sandefer

978-1-60832-116-2

US \$9.95

February 2011

168 pages

Paperback

5 x 8

Education/Educational Policy & Reform

Greenleaf Book Group Press

Author hometown: New Haven, CT

U.S. Rights Only

THE MOST POWERFUL NEW IDEAS in education are coming from the people who have given up on schools

While most schools continue to resist change, homeschooling families are abandoning the K-12 system and rediscovering what childhood education means. They are identifying new methods and goals that are effective, born of common sense, and incompatible with today's schools. They are becoming "unschoolers."

Author and education expert Clark Aldrich has explored the cultures and practices of homeschoolers and unschoolers, which frequently emphasize real-world projects and other authentic learning approaches. He has distilled a list of 55 common "rules" that change how parents and communities prepare students for their future. These "unschooling rules" will shake the foundations of national education to its core, and include

- Rule 8. What a person learns in a classroom is how to be a person in a classroom.
- Rule 10. Animals are better than books about animals.
- Rule 12. Internships, apprenticeships, and interesting jobs beat term papers, textbooks, and tests.
- Rule 16. Embrace all technologies.
- Rule 45. Tests don't work. Get over it. Move on.
- Rule 46. The future is portfolios, not transcripts.
- Rule 55. The only sustainable answer to the global education challenge is a diversity of approaches.

This accessible book, whose contents are bookended by Acton School of Business founder Jeff Sandefer's foreword and afterword, is a must-read for anyone interested in education. The ideas in *Unschooling Rules* provide a path forward, be it at a personal, school, or policy level.

Prior to *Unschooling Rules*, Clark Aldrich published four books on the topic of education, including *Simulations and the Future of Learning* (978-0-7879-6962-2) and *Learning by Doing* (978-0-7879-7735-1).

MARKETING

- National print and broadcast media campaign
- National author speaking events
- Targeted direct mailing campaign to large number of influential decision-makers
- Online media campaign, including website with exclusive online resources and author blog
- Targeted trade advertising campaign
- Online social networking campaign, including Facebook page
- National trade marketing and sales campaign

AN EXPOSÉ CONNECTING OBESITY, DISEASE, low IQ, and depression to the thriving factory food, diet, and pharmaceutical industries

The epidemics of obesity, disease, low IQ, and depression are the result of a new form of malnutrition caused by chemically loaded, nutrient-dead “science fiction” food made in factories.

Nancy Deville masterfully links America’s obsession with factory food and our growing reliance on the diet and pharmaceutical industries. This well-researched exposé reveals the imminent danger behind the low fat/low cholesterol diet and links the introduction of this diet to the proliferation of high-fructose corn syrup, vegetable oil, endocrine-disrupting soy, neurologically damaging aspartame, and other unhealthy ingredients that make us fat, dumb, depressed, and sick.

It’s never too late to begin healing the damage done by factory food. *Death By Supermarket* shows how to quit dieting and taking drugs, provide the body and brain with nutritional building blocks, and reclaim genetic potential—including your ideal body weight—by consuming a historically eaten diet of real, whole, living food.

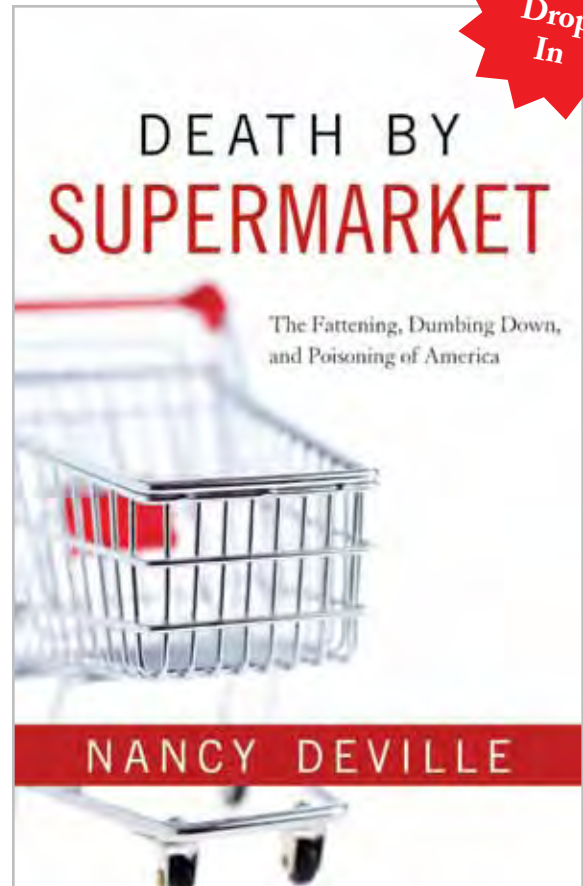
Nancy Deville is the coauthor of *The Schwarzbein Principle* (978-1-55874-680-0), *The Schwarzbein Principle Cookbook* (978-1-55874-681-7), and *Tired of Being Tired* (978-0-425-18459-2).

“Insightful and eye-opening . . . a must-read for anyone who thinks they know what they’re eating!”

—Michael Eades, MD, and Mary Dan Eades, MD, authors of *Protein Power* and *The 6-Week Cure for the Middle-Aged Middle*

MARKETING

- National print and broadcast media campaign
- National author events
- Online media campaign, including targeted website/blog outreach and author blog and video blog
- Targeted trade advertising campaign
- Online social networking campaign, including extensive promotion through Facebook, Twitter, and YouTube
- National trade marketing and sales campaign



Nancy Deville is a real food advocate, bestselling health book writer, and the author of *Healthy, Sexy, Happy: A Thrilling Journey to the Ultimate You* (978-1-60832-138-4, June 2011) and the novel *Karma* (978-0-9841284-0-2), a psychological thriller about sex trafficking. She lives in Los Angeles.

Death By Supermarket: The Fattening, Dumbing Down, and Poisoning of America

Nancy Deville
978-1-60832-115-5
US \$16.95
March 2011
328 pages
Paperback
5.5 x 8.25
Health & Fitness/Nutrition
Greenleaf Book Group Press
Author hometown: Los Angeles, CA
International Distribution Rights

Not Final
Cover

HEALTHY, SEXY, HAPPY

A Thrilling Journey to
the Ultimate You

Nancy Deville

Nancy Deville is a real food advocate, bestselling health book writer, and the author of *Death By Supermarket* (978-1-60832-115-5, March 2011) and the novel *Karma* (978-0-9841284-0-2), a psychological thriller about sex trafficking. She lives in Los Angeles.

Healthy, Sexy, Happy: A Thrilling Journey to the Ultimate You

Nancy Deville

Foreword by author Russell L. Blaylock, MD, author of *Excitotoxins: The Taste that Kills* (978-0-929173-25-2) 978-1-60832-138-4

US \$24.95

June 2011

350 pages

Hardcover

6 x 9

Health & Fitness/Healthy Living

Greenleaf Book Group Press

Author hometown: Los Angeles, CA

International Distribution Rights

HABITS FOR A HEALTHY MIND, BODY, and spirit that will help you reach your peak—and stay there

We're living longer, but our quality of life isn't necessarily any better. With equal measure of easy-to-read physiology, wit, and practicality, *Healthy, Sexy, Happy* veers away from unhealthy conventional dietary and lifestyle wisdom and shows how to unite the mind, body, and spirit for long-term vitality.

Derived from her extensive research for her book *Death By Supermarket*, Nancy Deville provides a series of straightforward, no-nonsense guidelines that shows readers how to take control of their health. This comprehensive program addresses topics such as accelerated aging and how to avoid it, how to properly care for and nourish the brain, managing insomnia, practicing self-compassion, and the appropriate exercise levels for all ages.

Whether a twenty-year-old who can't get out of bed without four cups of coffee and a cigarette, a depressed thirty-five-year-old with no sex drive, or someone free-falling into old age, *Healthy, Sexy, Happy* shows readers how to redefine their sense of well-being in a toxic world.

Nancy Deville is the coauthor of *The Schwarzbein Principle* (978-1-55874-680-0), *The Schwarzbein Principle Cookbook* (978-1-55874-681-7), and *Tired of Being Tired* (978-0-425-18459-2).

MARKETING

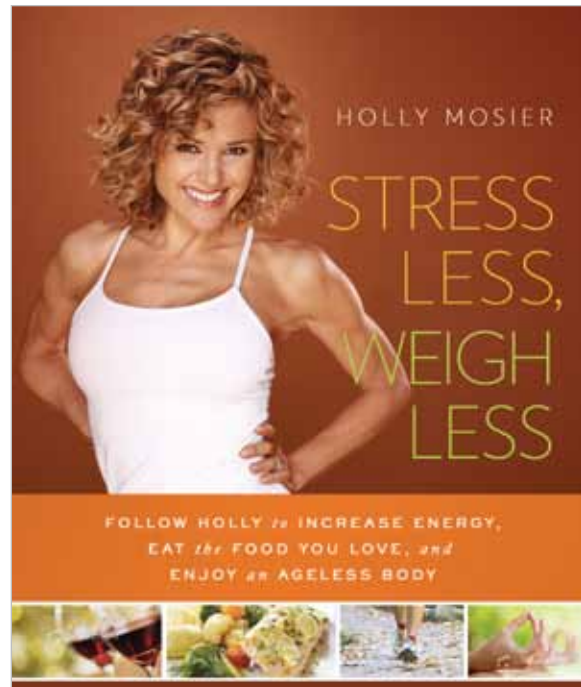
- National print and broadcast media campaign
- National author events
- Online media campaign, including targeted website/blog outreach and author blog and video blog
- Targeted trade advertising campaign
- Online social networking campaign, including extensive promotion through Facebook, Twitter, and YouTube
- National trade marketing and sales campaign

PERFECT FOR TIME-CRUNCHED READERS, *Stress Less, Weigh Less* presents a breakthrough total-health strategy that begins with emotional well-being

- **A new approach to weight loss:** By focusing on the spirit first, fitness expert Holly Mosier blazes a more achievable path to weight control. Created by Mosier, a busy working mom, for readers who want to enjoy a lifetime of vibrant, youthful health and fitness, the FollowHolly plan shows readers how to decrease stress, lose weight, and get in shape without the painful sacrifices and time commitment that so often accompany diet and fitness plans.
- **Full-color photo illustrations of exercise techniques:** The author demonstrates yoga exercises to ease the mind as well as strength and conditioning techniques. These high-quality images—which highlight the author’s own remarkable health—make the exercises clear and easy to perform.
- **Complete, easy-to-follow menu plan:** Most people trying to achieve weight loss are tired of packaged diet food served on lettuce leaves. Mosier’s photo-illustrated daily recipe guide teaches readers how to combine everyday ingredients into satisfying, quick, and extraordinarily healthy meals that will keep readers on track to total health without adding extra stress to mealtimes.

MARKETING

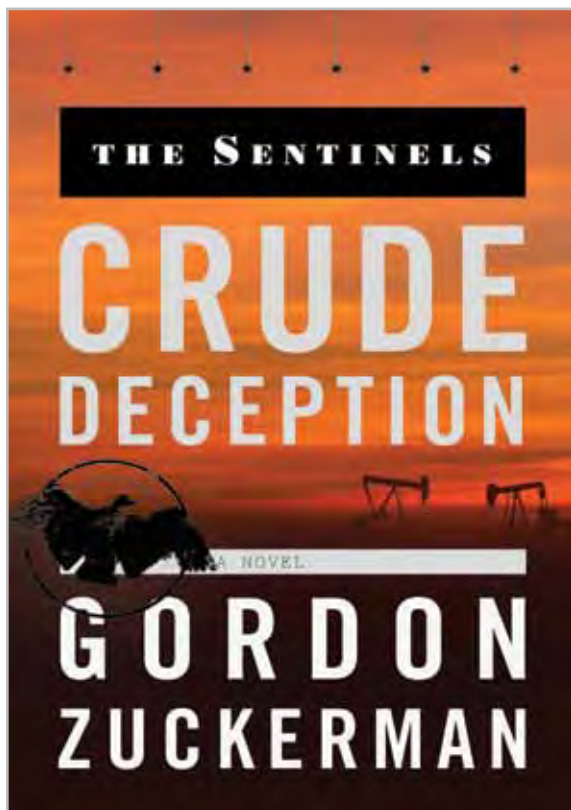
- National TV, radio, and print media campaign
- National book tour, including author speaking engagements and book signings
- Articles, features, and fitness tips planned for *US Weekly*, *Health*, *Shape*, and *The Examiner*, among others
- Author featured as lead fitness expert in *Global Traveler Magazine*
- Additional branded products, including a 10-Minute Yoga DVD to coincide with book release
- Internet media campaign
- Advertising on targeted trade and retail websites
- Online marketing campaign, including website, author blog, social media, viral videos, and book trailers
- Email campaign with a distribution list of 3,000 subscribers
- National trade marketing and sales campaign



Holly Mosier is an actress, mother, and successful attorney who divides her time between Phoenix and Los Angeles. She is the co-owner of an LA boxing spa with her husband.

Stress Less, Weigh Less: Follow Holly to Increase Energy, Eat the Food You Love, and Enjoy an Ageless Body

Holly Mosier
978-1-60832-113-1
US \$16.95
June 2011
184 pages
4-color paperback
7.5 x 9
Health & Fitness/Weight Loss
Greenleaf Book Group Press
Author hometown: Los Angeles, CA
International Distribution Rights



Gordon Zuckerman, a graduate of Harvard Business School, has studied banking, international finance, and history extensively, focusing on how wealth and governmental machinations can advance private agendas that conflict with public interest. He lives with his wife in northern Nevada.

Crude Deception (Book Two of The Sentinels Series)

Gordon Zuckerman
 978-1-60832-143-8
 US \$16.95
 June 2011
 288 pages
 Paperback
 6 x 9
 Fiction/Thrillers
 Greenleaf Book Group Press
 Author hometown: Reno, NV
 International Distribution Rights

THE SENTINELS RETURN IN AN EPIC battle against a Big Oil monopoly

As America's dependence on fossil fuel takes hold in the post-World War Two climate of economic growth, seven major oil companies join forces to control the industry, amassing obscene profits, squeezing taxpayers, and manipulating supplies around the world.

The Sentinels, graduates of an elite American doctoral program—who, in Zuckerman's last book, foiled a group of German industrialists' scheme to hoard illegal war profits—set out to bust up the circle of power. They quickly discover that the oil barons' influence runs deep in the U.S. and British government and banking sectors. Undeterred, the Sentinels fan out across several continents in an intricately plotted mission to bring Big Oil to its knees

Crude Deception combines the historical speculation of books like Robert Conroy's *1945* (978-0-345-49479-5) with the excitement of financial thrillers like Norb Vonnegut's *Top Producer* (978-0-312-38461-6).

MARKETING

- National broadcast and print media campaign
- Regional author book-signing events
- Extensive outreach to the book club community
- Advertising on targeted trade and retail websites
- Internet media campaign
- Online marketing campaign, including website, author blog, and social media
- National trade marketing and sales campaign

This third novel by author Nathan Jorgenson revisits the distinctive, endearing characters that hooked readers of the award-winning *Waiting for White Horses*

From a small town in rural Minnesota, Grant Thorson heads to dental school in the 1970s almost as a dare, not quite ready to settle down with a job but determined to make his way through grad school. Almost immediately, he meets Kate Bellows, a beautiful, intelligent, and mysterious professor who quickly captures his heart, and his soon-to-be best friend Will Campbell, whose rough humor keeps both of them grounded.

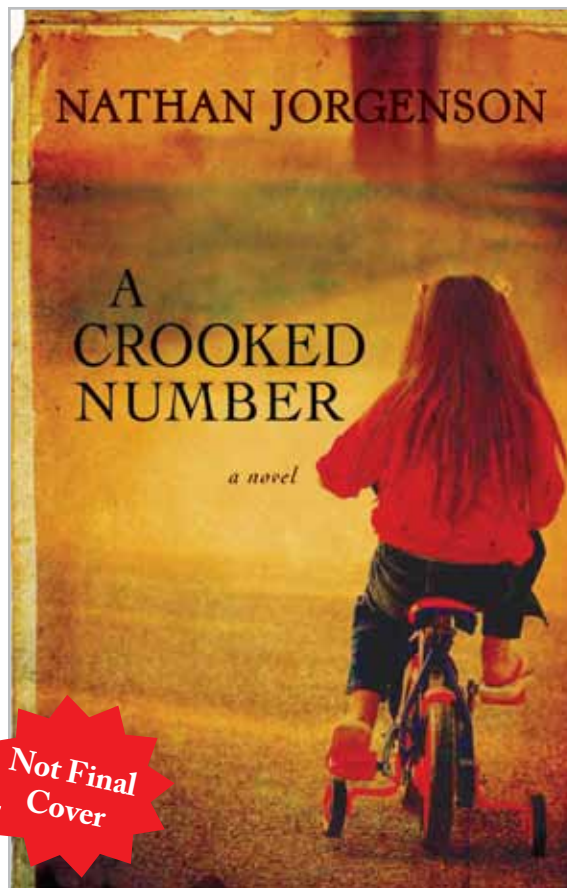
As Grant slowly eases into the student lifestyle and begins to fall in love with Kate, *A Crooked Number* tells the rich and tender story of their journey as a couple, their coming of age, and the dreams that hold their lives together. Through the many changes that accompany their transition for youth to adulthood—marriage, loss, birth, and Grant's return to his childhood dream of playing baseball—Jorgenson portrays the nuances of growth and love with consistent humor and insight.

With masterful storytelling, *A Crooked Number* takes readers deeper into the thrills and challenges of these characters' youths and adult lives.

A Crooked Number is a follow-up to Jorgenson's *Waiting for White Horses* (978-0-9746370-0-6). He is also the author of *The Mulligan* (978-0-9746370-2-0).

MARKETING

- National broadcast and print media campaign
- Author speaking engagements
- Targeted direct mailing campaign
- Online marketing campaign, including interactive website and extensive direct email campaign
- National trade marketing and sales campaign



Nathan Jorgenson is the author of the highly acclaimed *Waiting for White Horses*, for which he won the 2004 Benjamin Franklin Award for Best New Voice in Fiction. His second novel, *The Mulligan*, was published in 2007. He lives in rural Minnesota with his wife.

A Crooked Number

Nathan Jorgenson
 978-0-9746370-3-7
 US \$16.95
 June 2011
 464 pages
 Paperback
 6 x 9
 Fiction/Literary
 Flat Rock Publishing
 Author hometown: Minneapolis, MN
 U.S. Rights Only



For twenty-five years, Sandra Brannan has run a division in the mining company that was founded by her grandfather, father, and uncle in 1944. She lives with her family in Rapid City, South Dakota. Her first novel in the Liv Bergen series was *In the Belly of Jonah*.

Lot's Return to Sodom: A Liv Bergen Mystery

Sandra Brannan
978-1-60832-119-3
US \$14.95
June 2011
288 pages
Paperback with flaps
6 x 9
Fiction/Mystery
Greenleaf Book Group Press
Author hometown: Rapid City, SD
International Distribution Rights

THE ANNUAL STURGIS MOTORCYCLE RALLY is no place for buttoned-down citizens—unless, of course, they're trying to hide a murder or two

In this second book in the eponymous series, Liv Bergen is back with a vengeance—a righteous one. The gutsy, sharp-witted amateur sleuth pulls out all the stops as she solves the murder of her brother Jens's fiancée, Michelle, and clears his name. As it turns out, more than one person in Liv's sleepy hometown wanted Michelle dead. A trail of clues leads Liv through the Black Hills, where she encounters half a million hardcore bikers and sideline gawkers—many clad in nothing but black leather thongs and bikinis—who have turned the place into a sodomitical playground saturated in booze.

Further complicating matters, Liv is an eyewitness to a second homicide, which calls down upon her the uninvited attentions of the menacing leader of a biker gang called Lucifer's Lot. The cat-and-mouse game that ensues puts Liv in the path of her admirer Streeter Pierce, who's gone undercover with a fellow FBI agent to find both Michelle's murderer and a perp the agency calls the Crooked Man. Liv taps every ounce of brains and brawn she has to avoid becoming the killer's next victim, which wins her the further respect of Streeter.

By the end of *Lot's Return to Sodom*, Streeter has shown his admiration for Liv by giving her Beulah, an FBI bloodhound who is certain to help them track down the still-at-large Crooked Man in book three.

Fans of Nevada Barr's Anna Pigeon series and Laura Lippman's Tess Monaghan mysteries will savor the storytelling prowess on display in Sandra Brannan's follow-up to *In the Belly of Jonah* (978-1-60832-050-9).

MARKETING

- National TV, radio, and print media campaign
- The first book in the Liv Bergen Mystery series nominated as an IndieBound Notable
- National author tour: book signing events, book festivals, and appearances at murder mystery events
- Book club outreach, including opportunities for author phone and video chats
- Virtual book tour, starting at the Book Blogger Convention in May
- Internet media campaign
- Interactive website with book contests and giveaways
- Targeted advertising in trade publications
- Online marketing campaign, including author blog, book trailer, author interview video, book giveaways, and social media
- National trade marketing and sales campaign

A terrified single mother must travel through hell and back to clear her name and protect her children from their maniacal father

Kelly Jensen is only six years old when she witnesses her mother's murder and her father's wrongful conviction. Thrown into foster care, Kelly is both abused and neglected, and by age fifteen she is a runaway, relying on her street smarts to become a master at identity theft. Kelly accepts the marriage proposal of a man who she thinks can offer her a better life, only to fall victim to his vicious enslavement.

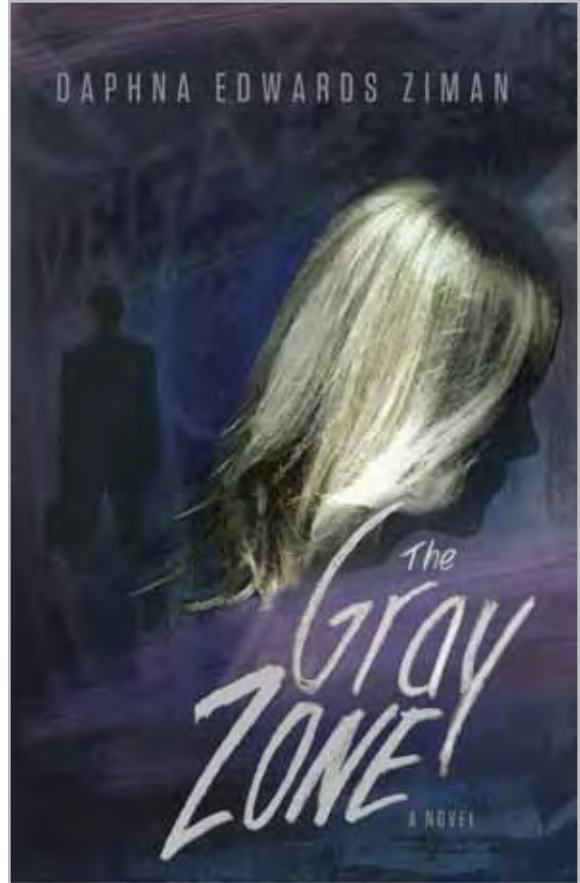
Years later, estranged from her husband and struggling to support her children, Kelly becomes a suspect in the murder of her lover, a congressman. Defense attorney Jake Brooks finds Kelly irresistible, and his obsession leads him to risk his own career to help her. Together, the two uncover a sordid link among immoral foster care parents, high rollers in Vegas, politicians, Kelly's husband, and law enforcement itself.

Kelly ultimately takes fate into her own hands—in the gray zone that exists outside the black-and-white world of the legal system.

Fans of Sandra Brown's novels, such as *Tough Customer* (978-1-4165-6310-5) and *Smash Cut* (978-1-4165-6309-9), will enjoy Ziman's gripping, briskly told thriller.

MARKETING

- National broadcast and print media campaign
- National author events, including launch parties
- Online media campaign, including targeted website and blog outreach
- Book trailer viral campaign
- Online social networking campaign, including extensive promotion through Facebook, Book Movement, and Goodreads
- Targeted trade advertising
- National trade marketing and sales campaign



Daphna Edwards Ziman is actively concerned about the many abandoned children in real life who suffer the abuses she sensitively describes in her novel. As a compelling voice for child advocacy who has received numerous awards, the author is the founder and chairperson of CUN (Children Uniting Nations), the chairperson of ABC LOVE (Adoption Brings Children Love), and a board member for HIPPY (Home Instruction for Preschool Youngsters). As the cofounder of Women's Empowerment, she is also zealously involved in righting the wrongs against women in society.

The Gray Zone

Daphna Edwards Ziman
 978-1-60832-110-0
 US \$23.95
 June 2011
 304 pages
 Hardcover
 6 x 9
 Fiction/Thrillers
 Greenleaf Book Group Press
 Author hometown: Los Angeles, CA
 International Distribution Rights

Young readers will learn to appreciate creative expression as the busy bees dance, sing, juggle and declaim in the style of well-known Broadway performers

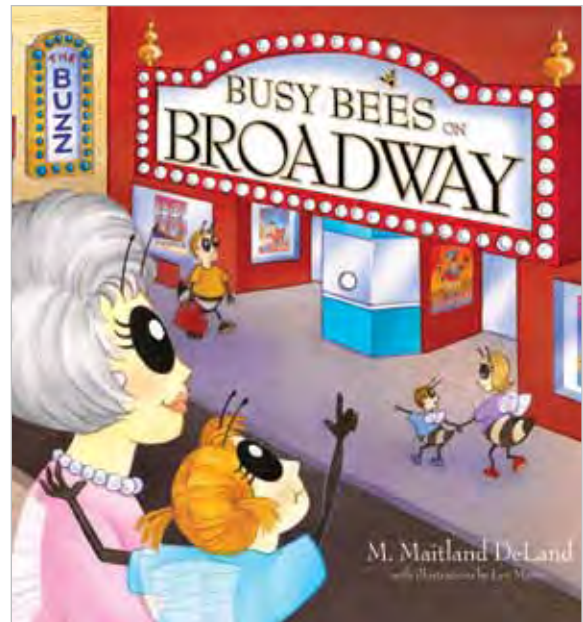
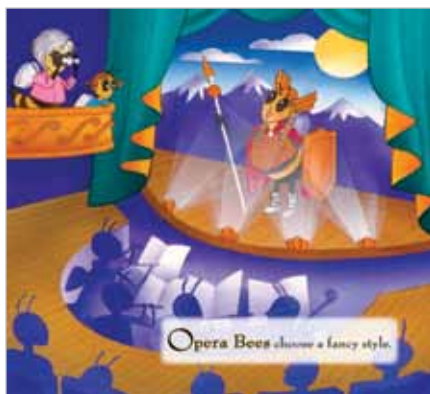
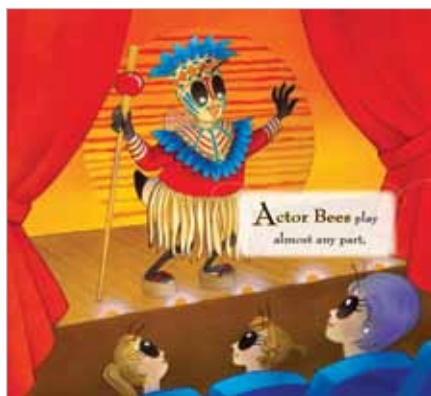
When Bambina Bee asks Grandma why bees sing, Grandma takes her on a tour of all the different types of performance that let little bees express what they feel in their hearts—from Choir Bees to Ballerina Bees to Shakespearean Bees to Acrobat Bees!

With engaging four-color illustrations by the award-winning Lyn Martin and an embedded sound chip with an original song, readers will not be able to stop smiling when the curtain goes up on *Busy Bees on Broadway*.

As in her previous *Busy Bee* and *Katie Kate* books, popular children's author and renowned women's oncologist M. Maitland DeLand delivers timeless stories with a contemporary flair.

MARKETING

- National broadcast and print media campaign
- Internet media campaign
- Targeted advertising in trade publications
- Online marketing campaign, including website, blog, author podcast, and social media
- National trade marketing and sales campaign
- A portion of the proceeds to be donated to charity
- www.DelandBooks.com



Dr. M. Maitland DeLand is a radiation oncologist specializing in the treatment of women's and children's cancer. Dr. DeLand serves as a member of the Breastcancer.org Professional Advisory Board and has dedicated her career to helping her patients and their families lead balanced and rewarding lives.

Lyn Martin is an award-winning illustrator of children's books, magazines, posters, games, kids' CDs and more. Her work has been seen in *Highlights* magazine, *High Five* magazine, *Your Big Backyard* magazine, and many published children's books, including Alvin Granowsky's *Goldilocks and the Three Bears* (978-0-8114-6634-9). Her client list includes Sterling Publishing, Steck-Vaughn, Little Debbie Snacks, Pearson Learning, Harcourt Brace, Scholastic, and many more.

Busy Bees on Broadway

M. Maitland DeLand, MD

978-1-60832-063-9

US \$15.95

June 2011

32 four-color pages with music chip

Hardcover

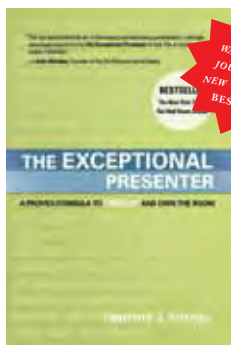
9 x 9

Children's

Greenleaf Book Group Press

Author hometown: Lafayette, LA

International Distribution Rights



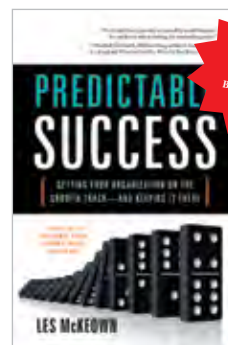
The Exceptional Presenter: A Proven Formula to Open Up and Own the Room

Timothy J. Koegel
978-1-929774-44-9
US \$21.95
Hardcover
May 2007



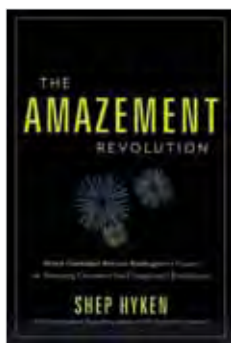
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US \$21.95
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Les McKeown
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Hardcover
June 2010



The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience

Shep Hyken
978-1-60832-106-3
US \$24.95
Hardcover
April 2011



Deep Dive: The Proven Method for Building Strategy, Focusing Your Resources, and Taking Smart Action

Rich Horwath
978-1-929774-82-1
US \$21.95
Hardcover
August 2009



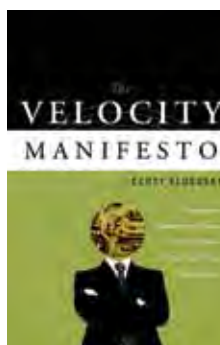
Double Double: How to Double Your Revenue and Profit in 3 Years or Less

Cameron Herold
978-1-60832-099-8
US \$22.95
Hardcover
April 2011



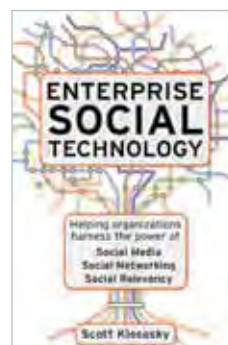
The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search

Wayne Breitbarth
978-1-60832-093-6
US \$16.95
Paperback
March 2011



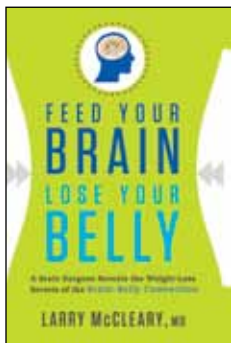
The Velocity Manifesto: Harnessing Technology, Vision, and Culture to Future-Proof your Organization

Scott Klososky
978-1-60832-085-1
US \$24.95
Hardcover
February 2011



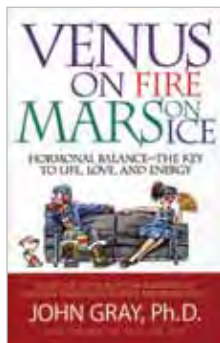
Enterprise Social Technology: Helping Organizations Harness the Power of Social Media, Social Networking, and Social Relevance

Scott Klososky
978-1-60832-086-8
US \$14.95
Paperback
January 2011



Feed Your Brain, Lose Your Belly: Experience Dynamic Weight Loss with the Brain-Belly Connection

Larry McCleary
978-1-60832-101-8
US \$23.95
Hardcover
April 2011



Venus On Fire, Mars On Ice: Hormonal Balance—The Key to Life, Love, and Energy

John Gray, PhD
978-0-9782797-3-8
US \$29.95
Hardcover
May 2010



The 9 Steps to Keep the Doctor Away: Simple Actions to Shift Your Body and Mind to Optimum Health for Greater Longevity

Dr. Rashid A. Buttar
978-0-9794302-4-4
US \$23.95
Hardcover
June 2010



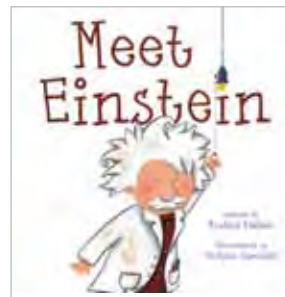
Bonding over Beauty: A Mother-Daughter Beauty Guide to Foster Self-Esteem, Confidence, and Trust

Erika Abramson Katz
978-1-60832-098-1
US \$14.95
Paperback
March 2011



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Steve Spangler
978-1-60832-060-8
US \$14.95
Paperback
September 2010



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Mariela Kleiner
Illustrated by Viviana Garofoli
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US \$15.95
Hardcover
March 2011



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Blake Snyder
978-0-9841576-0-0
US \$19.95
Paperback
November 2010



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Ellen L. Walker
978-1-60832-073-8
US \$14.95
Paperback
January 2011



Retirement Breakthrough

Dick Duff
978-1-60832-025-7
US \$21.95
Hardcover
June 2010

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jeffchickman@earthlink.net

CANADA

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