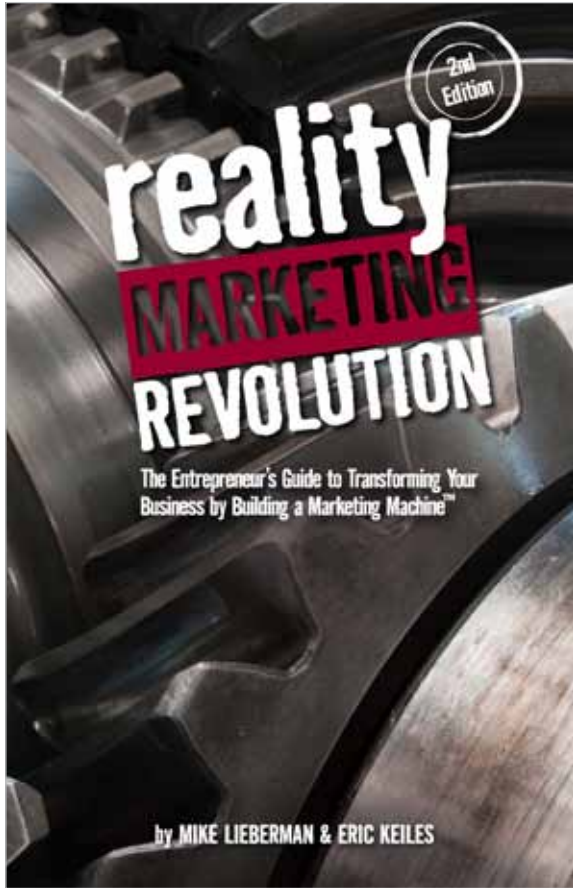




FALL CATALOG
2011

 EMERALD
BOOK CO.



Reality Marketing Revolution: The Entrepreneur's Guide To Transforming Your Business By Building A Marketing Machine™

Eric Keiles; Mike Lieberman
 Print ISBN: 978-1-937110-11-6
 Ebook ISBN: 978-1-937110-22-2
 \$19.95
 October 2011
 Hardcover
 5 x 8
 192 pages
 Business & Economics/Marketing
 Emerald Book Company
 Author hometown: Philadelphia, PA

ARE YOU READY FOR the revolution?

A revolution occurs when a critical mass of people challenge a common belief they have been told to accept as true. During the American Revolution, the new thinking was that our country should be free from the tyranny of the British Empire so its citizens could pursue their personal goals and dreams.

Some things never change, especially when it comes to revolutions. For decades, business owners, entrepreneurs, and marketers followed the advice of traditional ad agencies. But mass advertising like radio, TV, and billboards no longer fit the new reality. So the time is ripe for a Reality Marketing Revolution—one that “rages against the machine” and teaches small- and medium-sized business owners to create new marketing models to better promote themselves.

Reality Marketing Revolution will provide innovative marketing strategies and tactics to realistically meet the budgets and goals of your small- or medium-sized business. This book will reveal how you can slash your expenses and increase the response to your marketing, all while generating more opportunities and accelerating growth and profits. Along with explaining how to identify, recognize, and address customers' pains, it will guide you in making your company stand out from the rest of the herd and in structuring a Marketing Machine™ that will churn out sales. You'll also learn how to use the Internet to your ultimate marketing advantage and build an effective information pipeline.

Are you ready for the revolution? If so, this book gives you the tools to compete—and win—in today's tough-minded business world. You'll market your company in an efficient, effective, and profitable way and reap the work-life balance that can make entrepreneurship so rewarding, both financially and personally.

MARKETING

- National broadcast and print media campaign
- Online social networking campaign
- Online media campaign, including targeted blog outreach
- Online marketing campaign, including author blog, viral videos, and e-newsletter to 15,000+ subscribers
- Partnerships with high-profile business experts for blog posts and email campaigns
- Author presentations and speaking tour
- Book trailer video
- www.realitymarketingrevolution.com

A DETAILED GUIDE TO monitoring customers online—and then delivering exactly what they want, when they want it

Every marketer's dream is to overhear what customers say about their company and discover their future purchasing plans. With *Chatter Marketing*, Neil Rosen reveals how keeping tabs on the “chatter” produced by customers—questions on Twitter, searches on websites, products “liked” on Facebook, posts in user groups—gives marketers an unprecedented look into the minds of their customers.

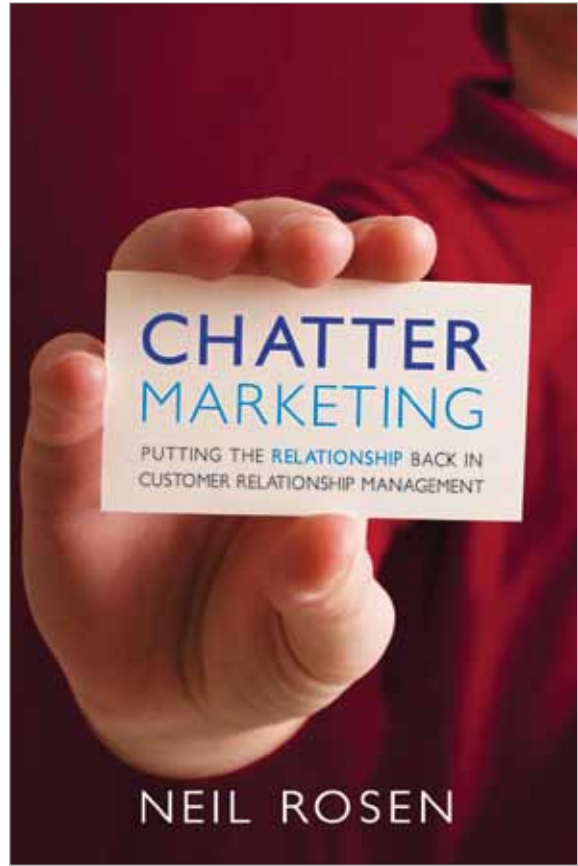
Rosen shows how companies can collect and analyze this chatter to

- Get to consumers before they use a search engine and bring up competing products
- Deliver just-in-time content—white papers, blog comments, or YouTube videos—that builds customer trust and seals the sale
- Identify key customers—the ambassadors, influencers, and experts
- Build a website optimized for collecting chatter and interacting with consumers
- Significantly increase customer acquisition and retention

Chatter Marketing is the perfect companion to help marketers succeed in the evolving online landscape.

MARKETING

- National broadcast and print media campaign
- Online targeted marketing campaign
- Online workshop and leadership series
- Advertising in national online trade outlets
- www.chattermarketingbook.com



Neil Rosen is president and CEO of eWayDirect, a Connecticut-based emarketing company offering a single integrated platform that combines world-class email marketing, website reengagement, viral marketing, social networks, and desktop delivery with the ability to utilize all facets in an integrated strategy. With continued entrepreneurial enthusiasm and a proven track record of successful ventures, Neil opened eWayDirect in 2000. This is the third new venture he has founded and guided to success.

Chatter Marketing: Putting the Relationship Back in Customer Relationship Management

Neil Rosen
 Print ISBN: 978-1-937110-08-6
 Ebook ISBN: 978-1-937110-09-3
 \$18.95/\$5.99
 October 2011
 Hardcover
 6 x 9
 200 pages
 Business/Internet Marketing
 Emerald Book Company
 Author hometown: Fairfield, CT

THESE FLAVORFUL, NUTRIENT-DENSE MEALS give readers the energy they need to lead an active life for years to come and pursue your passions with enthusiasm and delight.

Visually stunning and potentially life-changing, *Essential Nourishment* is a cookbook and nutrition guide fusing an appreciation for the sensual pleasures of natural foods with a sensible approach to nourishment. It is a feel-good guide to living well, one delicious meal at a time, one nurturing action at a time. The recipes inspire readers to create dishes that are both mouthwatering and easy to make.

Essential Nourishment helps readers to:

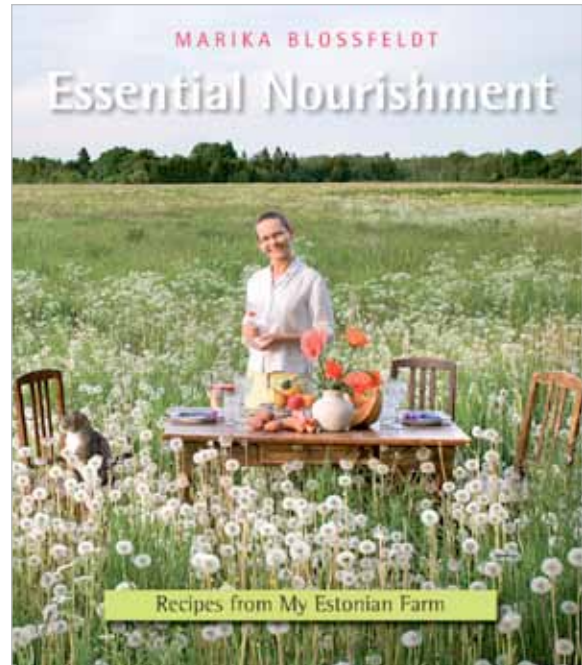
- choose food purposefully, making food their friend and not their enemy
- understand how their moods are affected by the foods they eat
- discover how they can stabilize their blood sugar naturally by consciously eating balanced meals
- achieve weight loss—without counting calories or dieting—simply by eating great-tasting, nourishing foods

Essential Nourishment presents the topic of food from a holistic point of view and encourages readers to harness food's nurturing potential by choosing food with awareness and intention. At the same time, *Essential Nourishment* is a beautifully designed everyday cooking guide. Each recipe is accompanied by a sensuous photograph—taken at Polli's farm in Estonia, an exquisitely photogenic and serene environment.

Essential Nourishment shows readers how to shift effortlessly toward a healthy and fulfilling lifestyle. It brings fun to the kitchen, well-being to the body, clarity to the mind, and joy to the heart.

MARKETING

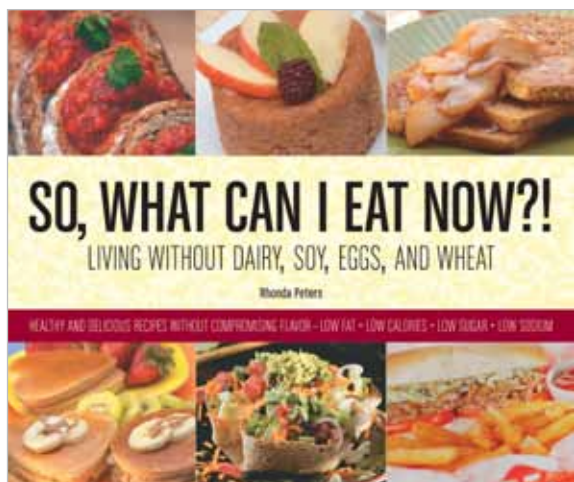
- National trade marketing and sales campaign
- Online marketing campaign, including social media
- Author book signings at local retailers
- Author sales tour around Bay Area, Santa Cruz, and Napa Valley
- Local restaurant outreach for display and sales



Marika Blossfeldt formalized her culinary skills by completing a program of study with world-renowned nutrition specialists at the Institute for Integrative Nutrition in New York City. As a holistic health coach, she now inspires other women to step into the limelight of their own lives by making self-care a priority.

Essential Nourishment: Recipes from My Estonian Farm

Marika Blossfeldt
 Print ISBN: 978-0-615429-27-4
 \$34.99
 October 2011
 Paperback
 8.75 x 10
 304 pages
 Cookbook/Nutrition
 Delicious Nutrition
 Author hometown: New York, NY



Rhonda Peters is a diet counselor and certified professional food manager. Rhonda is a member of The Food Allergy and Anaphylaxis Network (FAAN), Celiac Disease Foundation, American Heart Association, and American Diabetes Association. Rhonda is also the Phoenix Gluten-Free Food Examiner for Examiner.com.

So, What Can I Eat Now?!: Living Without Dairy, Soy, Eggs, and Wheat

Rhonda Peters
 Print ISBN: 978-0-615-28593-1
 \$14.99
 November 2011
 Paperback
 9.5 x 8
 120 pages
 Cooking/Health & Healing
 Rhonda's Cooking, LLC
 Author hometown: Phoenix, AZ

A HEALTHY COOKBOOK THAT contains tasty recipes that are 100 percent dairy-free, soy-free, egg-free, gluten-free (wheat-free), and artificial ingredients-free.

Rhonda Peters was inspired to write *So, What Can I Eat Now?!* for two reasons: first, she wanted to inspire and teach people how to cook healthier; and second, she discovered that she had multiple food allergies and food intolerances, in addition to other health concerns including thyroid disease and rheumatoid arthritis. The recipes are low in sodium, sugar, fat, and calories, which are all important to avoid for people challenged with diabetes, high cholesterol, and high blood pressure.

What makes this book stand out—besides offering delicious ideas for healthy meals—is that each recipe has a full-color photo, as well as nutrition facts. Several recipes in the book were inspired by Rhonda's hometown, Angie, Louisiana. She offers creative alternatives for breakfast, lunch, and dinner, including

- Pancake Sandwich
- Twisted Hummus
- Stuffed Mushrooms
- Oven-Fried Chicken
- Almost New Orleans Po-Boy
- Cornless Cornbread Dressing
- Apple-Cinnamon Mini Muffins

MARKETING

- National trade marketing and sales campaign
- National print and broadcast media campaign
- Online media campaign, featuring an author blog and website with exclusive online resources
- Targeted trade advertising campaign
- Social networking campaign, including promotion through Facebook, YouTube, and Twitter

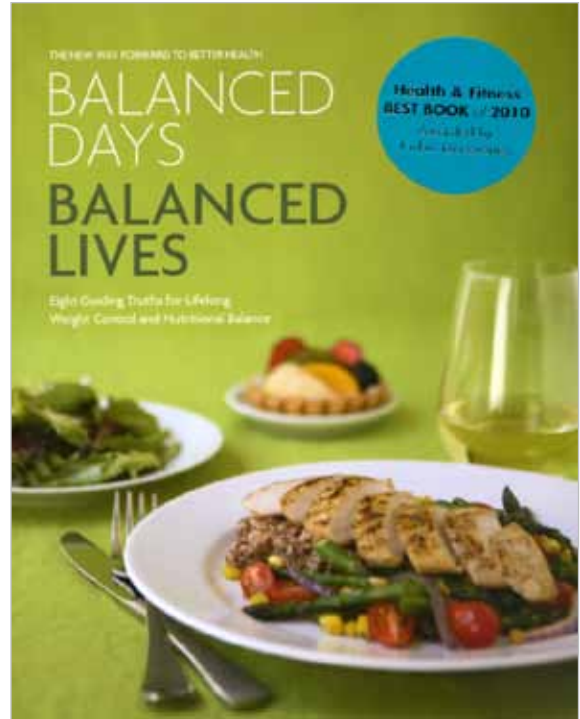
AN ANTIDOTE TO THE familiar falsehoods that the commercial diet industry has promoted for decades

In these pages, meet forty-two real people—representative of thousands more—who have moved beyond the hype and gotten down to the business of living better, healthier lives. They are the pioneers of a hopeful “New Way Forward” in the nation’s struggle to reverse the dangerous, rising trends of obesity and chronic disease. Learn their methods and strategies for success in *Balanced Days*, *Balanced Lives*. By reading these inspiring stories of change, readers will see that achieving a healthy lifestyle is well within their reach. Discover that good health comes not from deprivation, but from great bounty and pleasure.

Readers who live by the truths and the real-life examples in this book will—finally, at long last—be in charge of their bodies’ health and on the path to improved fitness and lifelong weight control.

MARKETING

- National trade marketing and sales campaign
- National print media campaign
- Internet advertising, including author website and key words advertising
- Targeted campaign towards health care professionals
- Public relations campaign to generate 10,000,000 consumer impressions in print and internet
- www.balanceddaysbalancedlives.com



Jim Ray is the CEO of PrePak Products, owners of the Balanced Days, Balanced Lives and NutriMirror® brands. It was Jim’s battle against high blood pressure, along with his doctor’s advice to limit sodium intake to “one teaspoon per day,” that led him to design and build the NutriMirror Food Journal system. This empowering diet analysis tool shows exactly how the way you eat and move contributes to your overall nutritional and calorie balance and your long-term health. NutriMirror has since helped thousands of people in the same way it helped Jim.

Balanced Days, Balanced Lives: Eight Guiding Truths for Lifelong Weight Control and Nutritional Balance

Jim Ray; Michael Ray; Pam Ray
 Print ISBN: 978-1-936292-00-4
 \$24.00
 September 2011
 Paperback
 7.25 x 9.25
 306 pages
 Health & Medicine/Nutrition
 PrePak Products, Inc.
 Author hometown: Los Angeles, CA



Zouhair Zairi left his family in Morocco and touched down in New York at the age of nineteen. In 2002, Zouhair became the executive chef and director of his own restaurant, Spices. It was named Best New Restaurant in Maui. His abilities and passion earned him the coveted Culinary Excellence Award from the JW Marriott Resort & Spa and a Certificate of Appreciation from the White House.

Moorish Fusion Cuisine: Conquering the New World

Zouhair Zairi
 Print ISBN: 978-1-934572-98-6
 \$38.00
 October 2011
 Hardcover
 9 x 12
 208 pages
 Cooking/Regional & Ethnic/Africa
 Emerald Book Company
 Author hometown: Maui, HI

A MOUTHWATERING CULINARY TOUR de force fusing ancient Moroccan traditions with the diverse flavors and cooking styles of North America

Moroccan-born chef Zouhair Zairi arrived in New York City at the tender age of nineteen with no plans, a love of the culinary arts, and only \$500 in his pocket. After graduating from the culinary School of Hard Knocks, his extensive training and diverse experiences in various regions of the United States led to this groundbreaking collection of Moorish fusion recipes.

Relying heavily on memories of his mother's and grandmother's fare in his youth, Zairi introduces a unique approach to the ancient gastronomy of his homeland. Moroccan ingredients—such as rose petals and orange blossom water—blend with the cooking styles of the American South, Pacific Northwest, West, and Pacific Islands to create fresh tastes that engage all five senses. From tapas inspired by Zairi's love for sushi to meat dishes such as Lamb Kebobs with Mint-Tomato Relish, readers will delight in the many fresh, bold recipes that reflect Zairi's passion for invention.

Few cookbooks have been written on the cuisine of the Moors, and Zairi approaches traditional recipes with an eye for lighter ingredients, while never sacrificing Moorish authenticity. The author's straightforward approach, emphasizing organic and local produce and including artful, four-color photography, will appeal to and satisfy readers with any level of cooking experience.

MARKETING

- National trade marketing and sales campaign
- National print and broadcast media campaign
- Online social networking campaign, including advertising on Facebook
- Blog campaign, including targeted banner ads

AT TURNS HARROWINGLY VIOLENT and darkly funny, this Dust Bowl-era coming-of-age story brims with offbeat characters from the wrong side of the tracks

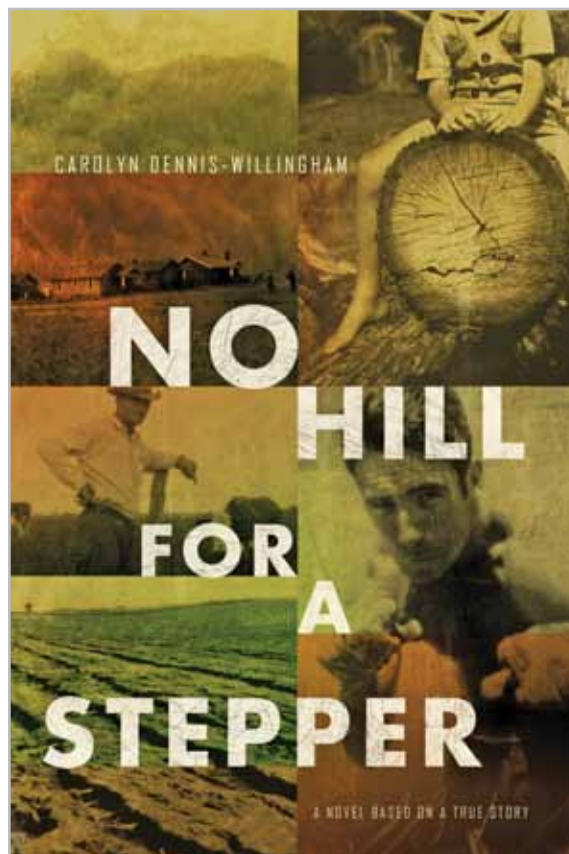
In 1948, Cono Dennis boards a train to Temple, Texas, the same place he had escaped from four years before, when his father's violence finally pushed him over the edge. Now eighteen years old, a boxer, and a master sergeant in the Army Air Force responsible for thousands of men, he thinks his father's invitation to return to Temple to spar with him is too good to pass up.

As the train carries him toward retribution, Cono recalls the gritty events from his hardscrabble childhood spent in a series of dusty West Texas towns. He immerses himself in the nostalgia of devil's claws, "tush hogs," true-to life Texas cowboys, and rumored Bonnie and Clyde sightings. But these recollections are overshadowed by an unforgettable desire for a better life and other memories that crawl over him like ants at a Sunday picnic, dig in, and make him more determined than ever to be the one standing at the end of the round. Once he throws his first punch, will he be able to stop?

Based on the childhood of the author's father, *No Hill for a Stepper* is a poignant retelling of a boy's determination to escape the desperate life he was born into.

MARKETING

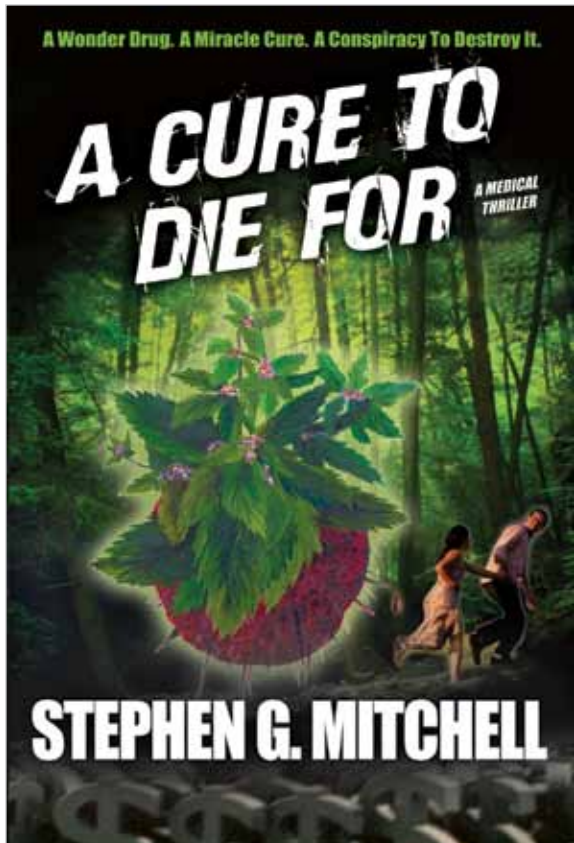
- National print and broadcast media campaign
- Online media campaign, including blog outreach
- Targeted trade advertising campaign
- Online social networking campaign, including advertising on Goodreads and Facebook
- www.cdwcreations.com



Carolyn Dennis-Willingham is a writer of poetry, memoir, and children's books. Starting with a membership in Quill and Scroll, a national high school journalism honor society, she continued writing through college and into adulthood. She is currently a member of the Writers' League of Texas. A graduate of the University of Texas in child development, Ms. Dennis-Willingham is the past president of Raising Austin, an organization to help improve the quality of care for the youngest and neediest children in the city.

No Hill for a Stepper: A Novel

Carolyn Dennis-Willingham
 Print ISBN: 978-1-937110-00-0
 Ebook ISBN: 978-1-937110-05-5
 \$24.95/\$4.99
 October 2011
 Hardcover
 5.5 x 8.5
 376 pages
 Fiction/Coming of Age
 Emerald Book Company
 Author hometown: Austin, TX



Stephen G. Mitchell lives in Helena, Montana, with Beverly, his lifelong companion. He has been a sales trainer, Wall Street trader, builder/developer/contractor, cowboy, skier, and sailor. A lifetime student of the human condition and a professional neurotic, Mr. Mitchell is one part novelist, one part investigative journalist, and one part teller of wild tales, most of which are true.

A Cure to Die For: A Medical Thriller

Stephen G. Mitchell

Print ISBN: 978-0-9832060-0-2

Ebook ISBN: 978-0-9832060-1-9

\$15.99/\$9.99

July 2011

Paperback

6 x 9

360 pages

Fiction/Thriller

Creative Artists Publishing

Author hometown: Helena, MT

A WONDER DRUG. A miracle cure. A conspiracy to destroy it.

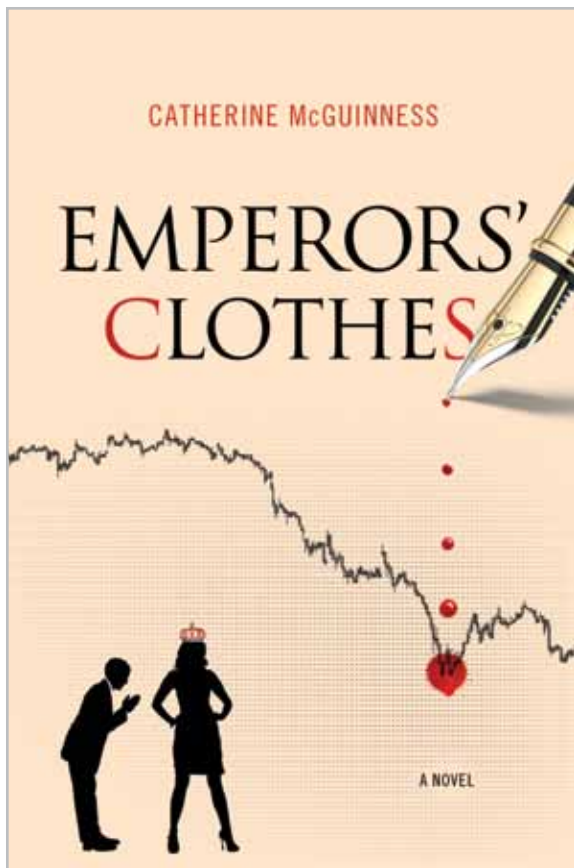
A genetically engineered cure for the common cold turns out to be a cure for cancer. It threatens to put a major pharmaceutical company, along with about half the medical community, out of business. They will stop at nothing to destroy it before it destroys them.

Amid harrowing kidnappings, manhunts, political and corporate intrigue, Wall Street corruption, drug addiction, suicides, arrests, and terrifying escapes—in the Montana wilderness, in the high-tech world of Houston, Texas, in the political cesspool of Washington, DC, in the teeming jungles of Mexico, and on a 26,000-square-mile Indian reservation—a man and a woman fight to survive the perilous journey where the fate of a healthy planet hinges on the survival of a tiny seed.

A crisis of medical and corporate greed sweeps the country. The government and the media conspire with the medical industry to keep a miracle drug off the market. This book is a medical thriller that is part adventure, part mystery, and part love story, and a novel about two people who stand against a broken world.

MARKETING

- National trade marketing and sales campaign
- National broadcast and print media campaign
- Online publicity, including book review campaign
- Online marketing campaign, including blog outreach and author podcast
- www.acuretodiefor.com



Born and raised in Brooklyn, New York, **Catherine McGuinness** graduated with a BA in English literature from Fordham College. Building a career in executive recruiting from London to New York, her work experience spans global executive search firm Heidrick & Struggles and Dell, Inc. She currently remains active in executive recruiting through her partnership with the boutique executive search firm, Preod Corporation.

Emperors' Clothes

Catherine McGuinness
 Print ISBN: 978-1-937-110-04-8
 Ebook ISBN: 978-1-937-110-06-2
 \$14.95/\$3.99
 October 2011
 Paperback
 6 x 9
 380 pages
 Fiction
 Emerald Book Company
 Author hometown: Austin, TX

PART CAUTIONARY TALE, PART farce, *Emperors' Clothes* tells the story of two executives and one mob boss who put a Sopranos-style spin on corporate strategy

Stewart Narciss, whose accomplished father prefers the company of his hairless cats to that of his only son, equates executive status with self-worth. To impress the movers and shakers, Stewart hooks his career to the rising power of human resources. Unfortunately for the employees on his watch, lying prostrate before his coldfish father is the closest this executive comes to touchy feely. As his efforts to bond with his father, and his company's CEO, are rebuffed, Stewart manipulates the succession process at TMC Corporation, assuring his place as consiglieri to a future boss.

Enter Carol Himmler, a beautiful yet ruthless executive who chews up employees with the indifference of a wild animal eating her young. When a chemical spill results from workforce cuts she made, Carol hires mobster Sal Scruci to make the problem go away. The only problem is Scruci never goes away. All hell breaks loose when Sal reinvents himself as an executive talent scout—not a guy who takes no for an answer.

As self-centered agendas drive shortsighted decisions, TMC heads down a bumpy road—and everything from carefully cultivated allegiances to personal integrity suffers.

Emperors' Clothes is a rollicking tale told with trenchant wit and insight, leaving readers to wonder who's really the bad guy and if the emperors ever had any clothes.

MARKETING

- National print and regional broadcast and print media campaign
- Regional book club and library outreach (including donations of books) and book festival promotion
- Targeted media outreach on issues of corporate malfeasance, unethical leadership, and mob corporation connections
- Online marketing campaign, including website, author marketing blog, blog outreach, and social media
- Author speaking events through corporate engagements and affinity groups
- <http://catherinemcguinness.com>



A SERIAL KILLER IS gruesomely murdering teens in a small Minnesota town, and it's up to retired special agent Nube Lawson to stop the murderer before he strikes again

After the tragic death of his wife and unborn child, Nube Lawson hopes to put some distance between him and the memory of his lost family, so he retreats from the busy streets of Washington, DC, and his demanding career as an FBI special agent to a small Minnesota town. He spends his days maintaining a golf course, playing a few rounds with the guys, and sitting on the porch with his dog.

His idyllic life is shattered when the mutilated body of a young woman is found in a gravel pit outside of town. The murder shakes up the locals, who are shocked at the thought of a killer loose on their bucolic streets. The local police chief, who doesn't think he has what it takes to nab the killer, pulls Nube into the investigation.

A second mangled body of a teenager is discovered in the same pit, and Nube fears that they're dealing with a sociopath who's bound to strike again. As he circles in on the murderer, his interest in a single mother and her young son heats up. When the killer threatens the boy's life, Nube vows to keep the child safe at all costs.

MARKETING

James A. Mohs holds a BS from St. John's University in Collegeville, Minnesota, where he played baseball for four years, and an MD from the University of Minnesota's Medical School. He was named Outstanding Family Physician in Minnesota in 1997 by the Minnesota Academy of Family Physicians. He enjoys reading, writing, and playing golf in addition to spending as much time as possible with his wife, children, and grandchildren.

The Fed Man

James A. Mohs

Print ISBN: 978-1-937110-02-4

Ebook ISBN: 978-1-937110-16-1

\$14.95/\$9.99

October 2011

Paperback

5.5 x 8.5

312 pages

Fiction/Crime

Emerald Book Company

Author hometown: Minneapolis, MN

- Local newspaper outreach for reviews, interviews, and articles
- Local television station outreach for interview and inclusion in local programming
- Area radio station outreach for interview and inclusion in programming
- Book signings at area universities, bookstores, and other establishments
- Outreach to online publications regarding interviews
- www.jamesmohs.com

A DEMON AND AN angel—one climbing the corporate ladder, the other a step away from total ruin—both know that salvation lies with one woman's desperate choice

Katharine Geryon is living the life her family name has dictated, and why not? After all, it has given her a good job in the family company and a fine life with all the things she should want. But all that changes as increasingly disturbing events begin to occur: soot stains on the carpet, glimpses of strange black animals, and cryptic messages written on her bathroom mirror. Baffled and afraid, Katharine begins to doubt her own sanity.

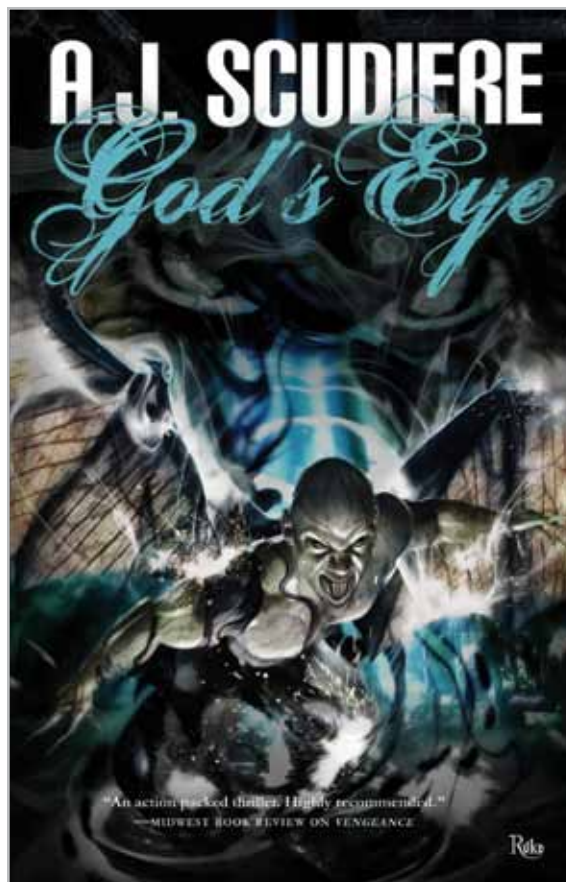
At the same time, two charismatic men enter her life: Allistair, her new assistant at work, and Zachary, a well-heeled neighbor who just moved into her building. Katharine soon finds each of them inextricably entangled in her affairs. As her life becomes stranger and her dreams more terrifying, she realizes neither man is what he seems and that she's caught in something far beyond her own comprehension. For the first time, she must reach beyond her own boundaries. There Katharine forges her first true friendship with Margot, a librarian who helps her discover what these men really are, why she's drawn to them, and what they want with her.

The answer places Katharine in the middle of a fierce battle that forces her to decide between the two men fighting for her soul.

In the end, only one can be saved, but all three will be judged.

MARKETING

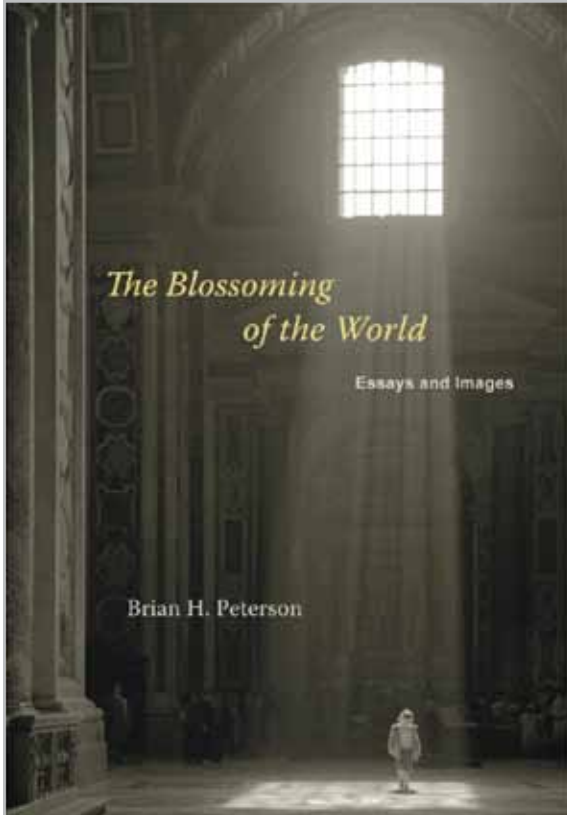
- National trade marketing and sales campaign
- National radio campaign
- Online marketing campaign, including website, author podcast, and social media
- Targeted advertising in trade publications
- Extensive outreach to the blog community
- Author signings at national conventions and book fairs
- Additional formats available, including an AudioMovie
- www.ajscudiere.com



A.J. Scudiere has lived in Florida and Los Angeles among a handful of other places. Recent whims have brought the dark writer to Tennessee, where home is a deceptively normal looking neighborhood just outside Nashville.

God's Eye

A.J. Scudiere
 Print ISBN: 978-0-9799510-8-4
 Ebook ISBN: 978-0-9799510-7-7
 \$14.95/\$9.99
 October 2011
 Paperback
 5.5 x 8.5
 432 pages
 Fiction/Occult & Supernatural
 Griffyn Ink Publishing
 Author hometown: Nashville, TN



Brian H. Peterson, the Gerry and Marguerite Lenfest Chief Curator at the James A. Michener Art Museum in Bucks County, Pennsylvania, has more than thirty years of experience as an artist, curator, critic, and arts administrator in the Philadelphia area. His recent memoir, *The Smile at the Heart of Things: Essays and Life Stories* (2010), was copublished by the Michener Art Museum and Tell Me Press. Also a practicing photographer, Peterson has had more than thirty solo exhibitions at galleries and museums throughout the country since 1980.

The Blossoming of the World: Essays and Images

Brian H. Peterson
 Print ISBN: 978-0-9819835-8-5
 \$34.95
 July 2011
 Hardcover
 7 x 10
 256 pages
 Photography
 Tell Me Press, LLC
 Author hometown: New Haven, CT

FULL-COLOR REPRODUCTIONS OF PETERSON'S photographs accompany and enrich this collection of essays and reflections

In *The Blossoming of the World*, Brian H. Peterson—author of the critically acclaimed *The Smile at the Heart of Things*—picks up both pen and camera and journeys to the deep end of life. Along the way he confronts some painful contradictions—beauty and violence, love and grief—and reflects on illness, family, death, dreams, epiphanies, and the birth of self-awareness.

More storyteller than philosopher, Peterson struggles to reconcile his Christian faith with his love of science, creativity, and spirituality in all its manifestations. Through word and image he quietly looks for—and finds—the common ground that unites thinking and compassionate people of all shapes and sizes.

MARKETING

- National trade marketing and sales campaign
- National print and broadcast media campaign
- Print and online media advertising
- Online media campaign, including targeted blog outreach
- Targeted marketing to libraries, bookstores, and art and cultural associations
- Targeted trade advertising campaign
- Full-service public relations campaign for media features and book reviews
- Bookstore and library presentations by the author
- www.brianhpeterson.com

THE INSPIRING STORY OF how one woman's journey through poverty and debilitating illness catapulted her to the halls of power as a successful businesswoman

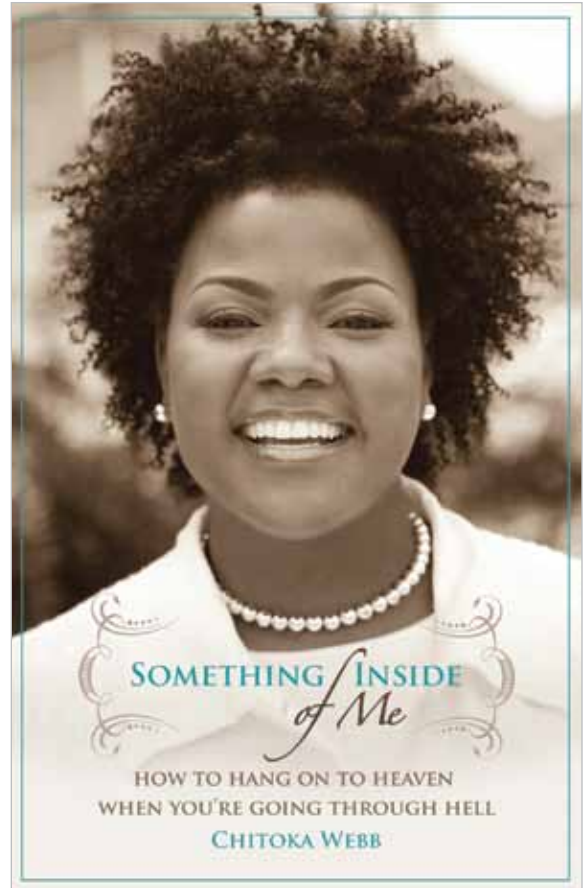
Long before Internet selling was the rage, a preteen Chitoka Webb sold what others saw as junk for a profit. At the age of thirteen, she talked her way into a job as the youngest checker at a local grocery store. Without a college degree, through tenacity, grit, and a healthy dose of faith in herself, Chitoka became the owner of several businesses before the age of thirty.

In *Something Inside of Me*, Chitoka Webb shares her poignant, funny, and inspiring life story from her humble beginnings in the Nashville housing projects to her rise as the CEO of several companies. Through stories of the many struggles she faced, from poverty to racism to the loss of her vision, Chitoka demonstrates the amazing human ability to triumph over extreme adversity through willpower, faith, and a constant love for oneself.

Connecting with readers from all walks of life, Chitoka will inspire you to find the “something” inside that provides the hope and courage to discover what is most important to you, and to attain it for yourself.

MARKETING

- National trade marketing and sales campaign
- National broadcast and print media campaign
- National author speaking events
- Targeted trade and consumer-focused advertising campaign
- Online marketing campaign, including author blog, videos, and social media
- Virtual author tour and nationwide book-signing tour
- In-person pitch meetings between author and librarians/booksellers



Chitoka Webb is a successful business owner, motivational speaker, and author who lives in Hendersonville, Tennessee. She opened her own barbershop in October 2001. Some of Webb's successes include being appointed by the governor of Tennessee as a trustee to a state-appointed board, working as a mentor for the Nashville Juvenile Justice Center, serving as president of the Nashville Chamber of Commerce Business Council, and being elected to the prestigious Entrepreneurs' Organization.

Something Inside of Me: How to Hang On to Heaven When You're Going Through Hell

Chitoka Webb

Print ISBN: 978-1-934572-86-3

Ebook ISBN: 978-1-934572-95-5

\$13.95/\$9.99

July 2011

Paperback

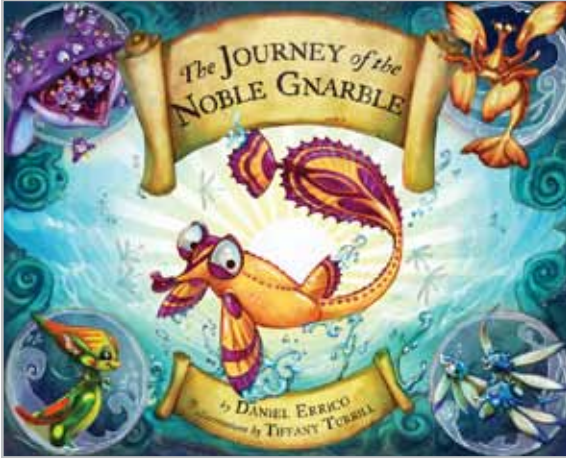
5.5 x 8.5

160 pages

Biography & Autobiography/Personal Memoir

Emerald Book Company

Author hometown: Nashville, TN



Daniel Errico is a multimedia children's author whose stories emphasize themes of perseverance and resilience, as well as highlight a fundamental curiosity about the world. His sea of works can be found in collections, mobile apps, and internationally bestselling ebooks. Daniel is also the creator of FreeChildrenStories.com, which offers free and original media for kids. He currently resides in New Jersey where he has yet to spot that elusive gnarble.

The Journey of the Noble Gnarble

Daniel Errico
 Print ISBN: 978-1-934572-89-4
 \$14.95
 October 2011
 Hardcover
 10 x 8
 32 pages
 Children's/Juvenile Fiction
 Emerald Book Company
 Author hometown: Hoboken, NJ

FAR BELOW THE OCEAN waves...

A gnarble left his cozy bed along the ocean floor. He had dreamt about a place that he had never seen before!

He headed to the surface for a glimpse of sun and sky. The trip was so impossible, he'd be the first to try.

Gnarbles can't swim far with little fins and floppy tails. What makes this gnarble noble isn't written on his scales.

You won't believe the new fantastic creatures that he found. But did he reach the top or did he quit and turn around?

The thrilling tale of the noble gnarble, accompanied by vibrant, four-color illustrations, will delight children ages three to six—and their parents, too!

MARKETING

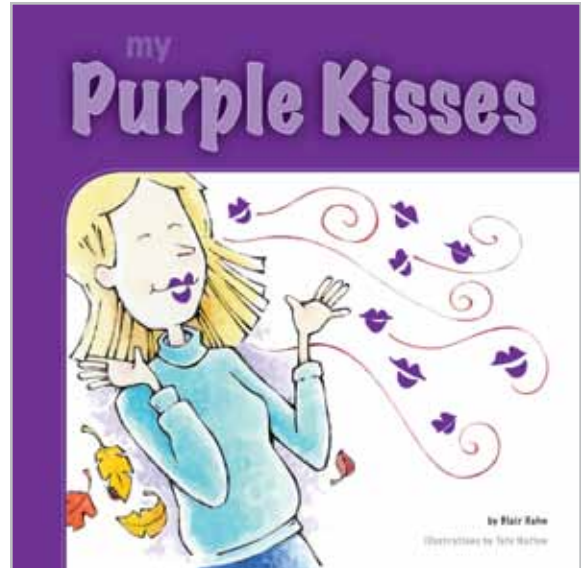
- National trade marketing and sales campaign
- National print and broadcast media campaign
- National author tour and readings
- Online media campaign, including targeted blog outreach
- Online social networking campaign
- Targeted trade advertising campaign
- Author has already sold over 30,000 ebooks on BN.com this year

A CREATIVE CHILDREN'S PICTURE book series featuring cheerful, imaginative illustrations for children under eight.

My Purple Kisses, the second in the Purple Series, is a creative children's picture book written for children under eight years old that tells a story about a mother's love. From dad to the kids to the family dog, everyone is the subject of Mom's big soft purple kisses and her unconditional love. Throughout the book, children can look for Mom's kisses in various environments and also find a friendly lady bug that hides on each page. In addition to entertaining, *My Purple Kisses* teaches a simple, yet relevant lesson about unconditional love.

MARKETING

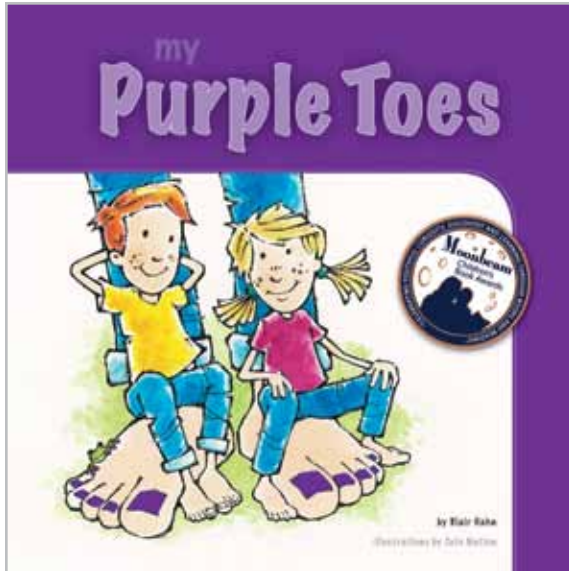
- National trade marketing and sales campaign
- National print and broadcast media campaign
- Online marketing campaign, including blog outreach
- Online social networking campaign
- Targeted trade advertising campaign
- www.mypurpletoes.com



Blair Hahn is a dedicated husband and father of two grown children. His first book, *My Purple Toes*, won the 2010 Moonbeam Children's Book Award as a board book. The series was inspired by a lighthearted experience with his teenage daughter. Blair hopes to share his story and life lessons while giving back to the community by donating a portion of his book proceeds to the nonprofit Soles4Souls. In addition to his passion for family and philanthropy, Blair is an accomplished attorney, and a founding managing partner of the South Carolina law firm, Richardson, Patrick, Westbrook & Brickman, LLC.

My Purple Kisses

Blair Hahn
 Print ISBN: 978-0-983-47781-5
 Ebook ISBN: 978-0-984-45568-3
 \$15.95/\$4.99
 September 2011
 Hardcover
 10 x 10
 32 pages
 Children's
 My Purple Toes, LLC
 Author hometown: Charleston, SC



A CREATIVE CHILDREN'S PICTURE book series featuring cheerful, imaginative illustrations for children under eight.

My Purple Toes, a 2010 Moonbeam Children's Book Award winner, is a creative children's picture book written for children under eight years old that tells a story about a father's experience navigating life with purple painted toenails. From Mom to the kids to their dog, everyone reacts differently to Dad's purple toes, showing their surprise, embarrassment, and even laughter. Throughout the book, children can look for Dad's toes in various environments and also find a friendly frog with purple toes that hides on each page. In addition to entertaining, *My Purple Toes* teaches a simple, yet relevant lesson about the importance of acceptance, enjoying life, and being different.

MARKETING

Blair Hahn is a dedicated husband and father of two grown children. *My Purple Toes*, his first book, won the 2010 Moonbeam Children's Book Award as a board book. The series was inspired by a lighthearted experience with his teenage daughter. Blair hopes to share his story and life lessons while giving back to the community by donating a portion of his book proceeds to the nonprofit Soles4Souls. In addition to his passion for family and philanthropy, Blair is an accomplished attorney, and a founding managing partner of the South Carolina law firm, Richardson, Patrick, Westbrook & Brickman, LLC.

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- Targeted trade advertising campaign
- www.mypurpletoes.com

My Purple Toes

Blair Hahn
 Print ISBN: 978-0-983-47780-8
 Ebook ISBN: 978-0-984-45569-0
 \$15.95/\$4.99
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 Hardcover
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 Children's
 My Purple Toes, LLC
 Author hometown: Charleston, SC

***THE ADVENTURES OF BLUE OCEAN BOB* is a children's book series based upon timeless principles of achievement.**

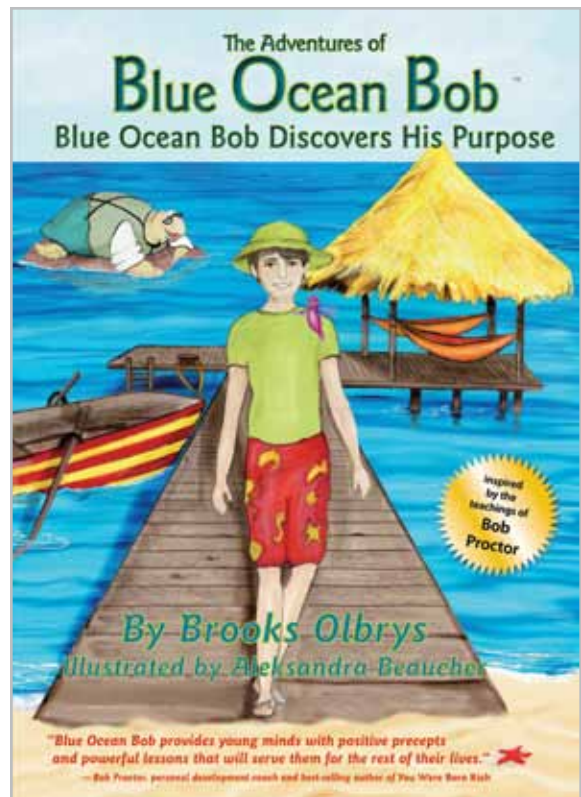
The stories, and the lessons they reveal, are inspired by the work of outstanding individuals who have spent their lives researching and teaching these principles, including Wallace D. Wattles, Napoleon Hill, Earl Nightingale, and, for the past fifty years, Bob Proctor. While many of the principles in *The Adventures of Blue Ocean Bob* may appear basic or widely accepted, they are often not taught to children as part of a regular school curriculum.

The *Blue Ocean Bob* books and products are fun, colorful, and inspiring while also providing children with a framework for success in any endeavor they choose to pursue. In addition, the *Blue Ocean Bob* characters and stories will develop an appreciation and respect for our oceans and sea life in children from an early age.

In volume one, a picture book entitled *Blue Ocean Bob Discovers His Purpose*, young Bob yearns for a greater sense of fulfillment. Accompanied by his friend Xena, an overly cautious hummingbird, he sets out to ask the happy sea creatures to share their wisdom with him. His quest leads him first to Al, a playful and spirited dolphin, and then to the local sage, an old turtle named Doc, who finally helps Bob realize his passion and discover his purpose—to protect the sea, and all life within it.

MARKETING

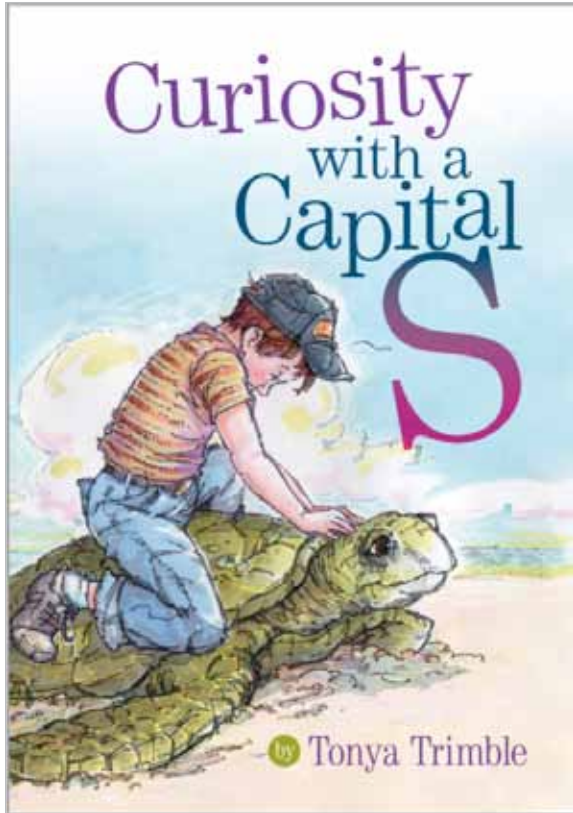
- National trade marketing and sales campaign
- National print and broadcast media campaign
- Online marketing campaign, including website blog outreach and Facebook
- Targeted trade advertising campaign



Brooks Olbrys has long been intrigued by the philosophies of success in high school, but his interest in the subject was truly ignited when he began to study the work of Bob Proctor. After the birth of his son, Brooks became inspired to make these principles more accessible to children. *Blue Ocean Bob Discovers His Purpose* is the first book in *The Adventures of Blue Ocean Bob* series.

The Adventures of Blue Ocean Bob: Blue Ocean Bob Discovers His Purpose

Brooks Olbrys
 Print ISBN: 978-0-982913-0-8
 \$16.99
 August 2011
 Hardcover
 8,5 x 12
 32 pages
 Juvenile Fiction/General
 Children's Success Unlimited LLC
 Author hometown: New York, NY



THIS SWEET, POIGNANT STORY of youthful inquisitiveness conveys the texture of life on a South Carolina island during a unique time in United States history

Ten-year-old Tracy worships her big brother, Stan, even though his insatiable curiosity often leads him—and Tracy—into unexpected, eye-opening, and sometimes frightening adventures. When Tracy's family moves to a beautiful South Carolina island during World War II, whole new opportunities for exploration and adventure unfold. Tracy watches with admiration as her brother grows up and learns to channel his curiosity to find his life's passion and pursue his dreams.

Curiosity, with a Capital S is perfect for children, parents, and adults. A comprehensive reader's and teacher's guide will be available for downloading from the publisher's website.

MARKETING

- National trade marketing and sales campaign
- National print and broadcast media campaign
- Targeted trade advertising campaign
- Online media campaign, including targeted blog outreach

Tonya Trimble was born and raised in Tulsa, Oklahoma—although as a child during World War II she lived for a few years on a small South Carolina island. After her high school graduation, she became a Benedictine Sister for eighteen years. She earned a master's degree in elementary education and became certified as a reading specialist. Her forty-five-year career in education included positions as a reading and math consultant, teacher trainer, workshop presenter, school principal, and classroom teacher.

Curiosity, with a Capital S

Tonya Trimble
 Hardcover ISBN: 978-0-9829421-5-4
 Paperback ISBN: 978-0-9816453-9-1
 \$16.95/\$9.95
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 Hardcover & Paperback
 5.25 x 7.5
 144 pages
 Juvenile Fiction/Historical/United States
 Tell Me Press, LLC
 Author hometown: New Haven, CT