



2011
SPRING
CATALOG



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WHAT IS THE AMAZEMENT REVOLUTION? It is the culture that can drive any organization—from one employee to tens of thousands—to focus completely on delivering an amazing customer-service experience

- **Strategies that set you apart from your competition:** In this sequel to the *Wall Street Journal* bestselling book *The Cult of the Customer*, Shep Hyken shares seven powerful strategies that any organization can implement to create greater customer and employee loyalty. In a tough, competitive, and price-sensitive economy, customer service is one of the most essential tools to separate your business from the competition. These strategies work, as evidenced by the more than seventy case studies and examples that Hyken shares throughout the book. These examples provide dozens of lessons that can and should be implemented immediately.
- **It's not just about customers; it is also about employees.** Customer service is not a department. It is a philosophy that runs throughout the entire organization. Three of the seven essential strategies focus on internal culture. What happens on the inside of the organization is felt on the outside, and you can't really begin to create customer loyalty until you have employee loyalty.
- **Written by a recognized business expert in customer service and loyalty:** Corporate and industry clients from all over the world have tapped into the expertise of Shep Hyken. His client list is a who's who in the business world. As an author and speaker, Hyken is known for his simple and direct strategies that help his clients build successful, customer-focused organizations.

Readers who enjoy the entertaining and anecdotal nature of Ken Blanchard's *Raving Fans*, yet also enjoy the practical lessons in author Fred Reichheld's *The Ultimate Question*, will find *The Amazement Revolution* to be a treasure chest of ideas and strategies that should be put to use by anybody and any company.

MARKETING

- International speaking tour including major corporate and industry clients
- Extensive online marketing campaign including newsletters, blogs, syndicated columns, numerous video sites, and other social media
- Dedicated website with downloadable forms, exercises, and supplemental articles
- Pre-sell campaign to past customers who have bought books, CDs, etc.
- Extensive bulk sale campaign to existing speaking and training clients

Not Final
Cover

The Amazement Revolution

Service Strategies to Create an Amazing Customer (and Employee) Experience

Shep Hyken

Shep Hyken is the founder and Chief Amazement Officer at Shepard Presentations, where he helps companies build loyal relationships with customers and employees. His articles have appeared in hundreds of publications, and his previous book, *The Cult of the Customer*, was a *Wall Street Journal* bestseller. His wide variety of clients range from smaller companies to such corporate giants as American Airlines, General Motors, IBM, Kraft, Marriott, Toyota, Verizon, and many more. He is also a prolific speaker, well-known for his entertaining, high-energy presentations, and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the professional speaking industry.

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

Shep Hyken

ISBN 978-1-60832-106-3

US \$24.95

April 2011

250 pages

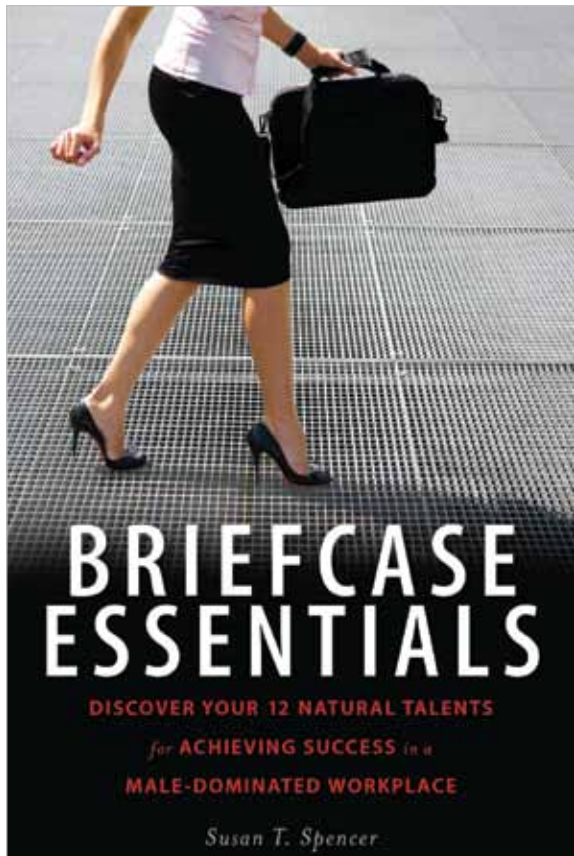
Hardcover

6 x 9

Business & Economics/Customer Relations

Greenleaf Book Group Press

Author hometown: St. Louis, MO



Attorney, business owner, speaker, and recipient of numerous women's business awards, Susan Spencer has recently launched her own meat commodities trading company, ASCM. She teaches "Briefcase Essentials" in a program for high school-age girls sponsored by the Nevada Girl Scouts, and she guest lectures at UNLV. Spencer has also started a lecture series for health-care professionals in Nevada, emphasizing empathy and compassion as they relate to credibility in the business world.

Briefcase Essentials: Discover Your 12 Natural Talents for Achieving Success in a Male-Dominated Workplace

Susan T. Spencer
978-1-60832-080-6
US \$19.95
March 2011
160 pages
Hardcover
5.5 x 8.5
Business & Economics/General
Greenleaf Book Group Press
Author hometown: Las Vegas, NV
International Distribution Rights

SUSAN SPENCER'S LIVELY GUIDE for businesswomen shows that women lead differently than men do, and how that's a good thing—especially in the world of business

- **Twelve business essentials for professional women:** At the book's heart are twelve "Briefcase Essentials"—attributes that female business owners and managers must master to lead effectively. Spencer shows how these essential traits—which include "Being Persistent," "Being Inclusive," and "Being Able to Ask for Help"—complement women's natural talents and give them a distinct advantage in a whole range of professional situations, from managing employees to closing important deals.
- **A book for women who want to learn how to deal with men in business, instead of trying to act like them:** With real-life examples culled from the author's remarkable career, Spencer reveals
 - How women's ability to be adaptable in business helps them solve problems and handle workplace issues
 - How women's ability to engage people leads to business success
 - How and when a woman should stand her ground
 - How women can work with men who are not used to working with women—and deal with male bullies
- **A media-savvy author who's lived what she teaches:** Susan Spencer serves as VP, acting GM, and attorney for the Philadelphia Eagles, and has grown start-ups into multimillion-dollar businesses in the span of a few years. Her candid, humorous stories are authentic—including one memorable encounter in a room full of naked NFL players—and her advice for women who work in business or own a company is direct, practical, and barrier breaking.

"I've been focusing on women's leadership strengths for fifteen years. Susan Spencer's analysis is simply the best I've found."

—Tom Peters, bestselling author of *Leadership*

Readers of Gail Evans's *Play Like a Man, Win Like a Woman* and Caitlin Friedman and Kimberly Yorio's *The Girl's Guide to Being a Boss* will appreciate Susan Spencer's hard-won insights on female leadership.

MARKETING

- National broadcast and print media campaign
- Author speaking events, including corporate conventions
- Author previously featured in *Sports Illustrated*, *Small Business News*, and *The Philadelphia Inquirer*, among others
- Online advertising on women's business blogs and websites, including Small Biz Trends, Entrepreneur.com, and NAWBO SmartBrief
- Extensive outreach to women business bloggers
- Online marketing campaign, including website, blog, author videos, and social media
- National trade marketing and sales campaign

THE WAY UP LAYS OUT THE SECRETS of the biggest winners in corporate America and shows readers the simple career strategies that will put them head and shoulders above the competition

- **A huge market of recent grads and professionals needing a mid-career makeover:** As high unemployment numbers continue to be a harsh reality in the U.S., professionals need resources to help them stay at the top of their game. *The Way Up* is a guidebook to standing out in the business world, and its conversational, anecdote-rich approach makes readers feel like they have a personal career coach.
- **Actionable and easy-to-implement strategies for problems every employee knows:** Hurzeler's valuable lessons include solutions to the issues every business professional grapples with:

How to advance by focusing on what makes the company money

How to deal with the "Boss from Hell"

How to build a reputation for reliability and consistency

How to exude the confidence that's crucial to winning big

How to become a "Networking Black Belt"

How to recover from workplace screwups

- **A forty-year veteran of corporate America:** The author has held the positions of department head, chief sales officer, and chief marketing officer in a variety of organizations, including a twenty-seven year career at Allstate and high-ranking positions at Zurich Financial Services—experience that has given him decades' worth of insight into building a career. Now retired from the corporate world, he is a full-time speaker and author who does extensive public speaking on career-related topics, including keynote addresses to business groups and university students.

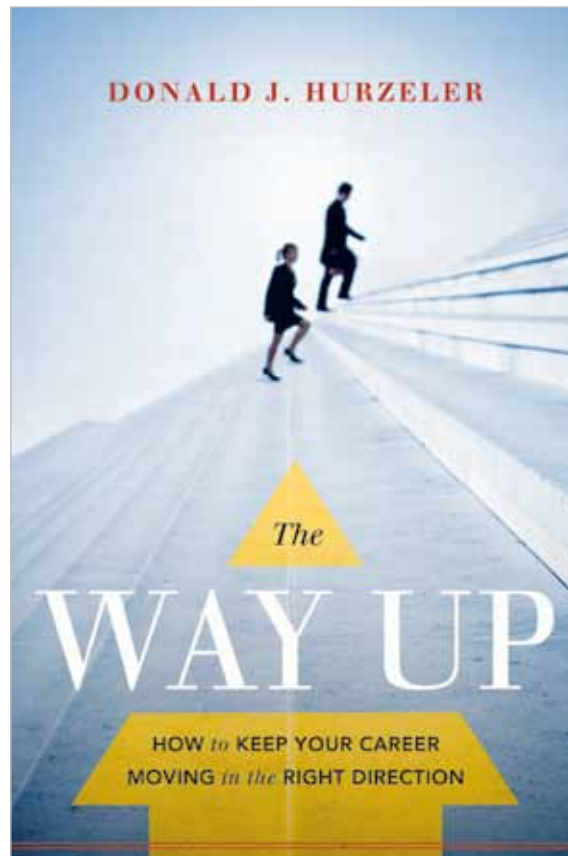
"Don Hurzeler is both an author and a Fearless Leader. He is straightforward, authentic, and only writes about what he personally practices. His sage advice and coaching will guide you in the right direction. All you need to do is turn a couple of nuggets from Don into gold. His advice works."

—Dr. Loretta Malandro, president and CEO of Malandro Communication Inc. and author of *Fearless Leadership*

Like Rick Smith's *The Leap*, *The Way Up* is designed to help new or struggling professionals set themselves apart and create a career they love.

MARKETING

- National TV outreach
- National print and online media campaign
- Radio satellite tour
- Author tour
- Extensive blog outreach
- National trade marketing and sales campaign



Donald J. Hurzeler, CPCU, CLU, spent twenty-seven years at Allstate before becoming CEO and president of Zurich Middle Markets, a billion-dollar segment of Zurich Financial Services. Hurzeler was also president of the Zurich Foundation and national president of the 25,000-member Society of Chartered Property and Casualty Underwriters. A former columnist for various trade publications and a former speechwriter for executives at both Allstate insurance and Zurich Financial Services, he lives with his wife, Linda, in Chicago.

The Way Up: How to Keep Your Career Moving in the Right Direction

Donald J. Hurzeler
978-1-60832-087-5

US \$19.95

March 2011

208 pages

Hardcover

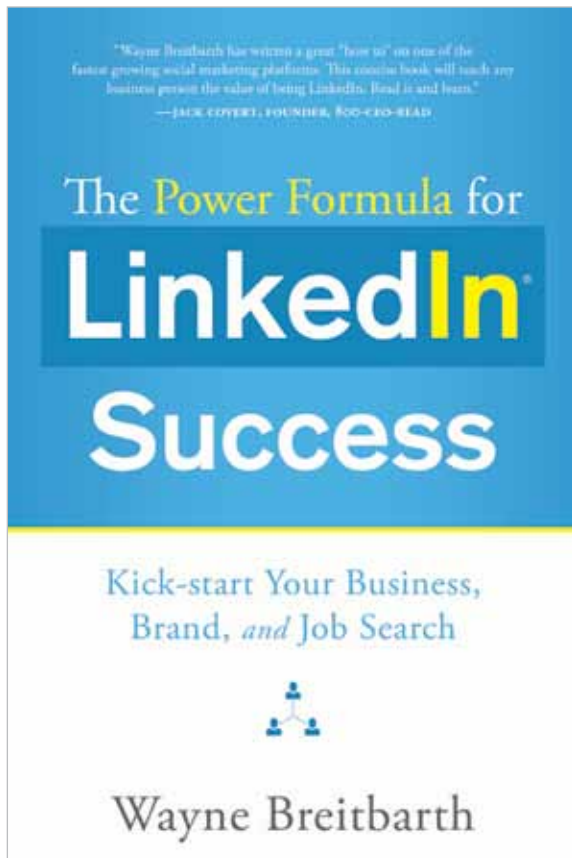
5 x 8

Business & Economics/Careers

Greenleaf Book Group Press

Author hometown: Chicago, IL

International Distribution Rights



Wayne Breitbarth is co-owner and copresident of a successful furniture company, in addition to leading LinkedIn classes and speaking to local and national audiences about social media tools. Prior to his involvement in the office furniture business, he spent nearly twenty years in the automotive industry. He has received recognition for his public service in the Milwaukee community and resides just outside the city with his wife of thirty years.

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

Wayne Breitbarth
 978-1-60832-093-6
 US \$16.95
 March 2011
 176 pages
 Paperback
 5.5 x 8.5
 Business & Economics/Social Media
 Greenleaf Book Group Press
 Author hometown: Milwaukee, WI
 International Distribution Rights

AIMED AT THE EXPERIENCED BUSINESS OWNER, this user-friendly guide explains how to access the full power of LinkedIn—including building a unique online presence and landing the biggest and best sales

- **Tailored to the precise needs of Boomers:** Are businesspeople who came of age before the rise of Facebook at a social-media disadvantage? Breitbarth argues that the opposite is true when it comes to LinkedIn: the experience and connections of seasoned professionals give them a leg up in harnessing the benefits of LinkedIn, and they can extend their reach even further with minimal time each week.
- **Illustrative screenshots and a week-by-week plan for getting started:** The author explains how LinkedIn can dramatically impact the reader's sales, personal brand, and job search, using actual pictures of the LinkedIn interface. The book is rounded out with a six-week, two-hour-per-week startup plan and a weekly maintenance plan.
- **A well-regarded expert in the field with a strong teaching platform:** The author has been a LinkedIn trainer since early 2009 and has led seminars for over seven thousand business professionals. He has presented to many prominent local organizations and national audiences at conventions, industry association events, and corporate training sessions. His diverse business experience and pragmatic teaching style have earned him media recognition, and he's commonly referred to as a "LinkedIn guru."

"Wayne Breitbarth has written a great how to on one of the fastest growing social marketing platforms. This concise book will teach any business person the value of being LinkedIn. Read it and learn."

**—Jack Covert, president and founder of 800 CEO READ,
 author of *The 100 Best Business Books of All Time***

Wayne Breitbarth offers clear, useful advice on LinkedIn strategy, much like *LinkedIn for Dummies*—except with a tight focus on his audience of experienced business professionals.

MARKETING

- National broadcast and print media campaign
- National author speaking events and regional book signing events
- Author has taught over 200 LinkedIn classes to 8,000+
- Regional email campaign to 4,000 recipients
- Internet media campaign
- Live author webinars
- Targeted advertising online and in trade publications
- Online marketing campaign, including website, blog, videos, and social media with a LinkedIn network of 1,500
- Additional branded products, including a workbook and DVDs
- Free resources and ebooks available on website
- National trade marketing and sales campaign
- www.ThePowerFormulaforLinkedInSuccess.com


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Cover

A STEP-BY-STEP GUIDE to enjoying the rollercoaster ride of growth—while getting the most out of life as an entrepreneur

- **A growth-focused approach:** The book is divided into three sections, which cover planning for fast growth, building a company for fast growth, and leading for fast growth. Each topic the author covers—from creating a vision for the company's future to learning how to generate free PR for a developing company—is squarely focused on the end goal: doubling the size of the entrepreneur's company in three years or less.
- **A down-to-earth action plan:** Herold's experienced-based advice never gets bogged down in generalities or theory. Instead, he offers a wealth of practical tips, including
 - How to design meetings for maximum efficiency
 - How to hire top-quality talent
 - How to grow in particularly tough markets
 - How to put together a board of advisors—even for a smaller company
 - How even the busy entrepreneur can achieve a work/life balance
- **Strong author platform, internationally noted speaker:** A life-long entrepreneur who started his first company at age sixteen, the author is the former COO of 1-800-GOT-JUNK and was instrumental in growing the company from \$2 million to \$105 million in six years. With extensive public relations experience, the author has helped companies gain wide media coverage in outlets including the *New York Times*, the *Wall Street Journal*, *Oprah*, and *Dr. Phil*. As head of the consulting company BackPocket COO, the author has a popular blog, more than seven thousand followers on Twitter, and a long list of influential clients.

Cameron Herold delivers a comprehensive approach to growing a business that will appeal to readers of Clate Mask's *Conquer the Chaos* and CCH Incorporated's *Start, Run & Grow a Successful Small Business*.

MARKETING

- National broadcast (TV & Radio) and print media campaign
- Online media campaign, including blogger outreach
- Platform campaigns with organizations like Entrepreneur Organization (EO) and Young President's Organization (YPO)
- Online marketing campaign, including extensive social media outreach on Twitter, Facebook, and LinkedIn
- National trade marketing and sales campaign
- Website includes comments from readers, fans, viral videos, and worksheets
- Extensive speaking tour—17 events already booked, and 5 top speakers bureaus promoting him
- Virtual book tour with Elizabeth Marshall, founder of AuthorTeleseminars.com and coauthor of *The Contrarian Effect*

Double

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

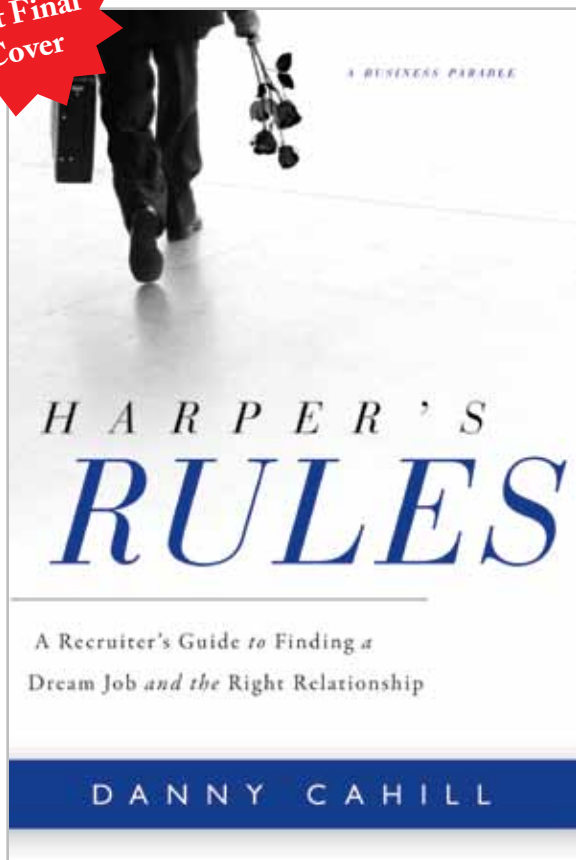
Cameron Herold

Cameron Herold has taken twenty years' experience operating some of the biggest business success stories in North America and turned it into a flourishing career as both a business consultant and a motivational speaker. He is a business coach and mentor to several small businesses and a CEO coach to large corporations throughout Canada and the United States.

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

Cameron Herold
 978-1-60832-099-8
 US \$22.95
 April 2011
 220 pages
 Hardcover
 6 x 9
 Business & Economics/Management
 Greenleaf Book Group Press
 Author hometown: Vancouver, British Columbia
 International Distribution Rights

Not Final
Cover



Danny Cahill is a popular keynote speaker, recruiter, and the owner of Hobson Associates, one of America's largest search firms specializing in software sales, biotech sales, and industrial sales talent. He is also the founder of AccordingtoDanny.com, an online training and mentoring company dedicated to enhancing the skills and jumpstarting the spirits of recruiters worldwide. He is also a successful playwright with off-Broadway credentials who has won both the Maxwell Anderson and CAB theater awards. He has written for CBS television, as well as various trade journals.

Harper's Rules: A Recruiter's Guide to Finding a Dream Job and the Right Relationship

Danny Cahill
978-1-60832-100-1
US \$21.95
April 2011
144 pages
Hardcover
6.5 x 9

Business & Economics/Careers/Jobhunting
Greenleaf Book Group Press
Author hometown: Hartford, CT
International Distribution Rights

A UNIQUE BUSINESS PARABLE that teaches career-building through the powerful similarities between making decisions in one's professional and romantic lives

- **Presents clear-cut, sure-fire rules for getting a job or building a career:** For the millions of Americans who are unemployed, the parable covers the full spectrum of the job search, from seeking out interviews to successfully transitioning into a new work environment. Professional recruiter Danny Cahill uses a "book within a book" format to provide specific tips on how to resign from a fruitless job, benefit from social media, design an attractive resume, and much more.
- **An accessible and engaging business narrative with actionable insights:** An interview is a date, leaving a job is a break up, severance is alimony; not only does *Harper's Rules* help readers make career decisions, it improves their personal relationships as well. For those unsatisfied at work or unfulfilled in love, the parable's practical solutions will alleviate the deep-seated fear that you can't be in love and successful at the same time.
- **Author is one of America's leading headhunters with a background as a successful playwright:** Cahill, the owner of one of the country's largest headhunting firms, has the experience and expertise necessary to offer effective, insider tips on job-hunting and career building that readers need for success. And, with off-Broadway credentials and awards as a playwright, his writing gives readers a front-row seat to a riveting career and relationship drama.

Much like Vince Poscente's *The Ant and the Elephant* and Brian Tracy's *Many Miles to Go*, *Harper's Rules* illuminates practical truth—in this case about career success—through a powerful story.

MARKETING

- National broadcast and print media campaign
- National author speaking events
- E-mail campaign with an active distribution list of 21,000 members
- LinkedIn platform consists of 2,000 first level connections and 17 million network connects
- Author previously featured in national publications, including the *Wall Street Journal*
- Voted the industry's most popular speaker by the National Association of Personnel Services
- Internet media campaign
- Targeted advertising online and in trade publications
- Online marketing campaign, including website and social media
- National trade marketing and sales campaign

DR. LARRY MCCLEARY OFFERS A CLEAR EXPLANATION of the weight-loss paradoxes that wreck so many diets and shows how to naturally treat hunger—which often exists only in the brain

- **An approach to weight loss that shows how you can eat like a bird and still gain weight:** By illuminating in plain language the effects that certain foods have on hormones, spikes in blood sugar, and brain-induced hunger, Dr. McCleary helps readers gain a new understanding of how their belly and brain interact. His book offers an eye-opening method of tricking the brain into releasing “sticky” fat cells and reducing food cravings.
- **A look at why different types of diets don’t work:** McCleary delivers a much-needed message for a diet-obsessed America by giving readers a natural alternative to trendy but ineffective weight-loss options. The book includes a breakdown of how different styles of eating—“cruise ship” diets, starvation diets, etc.—affect the eater, leading to revelatory insights on the counterintuitive benefits of high fat consumption.
- **Helpful recipes and meal plans:** The book pairs its advice with helpful meal plans and plenty of delicious recipes, including
 - Nectarine Ginger Chicken Salad
 - Macadamia Crusted Salmon
 - Zucchini Soup with Italian Sausage and Gouda
 - Moroccan Dinner Stew
 - Chilled Coconut Banana Mousse

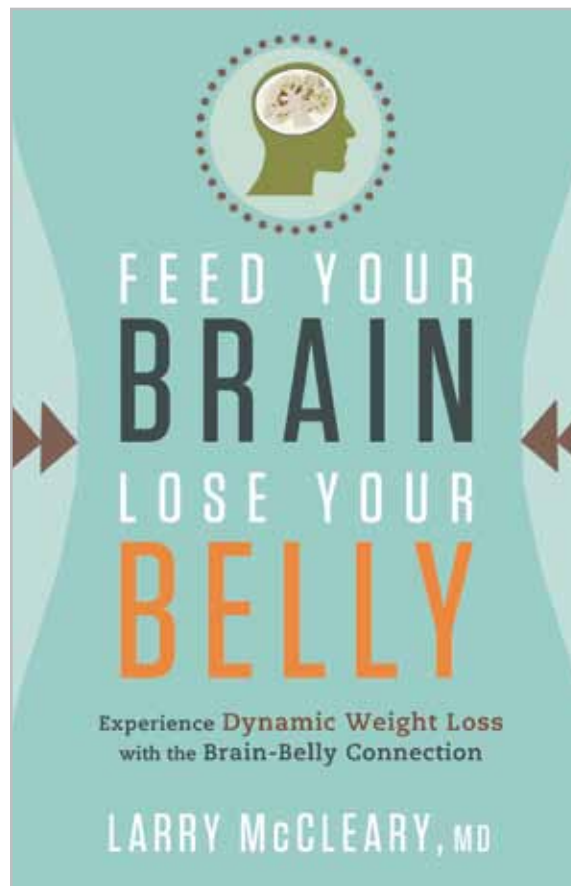
Dr. McCleary is the previous author of *The Brain Trust Program* (Perigee Trade, 2008 978-0-399-53358-7), which the *Los Angeles Times* said “explains brain biochemistry in concise, easy-to-understand language that sets up his advice for staving off age-related cognitive decline.”

“[A] brilliant book by a great neurosurgeon who also happens to be an outstanding nutritionist. Cutting-edge stuff, backed by great science and eminently readable.”

—Jonny Bowden, PhD, author of *The Healthiest Meals on Earth* and *Living the Low Carb Life*

MARKETING

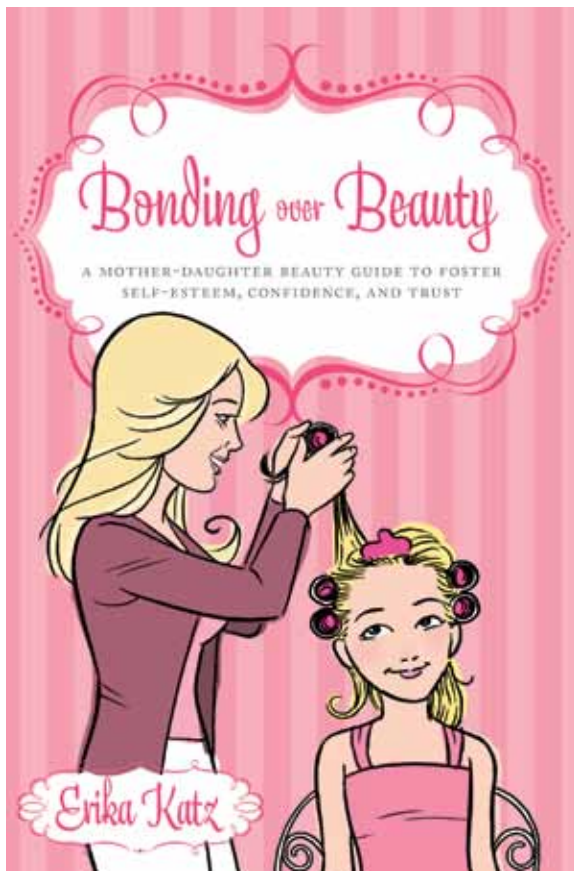
- National broadcast and print media campaign
- Viral book trailer and distribution
- Online media campaign, including social media
- Author seminars, book events and signings
- Continuing Medical Education (CME) webinars and seminars for medical doctors
- Online marketing campaign, including blog outreach
- National trade marketing and sales campaign



Larry McCleary, MD, is the former acting Chief of Pediatric Neurosurgery at Denver Children’s Hospital. He is trained and has practiced as a pediatric neurosurgeon and has completed postgraduate training in theoretical physics. His scientific publications span the fields of metabolic medicine, tumor immunology, biotechnology, and neurological disease. He frequently appears in national print and broadcast media as an expert on brain function and has lectured to audiences around the world.

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
April 2011
240 pages
Hardcover
5.5 x 8.5
Health & Fitness/Weight Loss
Greenleaf Book Group Press
Author hometown: Carson City, NV
International Distribution Rights



Erika Katz is a former child model and actress who has appeared in over one hundred commercials, print ads, and films. Now the mother of a tween girl, she writes a popular beauty blog for mothers tackling the drama of the tween years. Katz is a graduate of Dartmouth College.

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
 March 2011
 240 2-color pages
 Paperback
 5.5 x 8
 Health & Fitness/Beauty & Grooming
 Greenleaf Book Group Press
 Author hometown: New York, NY
 International Distribution Rights

THE BEAUTY AND HYGIENE HANDBOOK every mother needs to guide her daughter from child to teen while creating a bond to last a lifetime

- **Packed with fun and practical activities for mother and daughter bonding:** From hair styling, make up, and pedicures to skin care and fitness, *Bonding over Beauty* is full of ways that mothers can help their preteens and tweens develop their own sense of appearance and style. Each chapter has activities with detailed steps and explanations; from curling hair to at-home facials and massages, Katz makes it easy for mothers to “wow” their daughters with beauty expertise and share the fun of pampering and caring for their bodies.
- **Dispels common beauty myths using products and advice from leading experts:** The book includes detailed insider tips from beauty experts such as celebrity stylists John Barrett, Ellin Lavar, and Maria Maio, and includes recommendations on leading beauty products like Aveda, Neutrogena, and Cover Girl. With additional advice from professionals in dermatology and gynecology, the author reveals interesting facts on beauty and hygiene do’s and don’ts, dispelling false information on sensitive subjects such as hair removal, menstruation, and dieting.
- **Facilitates open and honest conversation to give preteen girls the self-esteem they need:** *Bonding over Beauty* gives mothers the tools they need to develop trusting relationships with their adolescent daughters during an important period of transition. Katz offers essential tips on how to initiate a healthy dialogue and ways for a mother to be a friend to her daughter rather than “the mother who doesn’t understand.” With all the information moms need to help preteens navigate the trials of entering womanhood, Katz shows how beauty activities can be a golden opportunity to gain a daughter’s confidence.

Containing advice similar to that of Diane Irons’s *Teen Beauty Secrets*, *Bonding over Beauty* shows moms how bonding with their daughters over these health and beauty tips can foster an open, strong relationship.

MARKETING

- National print and broadcast media campaign
- Extensive online media campaign
- Interactive website, e-Newsletter, and author blog
- Online social networking campaign
- National trade marketing and sales campaign

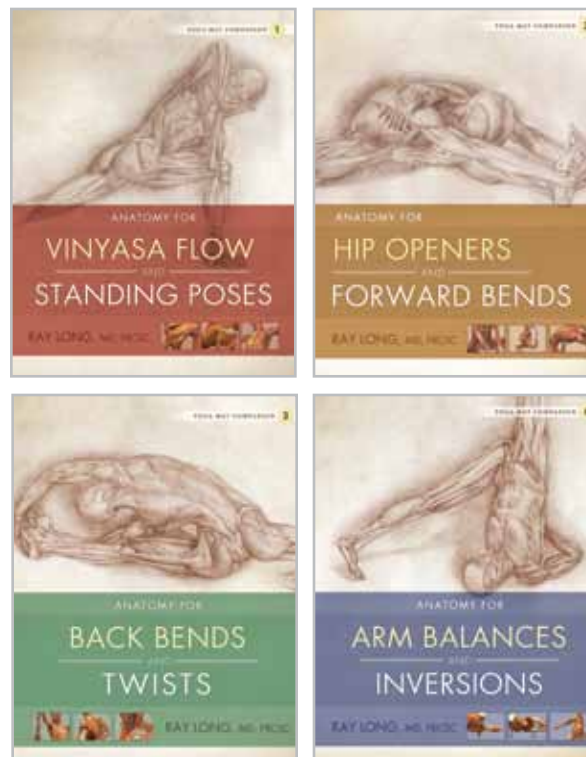
A BLEND OF MODERN SCIENCE and the ancient art of Hatha yoga in a series of four-color, lay-flat mat companions—perfect for use on or off the mat

- **A scientific approach to understanding the practice of Hatha yoga:** Through four-color, three-dimensional illustrations of major muscles, tendons, and ligaments, Ray Long describes the correct positioning of Hatha yoga poses (asanas) and their benefits. Specific anatomical descriptions highlight which muscles to activate in each pose, bringing the experience of the pose to new sensory heights.
- **A novel method for learning yoga poses:** Each of the four mat companions focuses on one type of yoga pose: standing poses, forward bends and hip openers, back bends and twists, and arm balances and inversions. The illustrations and descriptions describe the major movements that enable the poses, how to deepen the posture, and the sequences of muscle activation. The lay-flat binding makes the books perfect mat resources during practice.
- **A board-certified orthopedic surgeon and a highly experienced yoga practitioner:** Ray Long has a medical degree from The University of Michigan Medical School, with postgraduate work at other prestigious schools, including Cornell University. He has studied Hatha yoga for more than twenty years, training extensively with B.K.S. Iyengar and other world-renowned yoga masters.

These mat companions follow Long's previous two yoga guides, *The Scientific Keys, Volume 1: The Key Muscles of Yoga* (978-1-60743-238-8) and *The Scientific Keys, Volume II: The Key Poses of Yoga* (978-1-60743-239-5).

MARKETING

- National broadcast and print media campaign
- Author tour and workshops
- Online marketing campaign
- Targeted trade advertising
- National trade marketing and sales campaign



Ray Long, MD, FRCSC is a board-certified orthopedic surgeon and the founder of Bandha Yoga. He graduated from The University of Michigan Medical School with postgraduate training at Cornell University, McGill University, The University of Montreal, and Florida Orthopedic Institute.

Illustrator Chris Macivor is a graduate of Etobicoke School of the Arts, Sheridan College, and Seneca College. His work has spanned many genres, from TV and film to videogames and underwater videography.

Yoga Mat Companion 1: Anatomy for Vinyasa Flow and Standing Poses (978-1-60743-943-1)

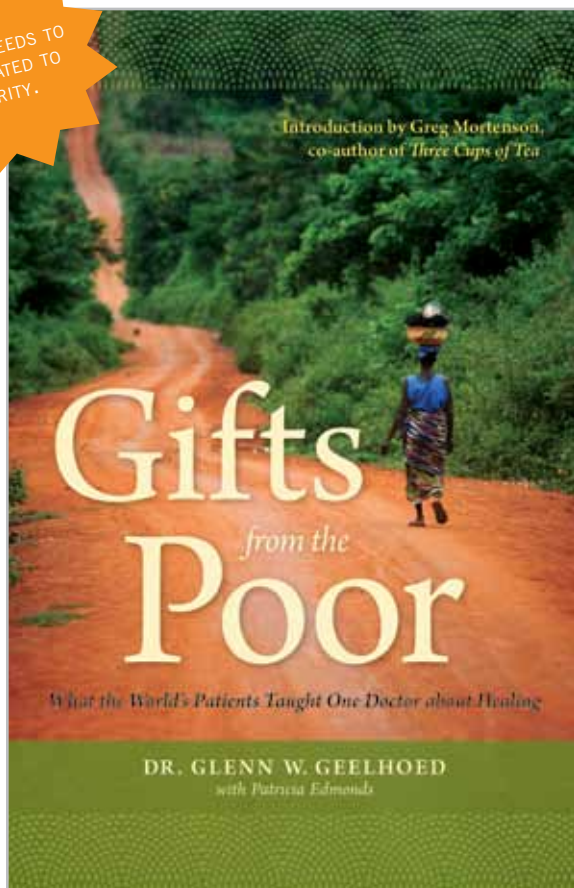
Yoga Mat Companion 2: Anatomy for Hip Openers and Forward Bends (978-1-60743-942-4)

Yoga Mat Companion 3: Anatomy for Backbends and Twists (978-1-60743-944-8)

Yoga Mat Companion 4: Anatomy for Arm Balances and Inversions (978-1-60743-945-5)

Ray Long
 US \$34.95
 January 2011
 224 pages
 Four-color lay-flat paperback
 8.5 x 10.75
 Health & Fitness/Yoga
 BandhaYoga Publications
 Author hometown: Plattsburgh, NY

ALL PROCEEDS TO
BE DONATED TO
CHARITY.



Surgeon and educator Glenn W. Geelhoed has led medical students, residents, and physicians on more than two hundred health care missions to the developing world, including Africa, Asia, the South Pacific, and South America. He is past president of the Washington Academy of Surgeons, an inductee of the Academie de Chirurgie de Paris, the 2006 recipient of the GWU Medical Center's Faculty Distinguished Service Award, and in fall 2009, received the American College of Surgeons' Volunteerism Award for International Outreach.

Gifts from the Poor: What the World's Patients Taught One Doctor about Healing

Dr. Glenn W. Geelhoed

Introduction by Greg Mortenson, author of the *New York Times* bestseller *Three Cups of Tea*

978-1-60832-094-3

US \$24.95

May 2011

288 pages

Hardcover

6 x 9

Biography & Autobiography/Medical

Greenleaf Book Group Press

Author hometown: Washington, DC

International Distribution Rights

TRAVEL WITH ONE OF AMERICA'S MOST unconventional medical adventurers as he heals a wounded world

- **Heartrending portraits of suffering and healing:** Surgeon and educator Glenn W. Geelhoed has led medical students, residents, and physicians on more than two hundred health care missions to the developing world, including Africa, Asia, the South Pacific, and South America. Drawn from the author's daily journals, *Gifts from the Poor* draws lessons about human resilience and global interdependence and describes how the rewards of helping those less fortunate can enrich the whole planet.
- **Adventures in some of the world's most remote regions:** An avid photographer, big game hunter, and marathon runner, the author takes readers on wild trips to some of the neediest places on earth, where the author's aid is often met with unconventional gifts, such as live chickens or bull's horns.
- **A renegade story of taking on the medical establishment and the international aid industry:** From challenging his academic associates at George Washington University Medical Center to exposing the hypocrisy of the foreign aid game, the author does not flinch from conflict in his analysis of foreign aid. He describes how well-intentioned aid projects, both religious and secular, are often compromised by corrupt and broken governments. Realizing that the world's health problems defy simple fixes, Geelhoed's book is the story of his mission to be a part of the true solution.

Readers who found inspiration in the altruistic journeys of Greg Mortenson (who wrote the foreword) in *Three Cups of Tea* and Paul Farmer in Tracy Kidder's *Mountains Beyond Mountains* will be similarly roused by Glenn Geelhoed's amazing account of his travels.

MARKETING

- National broadcast and print media campaign
- Author's past media appearances and coverage include *Larry King Live* and *The Washington Post*
- Keynote speaker at The January Series, an award-winning lecture series reaching 23,000+ attendees at Calvin College and satellite sites
- Received 2009 Surgical Volunteerism Award for International Outreach from the American College of Surgeons, who will promote the book to its 77,000+ members
- Frequent lecturer before large academic and professional audiences
- Author hosted events and signings
- Authored 800+ published journal articles, book chapters, and several books, including *Surgery and Healing in the Developing World*
- Author bylined articles to be featured in various consumer and trade publications
- Named Humanitarian of the Year by *George Magazine* (2000)
- Internet media campaign, including extensive outreach to bloggers
- Online marketing campaign, including website and author blog

AN UNFLINCHING NARRATIVE ACCOUNT of one woman's fight against the disease known as depression

After leaving the business world to care for her two small children and her aging grandparents, Julie Hersh felt that she had evaporated into her surroundings, no longer sure of who she was. She became deeply depressed—badly enough to very nearly take her own life three times. Faltering under the burden of her growing depression, she contemplated the purpose of her very existence while trying to function as a wife, mother, and community member.

Most people answer these questions without a tour of the psychiatric ward, but Hersh's road was bumpy—the psych ward was only one of many stops on her journey to overcoming the clinical depression that seemed to rob her of a normal life. *Struck by Living* is Hersh's harrowing but rewarding tale of this battle, of how she fought for her life through counseling, medication, and electroconvulsive therapy.

Struck by Living—a memoir that reads more like a well-paced novel—is the story of how one woman chose life over death. It also illuminates the true nature of depression as a disease, to which people can be genetically predisposed and which can be treated. Realizing that so many of us are only one step removed from the devastation of mental illness or even suicide, Hersh shares her riveting story in the hope that more people will be aware of the signs of depression and that more lives will be saved.

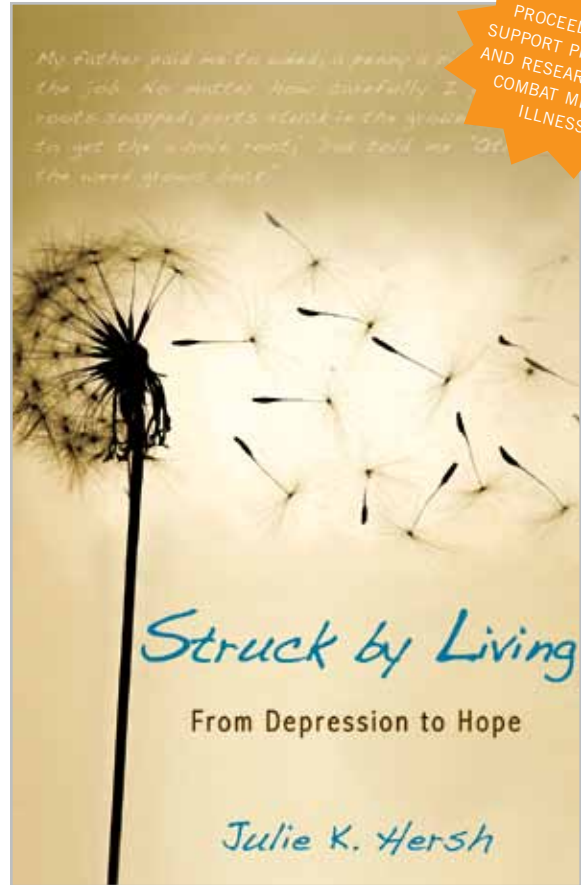
Much like Martha Manning's *Undercurrents* and Tracy Thompson's *The Beast*, Hersh's raw, powerful story will be appreciated by anyone whose life has been touched by depression.

“Splendid! *Struck by Living* details the debilitating illness that many of us have battled. Julie's honesty enables readers to understand the serious damage caused by depression and the happiness unleashed in recovery.”

—Tom Johnson, former president of CNN, former publisher of the *Los Angeles Times* and the *Dallas Times Herald*

MARKETING

- National broadcast and print media campaign
- Previous coverage includes *Publishers Weekly*, FOX & Friends, and *Dallas Morning News*
- Extensive online media campaign, including social media and targeted blog outreach
- Author book discussions, workshops, and signings
- Online marketing campaign, including author blog
- Trade and supply-chain advertising
- National trade marketing and sales campaign



Julie Hersh is board president of the Dallas Children's Theater, an active supporter of the Suicide and Crisis Center, Mental Health America, Empower African Children, and other nonprofit organizations. Hersh worked in high-tech product development and marketing/sales in Silicon Valley before retiring from a lucrative sales management position after the birth of her first child. A longtime member of the Cooper Center, Hersh ran her first marathon at age forty-eight. She lives with her husband and two children in Dallas, Texas. She speaks frequently to audiences about depression and mental health.

Struck by Living: From Depression to Hope

978-1-60832-107-0

Julie K. Hersh

US \$19.95

March 2011

232 pages

Paperback with flaps

6 x 9

Autobiography & Memoir/Personal Memoirs

Greenleaf Book Group Press

Author hometown: Dallas, Texas



Kaira Rouda is a former newspaper columnist, reporter, contributing magazine editor, and freelance writer for numerous regional and national publications. The author of *Real You Incorporated* (Wiley, 2008, 978-0-470-17658-0), Kaira created Real Living Real Estate, the first national women-focused brand in real estate. She is the recipient of Best Entrepreneur of 2008 from the Stevie Awards for Women in Business, and *Entrepreneur* magazine placed Real Living on its “Top 50 Fastest-Growing, Women-Led Companies” list. During her twenty-year career in marketing, Kaira has received multiple ADDY, Webby, Telly, Communiator, Prism, WebAward, and W3 awards. She is one of *Forbes’* top 30 women to follow on Twitter. Visit www.kairarouda.com for more.

Here, Home, Hope

Kaira Rouda
978-1-60832-091-2
US \$15.00
May 2011
310 pages
Paperback
5.25 x 8.25
Fiction/Contemporary Women
Greenleaf Book Group Press
Author hometown: Los Angeles, CA
International Distribution Rights

Desperate Housewives meets *The Middle Place* in this absorbing, witty story about one suburban mother’s journey from midlife crisis to reinvention with the help of her husband, friends, and neighbors.

Kelly Mills Johnson becomes restless in her thirty-ninth year. An appetite for more forces her to take stock of her middling middle-American existence and her neighbors’ seemingly perfect lives. Her marriage to a successful attorney has settled into a comfortable routine, and being the mother of two adorable sons has been rewarding. But Kelly’s own passions lie wasted. She eyes with envy the lives of her two best friends, Kathryn and Charlotte, both beautiful, successful businesswomen who seem to have it all. Kelly takes charge of her life, devising a midlife makeover plan.

From page one, Kelly’s witty reflections, self-deprecating humor, and clever tactics in executing that plan—she places Post-it notes all over her house and car—will have readers laughing out loud. The next instant, however, they might rant right along with Kelly as her commitment to a sullen, anorexic teenager left on her doorstep tries her patience or as she deflects the boozy advances of a divorced neighbor. Readers will need to keep the tissue box handy, too, as Kelly repairs the damage she inflicted on a high school friend; realizes how deeply her husband, Patrick, understands and loves her; and ultimately grows into a woman empowered by her own blend of home and career.

Here, Home, Hope will surely appeal to readers of chick lit and other women’s fiction titles who are ready to transition into something new in their own life.

Fans of Claire Cook, Jennifer Weiner, and Sarah Pekkanen will be drawn to Rouda’s debut novel—which will be followed by others that continue the story of the characters in *Here, Home, Hope*.

MARKETING

- National broadcast and print media campaign
- Previous national TV network appearances include NBC, FOX, CBS, NECN, among others
- Twitter platform of 9,500+ followers and named *Forbes’* Top 30 Women to Follow
- Weekly e-newsletter with e-mail list of 7,000
- National author speaking events and workshops
- 2008 award winner for best book on Entrepreneurship and Small Business
- Internet media campaign
- Targeted advertising online and in trade publications
- Real You line of branded products with CDs, totes, and stationary
- Online marketing campaign, including author blog, webinars, and social media
- Interactive website: author videos, podcasts, entrepreneur quiz, and forum
- National marketing and sales campaign

A FAST-PACED, WELL-PLOTTED MILITARY THRILLER that follows an independent team of American warriors on a deadly undercover mission in Afghanistan

Sometimes it takes more than standard operating procedures to win a war. Enter Derek Stevens: an experienced interrogator fluent in multiple languages and highly trained in weapons, high-speed driving, and escape and evasion techniques. He is the ideal candidate to lead a crew on a top-secret mission into Afghanistan to neutralize Taliban leaders. That mission, as it turns out, is much more challenging than even he had expected.

After proving their skills in a brutal training exercise, Stevens and his maverick warriors undertake an assignment of extreme difficulty that leads them through the most dangerous prison in Kabul and into the Pakistani heartland of the terrorist resistance. Working deep undercover, Stevens and his crew deliver tough justice to the world's toughest terrorists.

Drawn from the author's own experiences with the U.S. intelligence and Special Operations communities, Berquist's novel reveals the inner workings of the international intelligence machine and the gritty, blood-soaked reality of life on the front lines of the war in Afghanistan. *The Maverick Experiment* is the first in a series and lays the groundwork for future Maverick missions.

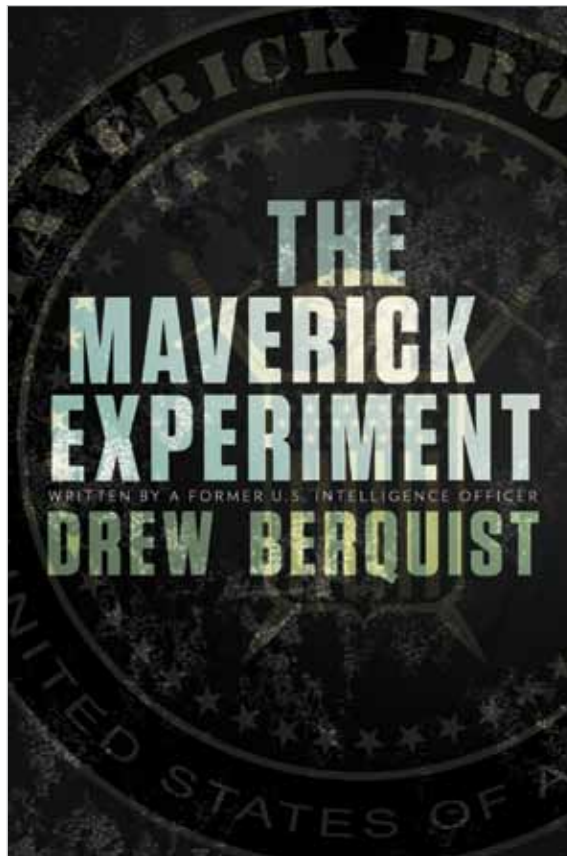
"The Maverick Experiment nails the internal culture of the CIA in this thrill-bound, page-turning adventure."

—Carson Clark, former CIA Technical Operations Officer and winner of the CIA Medal of Merit for his operations in Iraq

The Maverick Experiment delivers a brand of thrilling, action-packed fiction similar to Alex Berenson's *The Ghost War* and Brad Thor's *Path of the Assassin*.

MARKETING

- National broadcast and print media campaign
- 20-city national radio campaign
- Nationwide author events at bookstores, military and spy museums, and military bases
- Keynote speaker at community events
- Extensive outreach to the armed forces community
- Targeted advertising in trade and consumer publications
- Internet media campaign, including extensive virtual book tour
- Extensive online marketing campaign, including website, book trailer, and social media outreach
- National trade marketing and sales campaign



Drew Berquist is a senior intelligence consultant for the United States government. Prior to his position there, he served as an officer with the U.S. Department of Defense, where he conducted intelligence and special operations. Berquist, who is trained in Arabic, speaks to audiences as an expert on Afghanistan and the global War on Terror.

The Maverick Experiment

Drew Berquist
978-1-60832-090-5
US \$14.95
January 2011
246 pages
Paperback
5.25 x 8
Fiction/Espionage
Greenleaf Book Group Press
Author hometown: Jacksonville, FL
US Rights Only

A COLORFULLY ILLUSTRATED BOOK that introduces preschoolers to the basic concepts of science—and shows them that they're already great scientists!

Meet Einstein presents the world's most well-known scientist to kids, along with two of the concepts preschoolers are ready to learn about—light and gravity. The simple text and whimsical illustrations show kids that science is exciting, and that it's around them wherever they go!

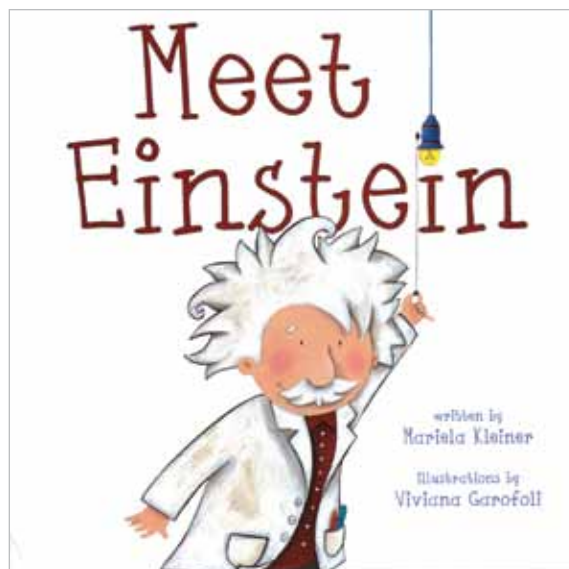
In addition to learning about Einstein, young readers will be introduced to the classic tools of the scientific profession: lab coats, microscopes, telescopes, Bunsen burners, and more! Included in the back of the book is a brief section on Einstein for parents, which will help them more fully explain Einstein's life and breakthrough discoveries.

Mariela Kleiner was inspired to write this book when her daughter Hailey chose a grown-up book for her bedtime story, which happened to be Einstein's book, *Relativity*. She currently lives in Northern California with her husband and two children.

Viviana Garofoli has illustrated over twenty successful children's books, including Barbara Park's *Ma! There's Nothing to Do Here!* and Marcia Vaughn's *Five Pesky Pumpkins*. She currently lives in Buenos Aires, Argentina, with her husband and two daughters.

MARKETING

- National broadcast and print media campaign
- Online marketing campaign, including targeted blog outreach
- Mommy blogger tour
- Book trailer and distribution
- Radio satellite tour
- Targeted outreach to publications including *Parenting*, *American Baby*, *People*, and *Self* magazines
- National trade marketing and sales campaign
- www.MeetEinstein.com



Meet Einstein

978-0-615-31579-9

Mariela Kleiner

Illustrated by Viviana Garofoli

US \$16.99

March 2011

32 pages

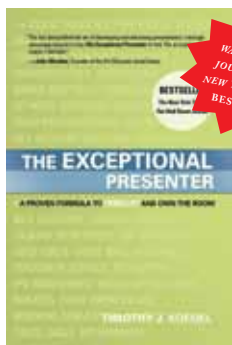
Hardcover

10.25 x 10.25

Children's

Meet Books

Author hometown: San Francisco, CA



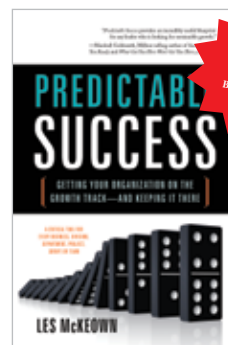
The Exceptional Presenter: A Proven Formula to Open Up and Own the Room

Timothy J. Koegel
978-1-929774-44-9
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May 2007



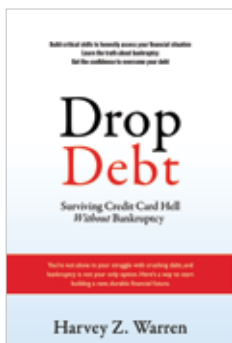
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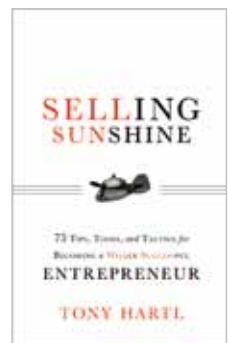
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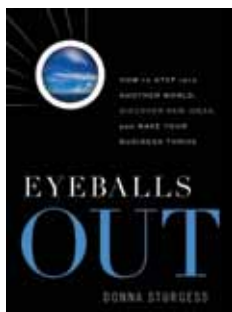
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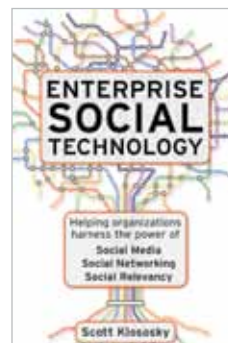
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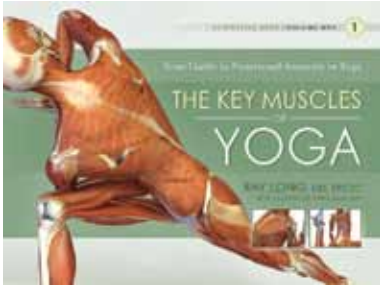
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Scott Klososky
978-1-60832-085-1
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Hardcover
February 2011

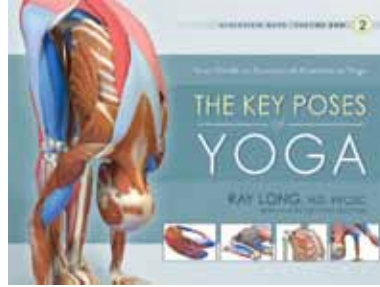


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Scott Klososky
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 Ray Long, MD
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The Key Poses of Yoga: The Scientific Keys, Volume II
 Ray Long, MD
 978-1-60743-239-5
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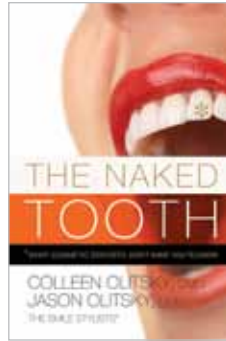


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 Sandra Ramacher
 978-0-9803828-0-8
 US \$29.50
 Paperback
 September 2008

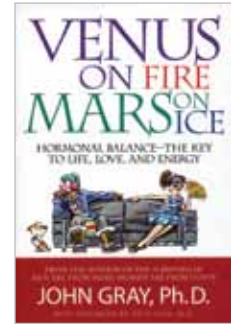


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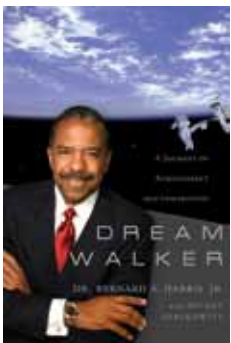
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 Dr. Rashid A. Buttar
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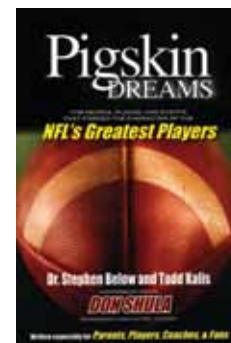
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