

RODALE
FALL
2012





RODALE

Fall 2012

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Also available:

Cook This, Not That!

Cook This, Not That! Easy & Awesome 350-Calorie Meals

Drink This, Not That!

Eat This, Not That! The Best (& Worst) Foods in America

Eat This, Not That! for Kids!

The Eat This, Not That! No-Diet Diet

Eat This, Not That! Restaurant Survival Guide

Eat This, Not That! Supermarket Survival Guide, Revised Edition

Grill This, Not That!

Eat This, Not That! 2013

The No-Diet Weight Loss Solution!

DAVID ZINCZENKO WITH MATT GOULDING

Bestselling authors David Zinczenko and Matt Goulding are back with a fully updated report on what to eat and what not to eat for 2013

Thanks to the publishing sensation *Eat This, Not That!*, American food peddlers are slowly starting to offer more healthful options to consumers. But the supermarkets and restaurants are still bursting at the seams with foods loaded with sugar, fat, and salt. Fortunately, calorie cops Zinczenko and Goulding are back on the case, identifying the calorie bombs and the much better choices for health-conscious consumers.

Featuring all-new research on the ever-changing fast-food and supermarket landscape, *Eat This, Not That! 2013* is the most practical and easy-to-use tool to help people gain control over what they eat. Packed with insider tips and info about advertising and marketing techniques that attempt to deceive the public into consuming more of what's making America fat, the 2013 book is a must-have for anyone who cares about their health and how their body looks.

The No-Diet Weight Loss Solution! works because it's brilliantly intuitive and visual, pitting calorie-laden food choices against much smarter options, with ratings, calorie counts, and other useful facts that help readers instantly eat healthier without sacrificing taste. Weight loss comes down to knowledge and self-discipline. *Eat This, Not That!* does the heavy lifting to empower its readers to achieve success.

DAVID ZINCZENKO, editor-in-chief of *Men's Health* magazine, is the author of the *New York Times* bestsellers *The New Abs Diet* and *The New Abs Diet for Women*. He is a regular contributor to the *Today* show. He lives in New York City and Bethlehem, PA.

MATT GOULDING is a trained chef and food journalist currently living in Barcelona, Spain.

SEPTEMBER

ISBN 978-1-60961-824-7

PAPERBACK ORIGINAL \$19.99 / \$21.99 Can.

DIET / HEALTH

6½" × 6½"

368 pages

400 color photographs

E-book ISBN: 978-1-60961-825-4

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- National radio interview campaign
- Print feature campaign
- Online publicity and promotions
- Promotional support from *Men's Health*, *Women's Health*, *EatThis.com*, *MensHealth.com*, and *WomensHealthMag.com*
- Promoted across Rodale syndication partners
- Simultaneous online direct-mail campaign
- 12-copy floor display ISBN 978-1-60961-955-8, \$319.84/\$408.00 Can.)



SEPTEMBER

ISBN 978-1-60961-358-7

HARDCOVER \$25.99 / \$29.99 Can.

SELF-HELP

6" × 9"

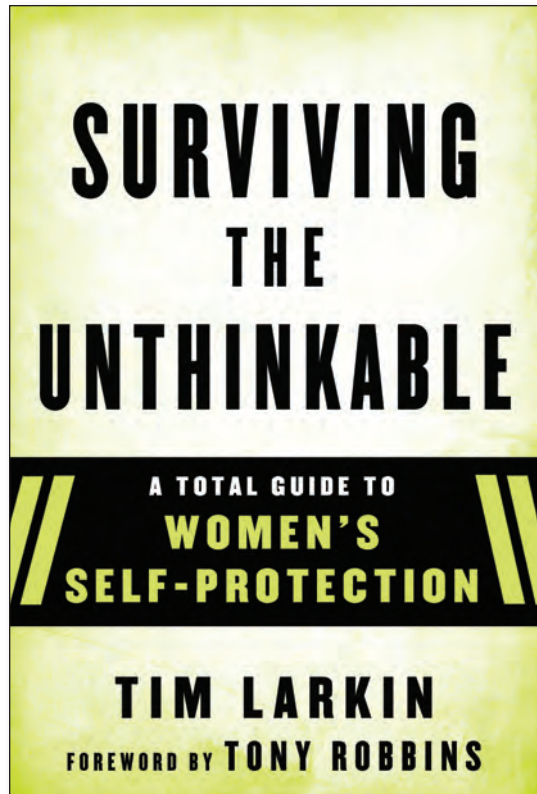
288 pages

20 black-and-white illustrations

E-book ISBN: 978-1-60961-359-4

MARKETING

- National author publicity
- National print features and reviews
- Online publicity and promotions
 - Promotional video
- Promotional support from *Women's Health*
- Tie-in with author's speaking engagements
 - Promoted on author's Web site, TargetFocusTraining.com, and email list



Surviving the Unthinkable

A Total Guide to Women's Self-Protection

TIM LARKIN

FOREWORD BY TONY ROBBINS

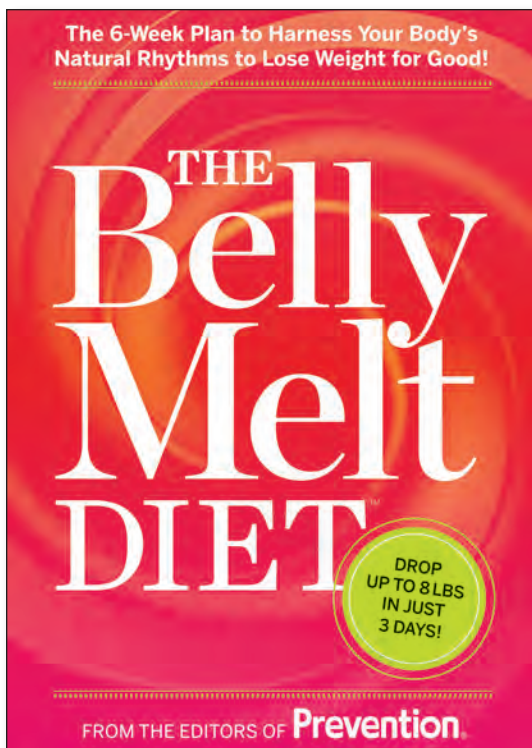
Self-defense expert and former Navy Seal Tim Larkin presents a unique self-protection methodology for the everyday woman in any situation

Approximately 1.9 million women are physically assaulted annually in the United States. In *Surviving the Unthinkable*, Tim Larkin shows women that surviving an attack is not about being physically bigger, faster, or stronger—it's about knowing how to self-protect.

Surviving the Unthinkable reveals the effective, proven principles behind a system that Larkin has used to train everyone from celebrities to soccer moms. He calls it Target Focus Training, and it's a counter-intuitive mind/body approach women can use to protect themselves and their loved ones. The methodology shows readers how to identify risky situations, recognize personal behaviors that may jeopardize safety, and target highly specific areas on an attacker's body for a strategic counterattack.

Larkin discusses how predators think, teaching women how to spot them, outsmart them, and stop them in their tracks. With principles proven to work regardless of size, strength, or athleticism, Larkin's approach will revolutionize women's perspectives on violence and self-protection. Armed with the tools to neutralize any threat, readers will blast through the victim mind-set and live freer, safer, more peaceful lives.

TIM LARKIN is a former Navy Seal, self-defense expert, author of *How to Survive the Most Critical 5 Seconds of Your Life*, and *Black Belt* magazine's 2011 Self-Defense Instructor of the Year. He currently resides in Las Vegas.



AUGUST

ISBN 978-1-60961-842-1

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6½" × 9¼"

368 pages

75 black-and-white photographs

E-book ISBN: 978-1-60961-762-2

MARKETING

- National author publicity
- Radio satellite tour
- Print feature campaign
- Online publicity
- Promotional support from Prevention.com
- Promoted across Rodale syndication partners
- Direct-marketing campaign began in Winter 2012

The Belly Melt Diet

The 6-Week Plan to Harness Your Body's Natural Rhythms to Lose Weight for Good!

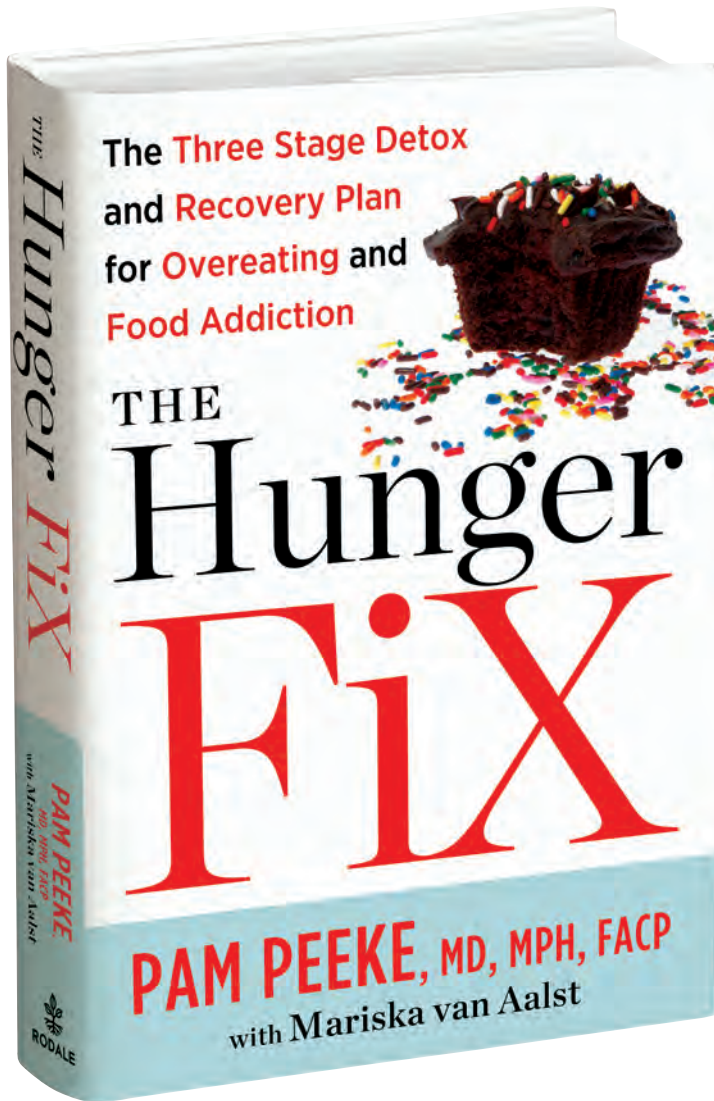
THE EDITORS OF PREVENTION

Readers will say goodbye to belly fat permanently by syncing up their circadian rhythms and other body cycles to make weight loss easy

Most women spend their entire lives fighting their bodies in an effort to lose weight. The latest research reveals that women need to work *with* their bodies to get the best results. It turns out there are right and wrong times to eat, exercise, and sleep—and what works for one woman may not work for the next. *The Belly Melt Diet* teaches women to tune into their own rhythms—not just their sleep/wake cycles, but also the cycles of their hunger hormones. They will also learn the optimal time to exercise, and how to tame the ups and downs of the menstrual cycle to maximize belly fat-burning and overall metabolism boosting.

The simple 2-phase diet plan teaches women how to eat, exercise, and sleep at their best with more than 100 easy and delicious fat-burning recipes, the Perfect Timing Workouts, and the newest research in chronobiology (the study of body rhythms). Real women who tried the Belly Melt Diet lost up to 19 pounds in just 5 weeks and embarked on a slimming, energizing, revitalizing lifestyle that will stay with them for good.

PREVENTION is the #1 healthy lifestyle brand and the largest health magazine in the U.S., with a total readership of more than 9 million.



The Hunger Fix

The Three-Stage Detox and Recovery Plan for Overeating and Food Addiction

PAM PEEKE, MD, MPH, FACP

WITH MARISKA VAN AALST

The author of *New York Times* bestseller *Body-for-Life for Women* presents a groundbreaking neuroscience-based program to rewire your food-addicted brain and get the body you deserve

The body's built-in reward system, driven by the chemical dopamine, is a fascinating adaptation: It tells us to do more of the things that give us pleasure. Creative energy, falling in love, entrepreneurship, and even the continued propagation of the human race are driven by this system . . . just as is, unfortunately, the urge to overeat.

In *The Hunger Fix*, Dr. Pam Peeke uses the latest neuroscience to explain how unhealthy food and behavioral “hooks” have gotten us ensnared; indeed, she shows that dopamine rushes in the body work exactly the same way with food as with cocaine. Luckily, we are all capable of rewiring, and the very same dopamine-driven system can be used to reward us for healthful, exciting, and fulfilling activities. *The Hunger Fix* makes this possible by laying out a lifelong, 3-stage plan that begins with a 3- to 4-week jump start to break so-called destructive fixes and replace them with healthier actions. Fitness guides, meal plans, and recipes are constructed to bolster the growth of new neurons and stimulate the body's reward system. Gradually, healthy fixes like playing games, meditating, having sex, going for a run, laughing, and learning a new language will replace the junk food, couch time, and other bad habits that leave us unhappy and overweight.

PAM PEEKE, MD, MPH, FACP, is the author of *Fight Fat after Forty* and *Fit to Live*. An internationally renowned physician, scientist, and expert on nutrition, metabolism, stress, and fitness, she is also a medical advisor to the White House's Let's Move! campaign. She lives in Bethesda, MD.

SEPTEMBER

ISBN 978-1-60961-452-2

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6" × 9"

304 pages

E-book ISBN: 978-1-60961-453-9

Also available:

Body-for-Life for Women, ISBN 978-1-57954-601-4

Fit to Live, ISBN 978-1-59486-660-9

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising, publicity, and promotions
- Social media via author
- Tie-in with author's speaking engagements
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted through author's Web site, DrPeeke.com

SEPTEMBER

ISBN 978-1-60961-942-8

HARDCOVER \$24.99 / \$28.99 Can.

COOKING / HEALTH

7½" × 9½"

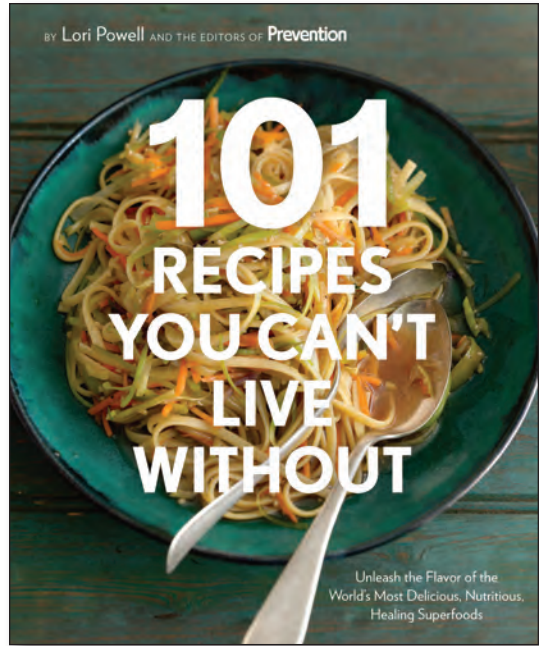
224 pages

55 color photographs

E-book ISBN: 978-1-60961-943-5

MARKETING

- National author publicity
- National print features and reviews
- Online publicity and promotions
- Promotional support from *Prevention* and Prevention.com

**101 Recipes You Can't Live Without**

Unleash the Flavor of the World's Most Delicious, Nutritious, Healing Superfoods

LORI POWELL AND THE EDITORS OF *PREVENTION*

Irresistible, easy dishes that will help readers cultivate healthy bodies

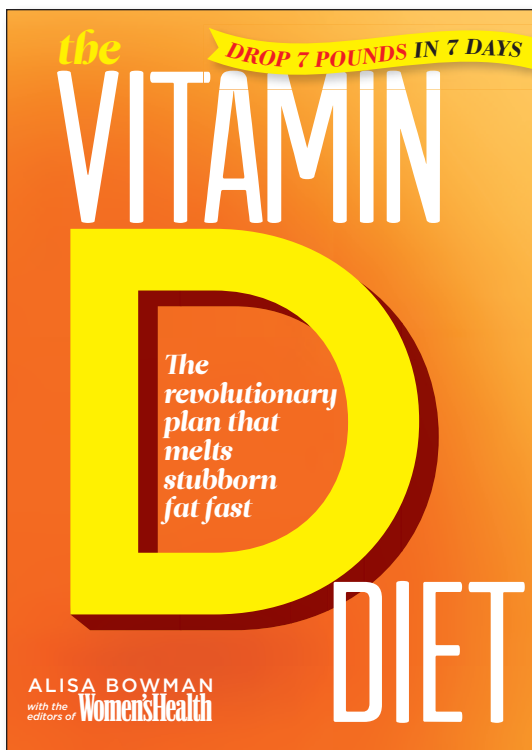
Half of Americans take dietary supplements, with little proof that they do anything to protect their health. What has been proven: the healing power of nutrients in *food*. In *101 Recipes You Can't Live Without*, readers will learn how to get everything they need from their plates—deliciously and without overdoing it on calories.

People who want to feel better, lose weight, and stay healthy for years to come can't rely on pills: They need to know how to eat smarter. *Prevention* has identified the best sources of 13 essential nutrients for a healthy body—the ones research shows have the most disease-fighting potential—and created 101 flavor-packed dishes loaded with them. The secret is combining superfoods. From hearty breakfasts to mouthwatering desserts, readers can rest easy knowing that every bite they take is maximizing their health and satisfying their taste buds. Along the way, they will discover easy food swaps and strategies to help them make the most nutritious choices at every meal.

Let's face it, no one has ever said, "Isn't this vitamin pill delicious?" or bonded with friends and family over a packet of antioxidant supplements. With *101 Recipes You Can't Live Without* readers have the tools they need to craft the healthiest possible diet without feeling deprived.

LORI POWELL is the food director of *Prevention*. She lives in Hellertown, PA

PREVENTION is the #1 healthy lifestyle brand and the largest health magazine in the U.S., with a total readership of more than 9 million.



SEPTEMBER

ISBN 978-1-60960-846-9

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6½" × 9⅛"

336 pages

50 black-and-white photographs

E-book ISBN: 978-1-60961-777-6

MARKETING

- **Confirmed feature in *Women's Health***
- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promotional support from *Women's Health* and *WomensHealthMag.com*
- Promoted on author's Web site, *AlisaBowman.com*

The Vitamin D Diet

The Revolutionary Plan That Melts Stubborn Fat Fast

ALISA BOWMAN AND THE EDITORS OF *WOMEN'S HEALTH*

A 4-week plan backed by the latest science that unlocks the key to melting fat for good

A staggering 70 percent of Americans are now vitamin D deficient. And almost 70 percent of Americans are overweight or obese. Of all the variables we can control, vitamin D may play the most crucial role in controlling appetite and our natural ability to either store or burn fat. The answer is in what you eat. According to new breakthrough research, you can nearly double your weight loss in the same amount of time, and zero in on your #1 trouble spot—your tummy—by maximizing one thing: vitamin D.

The Vitamin D Diet is packed with delicious, D-fortified foods that melt fat fast—readers can expect to lose up to 7 pounds on the 7-Day Speed Melt, and then transition into the full 4-Week Fat Melt. The menus are designed specifically to superdose the body with D, which promotes satiety and eliminates diet-busting cravings. There's even a unique Summer and Winter maintenance plan created around seasonal foods, to further boost mood and short-circuit diet-induced depression. And since readers can enjoy snacks, dessert, even a glass of wine—it's a plan they can follow for life!

Including an easy-to-follow, customizable exercise plan and mouthwatering yet slimming recipes, *The Vitamin D Diet* unlocks the body's fat-melting potential to beat hunger, maximize weight loss, boost energy, and dramatically improve one's health.

ALISA BOWMAN has written for *Women's Health*, *Men's Health*, *Prevention*, and *Better Homes & Gardens*. A former columnist for *Yoga Journal* and senior editor for *Runner's World*, she has coauthored seven *New York Times* bestsellers, and has appeared on the *Today* show, CBS's *Early Show*, and CNN. She lives in Emmaus, PA.



SEPTEMBER

ISBN 978-1-60961-891-9

PAPERBACK \$18.99 / \$21.99 Can.

FASHION

7½" × 9⅛"

256 pages

150 color illustrations

E-book ISBN: 978-1-60961-836-0

MARKETING

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



I Have Nothing to Wear

A Painless 12-Step Program to Declutter Your Life So You Never Have to Say This Again!

JILL MARTIN AND DANA RAVICH

The *New York Times* bestselling 12-step program that helps women deal with the daily crisis of facing a closetful of clothing and yet feeling that they have nothing to wear

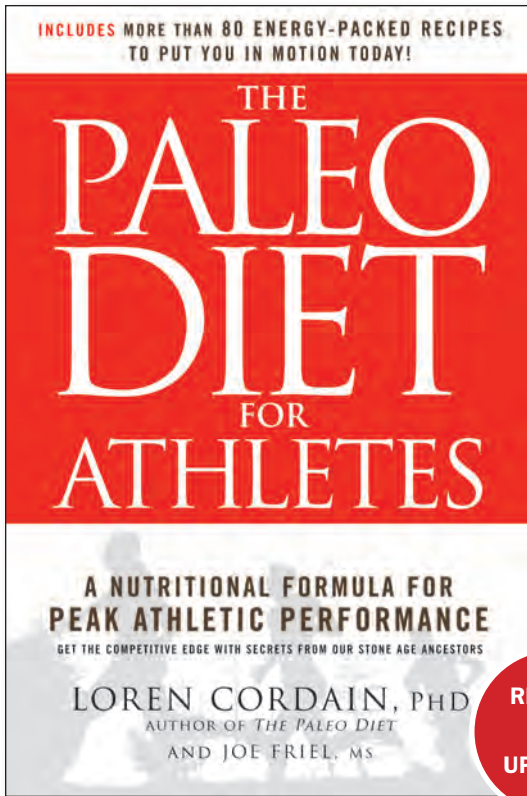
Every woman knows the feeling: the anxiety, the dread, and the utter certainty that in spite of all the options in the overcrowded closet before her, she has nothing to wear. Jill Martin—fashion expert, *US Weekly* contributing editor, and *Today* show contributor known for her wildly popular “Ambush Makeovers”—has created a fun and practical 12-step program to help readers get organized, steer clear of flash-in-the-pan trends, and learn how to pinpoint and project a personal style all their own.

“Jill has done it again! She’s combined her love for fashion with her own unique and sexy style to create a book that will answer all your wardrobe questions. Here’s mine: How can I look like Jill?”
—Kathie Lee Gifford, *Today* show host

“I have skipped plenty of Friday nights out because I hate what’s in my closet (or because there was a new episode of *Law & Order* on). With fashion pro Jill Martin’s help, I look forward to spending the rest of my Friday nights on the town!”—Hoda Kotb, *Today* show host

JILL MARTIN is a fashion expert, three-time Emmy-nominated television personality, *Today* show contributor, and coauthor of *Fashion for Dummies*. She lives in New York City.

DANA RAVICH is the coauthor of *Fashion for Dummies*. She lives in New York City.



SEPTEMBER

ISBN 978-1-60961-917-6

PAPERBACK \$16.99 / \$18.99 Can.

DIET

6" × 9"

336 pages

E-book ISBN: 978-1-60961-918-3

MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media via author
- Promotional support from *Runner's World* and RunnersWorld.com
- Promoted in Rodale magazines, e-newsletters, and Web sites

REVISED
AND
UPDATED!

The Paleo Diet for Athletes (Revised Edition)

A Nutritional Formula for Peak Athletic Performance

LOREN CORDAIN, PHD, AND JOE FRIEL, MS

A breakthrough nutrition strategy for optimum athletic performance, weight loss, and peak health based on the Stone Age diet humans were designed to eat

Paleo-style diets are all the rage as fitness enthusiasts, including the booming nation of CrossFitters, have adopted high-protein, low-processed-food diets to fuel their exercise. It all began with the publication of the book *The Paleo Diet* by renowned scientist Loren Cordain, PhD, who presented a breakthrough plan for weight loss and disease prevention without dieting or exercising. In 2005, Dr. Cordain joined with endurance coach Joe Friel to write *The Paleo Diet for Athletes*. It sold 8,000 copies that first year, but it has sold even better as a backlist title—more than 20,000 units in both 2010 and 2012.

Now, the authors offer an updated and revised edition of *The Paleo Diet for Athletes*, specifically targeting runners, triathletes, and other serious amateur athletes. Cordain and Friel show that by using the foods our bodies were designed to eat—protein, fruits and vegetables, healthy fats, and even some saturated fats—anyone can achieve total-body fitness and dramatically improve the strength and cardiovascular efficiency. *The Paleo Diet for Athletes* gives specific guidelines for what to eat before, during and after a workout or competition along with simple, tasty recipes packed with power and wholesome ingredients.

LOREN CORDAIN, PHD, a world-renowned scientist and expert on Paleolithic diets, is a professor in the department of health and exercise science at Colorado State University. He lives in Fort Collins, Colorado.

JOE FRIEL, MS, is founder and president of Ultrafit, LLC, an association of elite endurance coaches. His books include *The Cyclist's Training Bible* and *The Triathlete's Training Bible*. He lives in Scottsdale, Arizona.



SEPTEMBER

ISBN 978-1-60961-889-6

PAPERBACK \$14.99 / \$16.99 Can.

SELF-HELP

5½" × 8⅞"

272 pages

E-book ISBN: 978-1-60961-208-5

MARKETING

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



Fight Less, Love More

5-Minute Conversations to Change Your Relationship without Blowing Up or Giving In

LAURIE PUHN, JD

A Harvard-trained lawyer and mediator shows busy couples how to stop fighting and start communicating

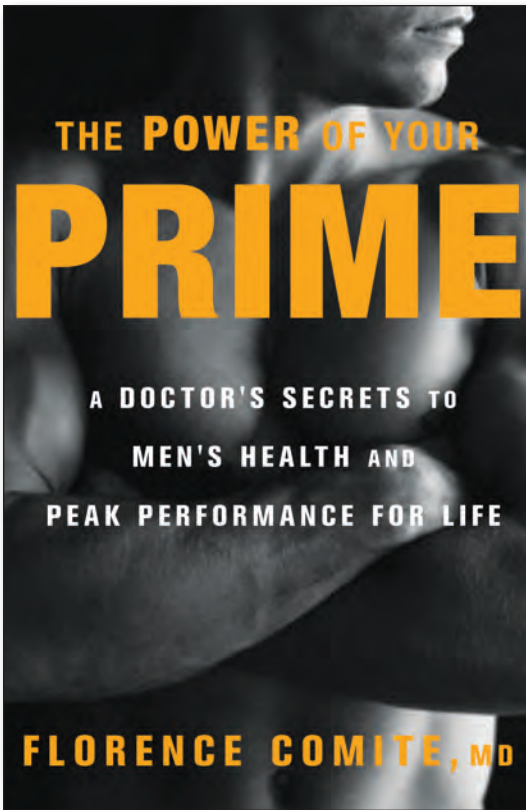
In *Fight Less, Love More*, readers will learn how to identify the bad verbal habits, instinctive responses, and emotional reasoning that can cloud judgment and ultimately lead to the deterioration of otherwise healthy relationships. With exercises, examples, and sample scripts, Puhn's modern voice presents simple 5-minute strategies to create immediate, positive changes and provide long-lasting communication skills that couples can continually employ when faced with conflict.

"With advice that is nonjudgmental, extremely efficient, and clearly understandable, Puhn covers all aspects of romantic relationships, from problems like infidelity to boundaries giving couples of every stripe something of benefit. Readers will gain a great deal from her contribution to the genre."

—*Publishers Weekly*

"Women and men may be from different planets, but Laurie Puhn's insightful advice will show them how to speak the same language . . . to create their own happiness." —John Gray, PhD, author of *Men Are from Mars, Women Are from Venus*

LAURIE PUHN, JD, is a Harvard-trained attorney and couples mediator with a nationally syndicated Fight Less, Love More column. She has received widespread attention on *20/20*, *Imus in the Morning*, *Good Morning America*, *The Early Show*, *Fox & Friends*, and *Good Day New York*.



SEPTEMBER

ISBN 978-1-60961-101-9

HARDCOVER \$24.99 / \$28.99 Can.

HEALTH

5½" × 8½"

288 pages

E-book ISBN: 978-1-60961-370-9

MARKETING

- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Promoted on author's Web site, DrFlorenceComite.com

The Power of Your Prime

A Doctor's Secrets to Men's Health and Peak Performance for Life FLORENCE COMITE, MD

A pioneer in age-management medicine shows how a cutting-edge nutritional, fitness, and hormonal makeover can help men regain the prime of their midtwenties

As a man ages, a slow decline takes root that, day to day, is imperceptible. Suddenly he looks in the mirror and sees fat around his middle. His energy is down, his mind is dull, and his libido has evaporated. What happened? "Oh, you're just getting older, get used to it," people tell him—even his doctor!

Dr. Florence Comite says any man can manage and reverse the aging process to optimize his health—and *The Power of Your Prime* shows how. Dr. Comite tells readers everything she knows about how they can get back what they've lost, restore vitality and health, prevent (and even reverse) disease, and feel better than they ever have before. Readers will learn how to:

- **raise testosterone, lose fat, rebuild muscle, and strengthen sex drive even as they age**
- **cut through the static about "controversial" anti-aging hormone therapies such as testosterone, human growth hormone, and HCG (human chorionic gonadotropin)**
- **adopt simple exercise and eating plans that emphasize optimal fuel for raising testosterone, firing up metabolism, and boosting the immune system**

FLORENCE COMITE, MD, is one of the leading minds in age-management medicine. She is a graduate and faculty member of Yale Medical School and lives and practices in New York City.

SEPTEMBER

ISBN 978-1-60961-924-4

PAPERBACK \$14.99 / \$16.99 Can.

MEMOIR / BUSINESS

6" × 9"

320 pages

16 pages of black-and-white photographs

E-book ISBN: 978-1-60961-386-0

MARKETING

- Print feature campaign
- Online publicity and promotions
- Ongoing promotional support from KaBOOM!



KaBOOM!

How One Man Built a Movement to Save Play

DARELL HAMMOND, FOUNDER OF KABOOM!

This *New York Times* bestseller is a powerfully moving story of a man from humble beginnings who identified a tragic problem and figured out how to address it on a national scale

KaBoom! chronicles Darell Hammond's amazing journey from a childhood spent living in a group home in Illinois to becoming the founder and CEO of KaBOOM!, one of the most successful nonprofit organizations in the United States. KaBOOM! has raised almost \$200 million, directly built 1,743 playgrounds with a million volunteers, and has touched the lives of countless children and families. More than just a memoir, *KaBoom!* is a call to action that will inspire readers by challenging them to rethink traditional notions of community and social change.

"It takes equal parts audacity, creativity, and vision to build an organization as successful as KaBOOM!—and Darell Hammond has that special blend. I'm proud to have partnered with the organization as First Lady of California to bring 31 new playgrounds to the state's neediest communities, including the first volunteer-built intergenerational playground in California. It's a partnership that continues to change lives and transform these communities."—Maria Shriver, award-winning journalist, bestselling author, and activist

DARELL HAMMOND is the founder and CEO of KaBOOM!, an innovative nonprofit based in Washington, DC, that brings volunteers and community members together to build playgrounds for children across the country. Founded out of Hammond's apartment in 1996, KaBOOM! has raised \$200 million, rallied a million volunteers, led the hands-on construction of 2,000 playgrounds, and inspired a movement for the child's right to play. Darell and his wife, Kate, reside in Washington, DC.



OCTOBER

ISBN 978-1-60961-839-1

PAPERBACK ORIGINAL \$26.99 / \$31.00 Can.

FITNESS

8" × 8½"

400 pages

800 color photographs

E-book ISBN: 978-1-60961-841-4

MARKETING

- **Confirmed feature in November issue of *Women's Health***
- National author publicity
- Radio interview campaign
- Print feature campaign
- Online publicity
- Social media outreach via author and *Women's Health*
- Promotional support from *Women's Health*
- Simultaneous online direct-mail campaign
- Promoted on author's Web site, KathrynBudig.com

The Women's Health Big Book of Yoga

The Essential Guide to Yoga, for Beginners and Beyond

KATHRYN BUDIG AND THE EDITORS OF *WOMEN'S HEALTH*

From *Women's Health* contributor and yoga expert Kathryn Budig comes the essential, authoritative guide to yoga for beginners and beyond

Approximately 16 million Americans now practice yoga on a regular basis. Devotees rave about this ancient art of meditation, breathing, and physical postures that calms the mind and slims the body.

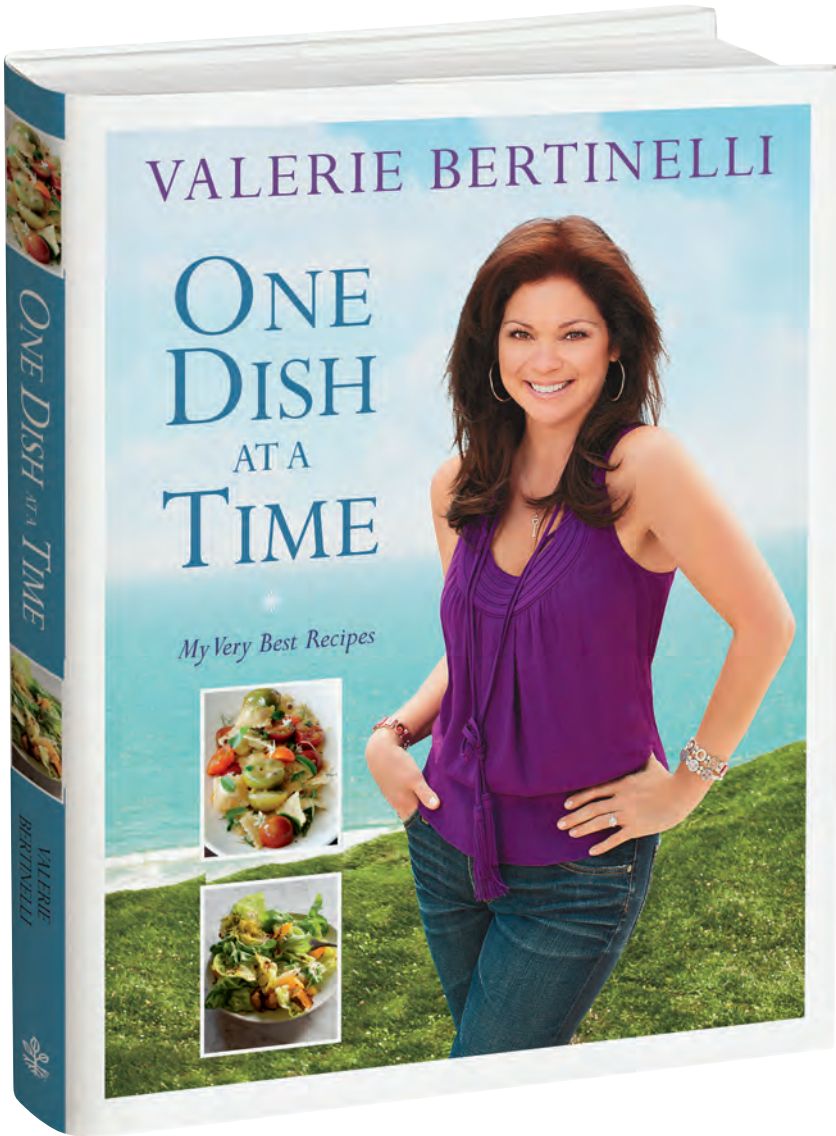
Unlike fitness fads, yoga is worth the hype. The postures stretch and tone lean muscle mass and sculpt a strong and slender physique—burning up to 400 calories in a 90-minute session. But yoga does something even better. It's proven to reduce the biggest cause of weight gain—stress—which 43 percent of Americans say makes them overeat. This definitive volume features:

- **every essential pose to help readers lose weight and transform their bodies**
- **Total Body Yoga: targeted workouts in 15 minutes or less**
- **core-strengthening routines for hotter, more satisfying sex**
- **a healthy, mindful eating plan centered around calming, cleansing foods**

Covering everything from basic postures to relaxation techniques to avoiding common injuries, *The Women's Health Big Book of Yoga* is the only guide readers need to achieve their fittest, healthiest, happiest selves.

KATHRYN BUDIG is on faculty at YogaWorks Santa Monica, Kripalu, and teaches privately around the world. She has been featured in *Yoga Journal*, the *New York Times*, *Shape*, and the *Huffington Post*. She lives in Los Angeles.





One Dish at a Time

My Very Best Recipes

VALERIE BERTINELLI

More than 100 recipes for the Italian dishes from the much-beloved celeb's childhood, presented with tips and hints for enjoying them without overindulging

As a member of a large, food-loving Italian family, Valerie Bertinelli has always equated food with good times and togetherness. But at one point her love of food threatened not only her health but her livelihood as an actress when personal demons drove her to overeat and make poor food choices that caused her weight to balloon by 50 pounds. Now happily svelte, remarried, and riding a new career high, Valerie has made peace with food, giving it a central—yet considered—place in her home and family celebrations.

One Dish at a Time offers an intimate look into the beloved actress's kitchen, where she prepares a collection of treasured recipes from her Italian heritage. Along the way, she shares her insights into the portion control and mindful indulgence she has come to practice on her journey to enjoying the pleasures of the table again.

Filled with gorgeous photos, including the actress in her kitchen, nutrition information accompanying each recipe, and Valerie's tips for maintaining a healthy lifestyle, *One Dish at a Time* is designed to please baby boomer fans and home cooks alike.

VALERIE BERTINELLI, widely known for her roles on television's *Hot in Cleveland* and *One Day at a Time*, is the bestselling author of *Losing It* and *Finding It*. She lives in Los Angeles.

OCTOBER

ISBN 978-1-60961-460-7

HARDCOVER \$30.00 / \$34.50 Can.

COOKING

8" × 10"

256 pages

75 color photographs

E-book ISBN: 978-1-60961-461-4

Enhanced e-book ISBN: 978-1-60961-462-1

MARKETING

- **Confirmed cover feature in November issue of *Prevention***
- National author publicity
- Select author appearances
- National radio interview campaign
- National print features and reviews
- Online advertising, publicity, and promotions
- Social media outreach via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted through author's Web site, ValerieBertinelli.com

OCTOBER

ISBN 978-1-60961-909-1

PAPERBACK ORIGINAL \$21.99 / \$24.99 Can.

COOKING

7½" × 9⅛"

240 pages

50 color photographs

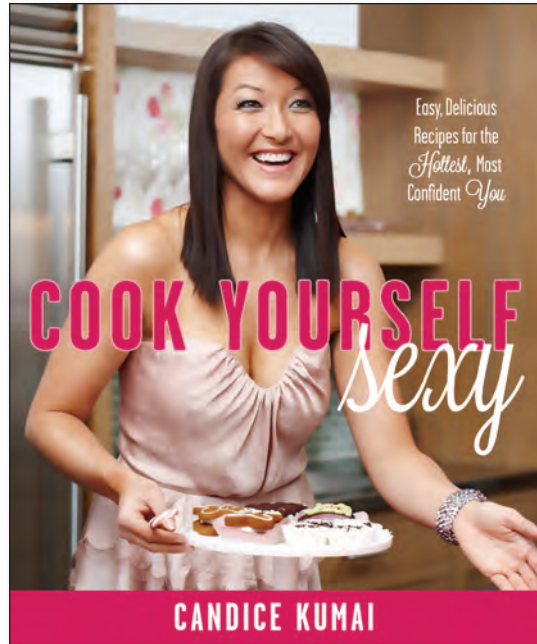
E-book ISBN: 978-1-60961-910-7

Also available:

Pretty Delicious, ISBN 978-1-60529-350-9

MARKETING

- National author publicity
- National print features and reviews
 - Online publicity and promotions
 - Social media via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted on author's Web site, StilettoChef.com



Cook Yourself Sexy

Easy Delicious Recipes for the Hottest, Most Confident You

CANDICE KUMAI

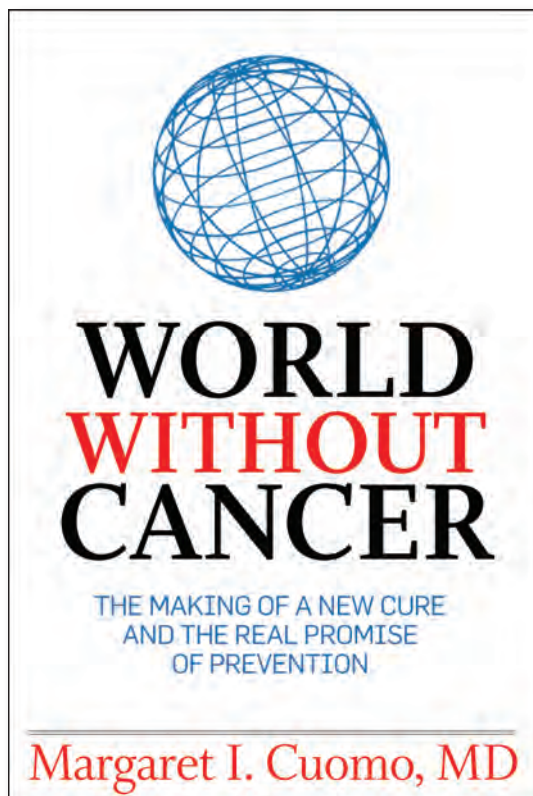
A collection of nutritious, indulgent recipes that will help readers slim down and feel sexy, from former *Top Chef* contestant and host of Lifetime's *Cook Yourself Thin*

Skinny jeans. A clingy LBD. Certain outfits just scream s-e-x-y. But as former model turned chef Candice Kumai knows, true sexiness is not what you put on—it's what's underneath. Sexy isn't in your closet. It's in your kitchen!

Cook Yourself Sexy offers more than 100 delicious, indulgent recipes guaranteed to make your mouth water and slim you down. There are no fad diets or gimmicks here—Candice shows you how to ditch imitation products for the real thing and make smart swaps to cut calories without sacrificing flavor. And by packing each meal with Foods with Benefits, she ensures that every enticing bite provides the key nutrients your body craves to stay healthy and look amazing.

From decadent French toast and mac 'n' cheese to guilt-free burgers and crispy sweet potato fries, Candice proves that you can have your cake—Dark Chocolate Rose Petal Cake, to be exact—and eat it, too! Including essential tips on how to stock your pantry for maximum pleasure, supereasy ways to burn more calories even when you're not cooking (hint, hint), and a Sexy in Seven Days jump-start plan, you'll soon be on your way to rocking a gorgeous body *and* enjoying your food. Her smart, fun advice and irresistible recipes make *Cook Yourself Sexy* the ultimate guide to your hottest, healthiest self ever.

CANDICE KUMAI trained at Le Cordon Bleu, California School of Culinary Arts, before appearing as a contestant on *Top Chef*. She was the host of Lifetime's *Cook Yourself Thin*, and is a regular judge on *Iron Chef America*. She lives in New York City.



OCTOBER

ISBN 978-1-60961-885-8

HARDCOVER \$26.99 / \$31.00 Can.

HEALTH

6" × 9"

288 pages

E-book ISBN: 978-1-60961-886-5

MARKETING

- **Confirmed excerpt in *Prevention***
- National author publicity
- National radio interview campaign
- Radio satellite tour
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners

World Without Cancer

The Making of a New Cure and the Real Promise of Prevention

MARGARET I. CUOMO, MD

A provocative and surprising investigation into the ways that profit, personalities, and politics obstruct real progress in the war on cancer—and one doctor's passionate call to action for change

As a diagnostic radiologist watching patients, friends, and family suffer with and die from cancer and after the deep impression made by the enraged husband of one patient, Dr. Margaret I. Cuomo is inspired to seek out new strategies for waging a smarter war on cancer.

This year, nearly 1.6 million new cases of cancer will be diagnosed and more than 1,500 people will die *per day*. We've been asked to accept the disappointing strategy to "manage cancer as a chronic disease." We've allowed pharmaceutical companies to position cancer drugs that extend life by just *weeks* and may cost \$100,000 for *a single course* of treatment as breakthroughs. Where is the bold leadership that will transform our system from treatment to prevention? Have we forgotten the mission of the National Cancer Act of 1971, to "conquer cancer"?

Through an analysis of over 40 years of medical evidence and interviews with the top cancer researchers, drug company executives, and health policy advisers, Dr. Cuomo reveals intriguing answers to these questions. She shows us how all cancer stakeholders—the pharmaceutical industry, government, physicians, and concerned Americans—can change the way we view and fight cancer in this country.

MARGARET I. CUOMO, MD, is a board certified radiologist. She is the daughter of former New York governor Mario Cuomo and Mrs. Matilda Cuomo and sister to Governor Andrew Cuomo and ABC's Chris Cuomo. She resides in New York City.

OCTOBER

ISBN 978-1-60961-890-2

PAPERBACK \$14.99 / \$16.99 Can.

COOKING

7½" × 9½"

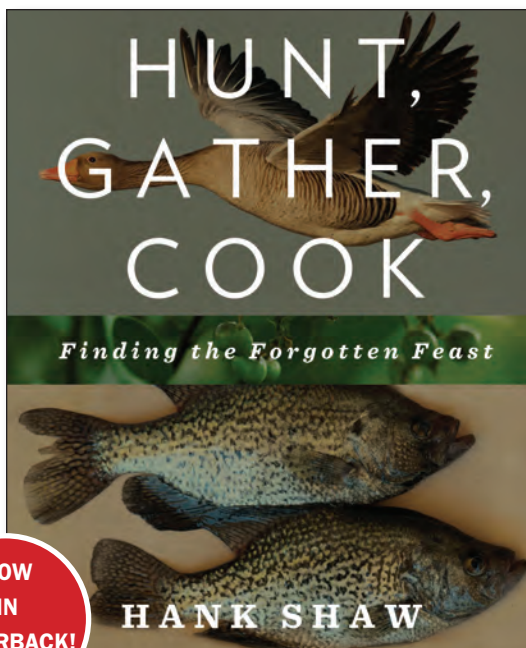
336 pages

60 black-and-white photographs

E-book ISBN: 978-1-60961-401-0

Marketing

- Print feature campaign
- Online publicity and promotions
- Promoted on author's Web site, Honest-Food.net



Hunt, Gather, Cook

Finding the Forgotten Feast

HANK SHAW

From field, forest, and stream to table, award-winning journalist Hank Shaw explores the forgotten art of foraging

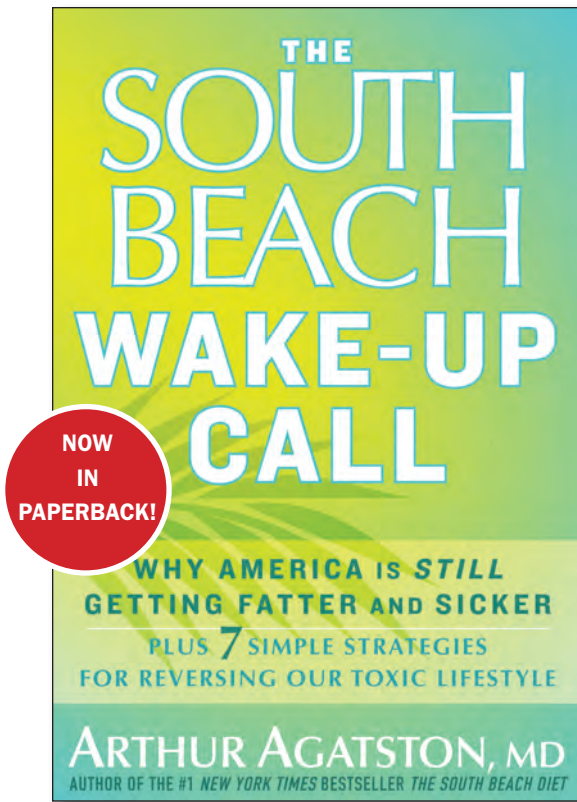
If there is a frontier beyond organic, local, and seasonal, beyond farmers' markets and grass-fed meat, it's hunting, fishing, and foraging your own food. A lifelong angler and forager who became a hunter late in life, Hank Shaw is dedicated to finding a place on the table for the myriad overlooked and underutilized wild foods that are there for the taking—if one knows how to find them.

In *Hunt, Gather, Cook*, he shares his experiences both in the field and in the kitchen, as well as his extensive knowledge of North America's edible flora and fauna. Hank provides a user-friendly, food-oriented introduction to tracking down and cooking everything from prickly pears to grouper to snowshoe hares.

"In *Hunt, Gather, Cook*, [Shaw] makes a powerful argument for joining him in a few of those pursuits, if only to become aware of the great bounty that surrounds us in the natural world, even when we live in urban environments—and perhaps particularly then."—*The New York Times*

"A deftly narrated story that has us considering doing a little more foraging, fishing, and sure, maybe even hunting, so that we can have an excuse to buy a salami fridge, too."—LAWeekly.com

HANK SHAW is a former chef, food writer, and the founder of the James Beard Award-nominated food blog *Hunter Angler Gardener Cook*. He lives in Orangevale, California.



OCTOBER

ISBN 978-1-60961-893-3

PAPERBACK \$17.99 / \$19.99 Can.

HEALTH

6" × 9"

352 pages

E-book ISBN: 978-1-60961-316-7

MARKETING

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

The South Beach Wake-Up Call

Why America Is *Still* Getting Fatter and Sicker, Plus 7 Simple Strategies for Reversing Our Toxic Lifestyle

ARTHUR AGATSTON, MD

From the creator of the South Beach Diet comes a call to change the fast-food, sedentary way of life that's aging us quickly and killing us slowly

Both a galvanizing call to action and an easy-to-follow plan for reversing and healing a toxic lifestyle, *The South Beach Wake-Up Call* is the urgent message that no reader can afford to ignore. It includes:

- how we got to this unhealthy state and how we can fix it
- 7 simple strategies for age-reversing, lifesaving weight loss and optimal health
- the South Beach Gluten Solution to improve symptoms in sensitive individuals
- how getting quality sleep can improve weight loss and heart health
- exercises for burning more fat and calories in less time
- 32 all-new recipes from breakfasts to desserts using nutrient-rich megafoods

"Dr. Agatston has done it again with an unblinkingly honest assessment of our health combined with insightful action steps to pull the wellness train back on the tracks."—Mehmet Oz, MD

ARTHUR AGATSTON, MD, is a preventive cardiologist, associate professor of medicine, and author of the bestselling South Beach Diet series. He lives and practices in Miami Beach.

OCTOBER

ISBN 978-1-60961-451-5

PAPERBACK \$21.99 / \$24.99 Can.

MUSIC

9" × 12¼"

192 pages

50 color photographs

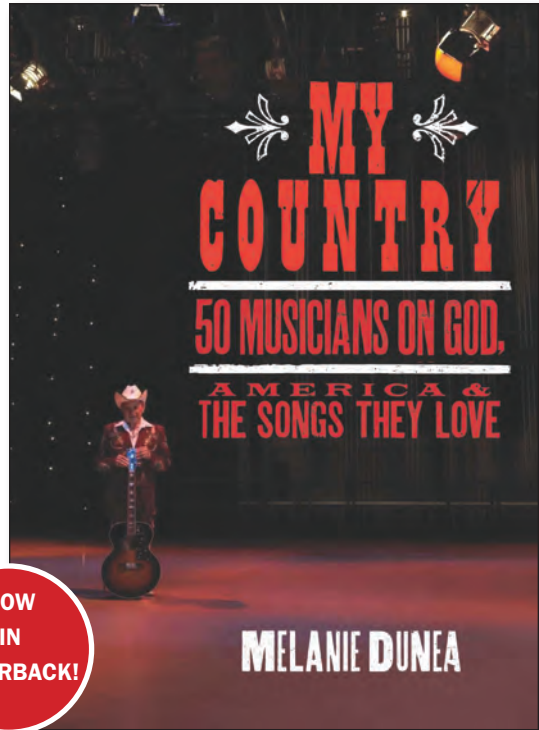
E-book ISBN: 978-1-60961-215-3

Also available:

My Last Supper: The Next Course, ISBN 978-1-60529-076-8

MARKETING

- Print feature campaign
- Online publicity and promotions



My Country

50 Musicians on God, America & the Songs They Love

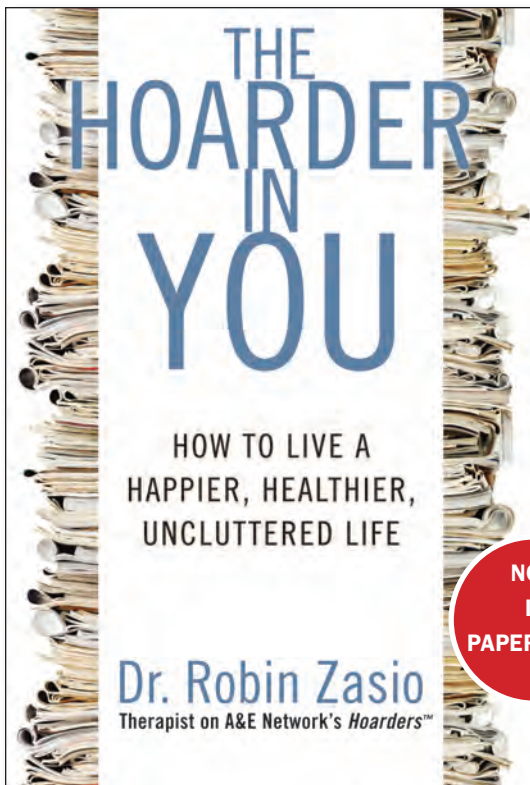
MELANIE DUNEA

Now in paperback, a volume of stunning photographs of 50 country music icons and intimate accounts of their thoughts on God, America, and their favorite songs

Award-winning photographer and author of *My Last Supper*, Melanie Dunea traces the throughlines from country music's gritty roots to the chart-topping chanteuses of today, presenting beautiful, imaginative, and revealing photographs of icons ranging from Taylor Swift to Wynonna Judd to Little Jimmy Dickens and conducting interviews that ask stars to discuss their musical roots and inspirations, their defining moments, and what makes country music the heart and soul of America.

As the music industry fractures and suffers from flagging sales, country music has enjoyed explosive growth and unprecedented popularity. This unique book will be a must-own for fans of the old-time country twang and the millions who love the glitz and glamour of today's country-pop. *My Country* is a music lover's dream, and now with this less expensive, yet still eye-catching, format the book is sure to find its core audience among country music's legions of fans.

MELANIE DUNEA is the author of *My Last Supper*, and her photographs are regularly published in magazines such as *Town & Country*, *Vanity Fair*, *People*, *Gourmet*, and *New York Magazine*. She lives in New York City.



NOVEMBER

ISBN 978-1-60961-896-4

PAPERBACK \$14.99 / \$16.99 Can.

SELF-HELP

6" × 9"

256 pages

E-book ISBN: 978-1-60961-132-3

MARKETING

- Print feature campaign
- Online publicity and promotions
- Social media outreach via author

NOW
IN
PAPERBACK!

The Hoarder in You

How to Live a Happier, Healthier, Uncluttered Life

DR. ROBIN ZASIO

From the hit A&E show *Hoarders*, psychologist Dr. Robin Zasio shows readers how to take control of their stuff and de-clutter their lives

Recently, the once little-known condition of hoarding has become a household phrase—in part due to the popularity of the Emmy Award-winning television show *Hoarders*, which has captivated audiences with its stark and heartbreaking look at the people who suffer from this paralyzing condition.

Contributing expert to *Hoarders*, Dr. Robin Zasio believes that our fascination with hoarding stems from the fact that most of us fall somewhere on the hoarding continuum. In *The Hoarder in You*, Dr. Zasio shares behind-the-scenes stories from the show—including some of the most serious cases of hoarding that she's encountered—and explains how readers can learn from these extreme examples. She also shares psychological and practical advice for de-cluttering and organizing, including how to tame the emotional pull of acquiring additional things, make order out of chaos by getting a handle on clutter, and create an organizational system that reduces stress and anxiety.

"[This] is without a doubt the most helpful tome for anyone with a cluttering tendency. . . . I would say that Dr. Zasio's book is about the best self-help work I've read in my 46 years as a health and science writer."—Jane E. Brody, *The New York Times*

ROBIN ZASIO, PsyD, LCSW, is a featured doctor on the hit A&E series *Hoarders* and specializes in treating hoarding and other anxiety-related disorders. She lives in Sacramento, CA.

NOVEMBER

ISBN 978-1-60961-895-7

PAPERBACK \$15.99 / \$18.50 Can.

HEALTH / MEDITATION

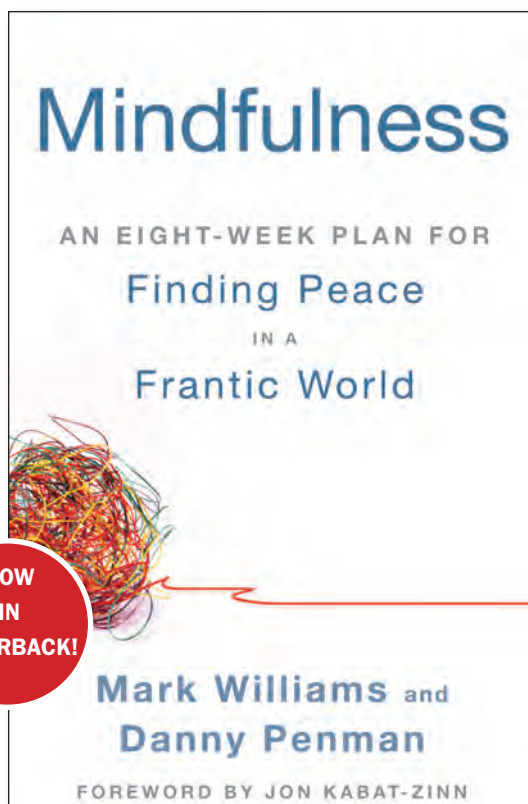
6" × 9"

288 pages

E-book ISBN: 978-1-60961-199-6

Marketing

- Print feature campaign
- Online publicity and promotions



Mindfulness

An Eight-Week Plan for Finding Peace in a Frantic World

MARK WILLIAMS AND DANNY PENMAN

FOREWORD BY JON KABAT-ZINN

From one of the leading thinkers on Mindfulness-Based Cognitive Therapy comes a pioneering set of simple practices to dissolve anxiety, stress, exhaustion, and unhappiness

In *Mindfulness*, Oxford professor Mark Williams and award-winning journalist Dr. Danny Penman reveal the secrets to living a happier and less anxious, stressful, and exhausting life. Based on the techniques of Mindfulness-Based Cognitive Therapy, the unique program developed by Williams and his colleagues, the book offers simple and straightforward forms of mindfulness meditation that can be done by anyone—and it can take just 10 to 20 minutes a day for the full benefits to be revealed.

“Want a happier, more content life? I highly recommend the down-to-earth methods you’ll find in this book. Professor Mark Williams and Dr. Danny Penman have teamed up to give us scientifically grounded techniques we can apply in the midst of our everyday challenges and catastrophes.”—Daniel Goleman, author of *Emotional Intelligence*

“Peace can’t be achieved in the outside world unless we have peace on the inside. Mark Williams and Danny Penman’s book gives us this peace.”—Goldie Hawn

MARK WILLIAMS is a professor of clinical psychology and a research fellow at Oxford University and a founding fellow of the Academy of Cognitive Therapy. He is the author of the international bestseller *The Mindful Way Through Depression*. He lives in England.

DANNY PENMAN, PhD, is a feature and comment writer for the UK’s *Daily Mail*. After gaining a PhD in biochemistry, he worked for *The Independent* and the BBC. He lives in England.



DECEMBER

ISBN 978-1-60961-847-2

PAPERBACK ORIGINAL \$26.99 / \$31.00 Can.

FITNESS

8" × 8½"

416 pages

800 color photographs

E-book ISBN: 978-1-60961-881-0

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- Television satellite tour
- Print feature campaign
- Online publicity
- Social media outreach via author and *Men's Health*
- Promotional support from *Men's Health*

The Men's Health Big Book of Abs

Four Weeks to a Flat, Ripped Stomach!

ADAM BORNSTEIN AND THE EDITORS OF *MEN'S HEALTH*

The essential diet and fitness guide to lean, ripped abs—including a results-driven 4-week program to lose weight, strengthen your core, and chisel your entire body

Call it a spare tire, muffin top, or paunch. Men and women consistently cite their belly as their biggest problem area—and it is often the toughest final pounds to lose. Not anymore!

Whether readers' eating habits have been affected by stress, their bodies have changed with age, or they're constantly doing crunches without results, it's time to blast belly fat the right way. Using the comprehensive, week-by-week eating and exercise plan, readers can lose up to 20 pounds in 6 weeks—and keep them off, forever.

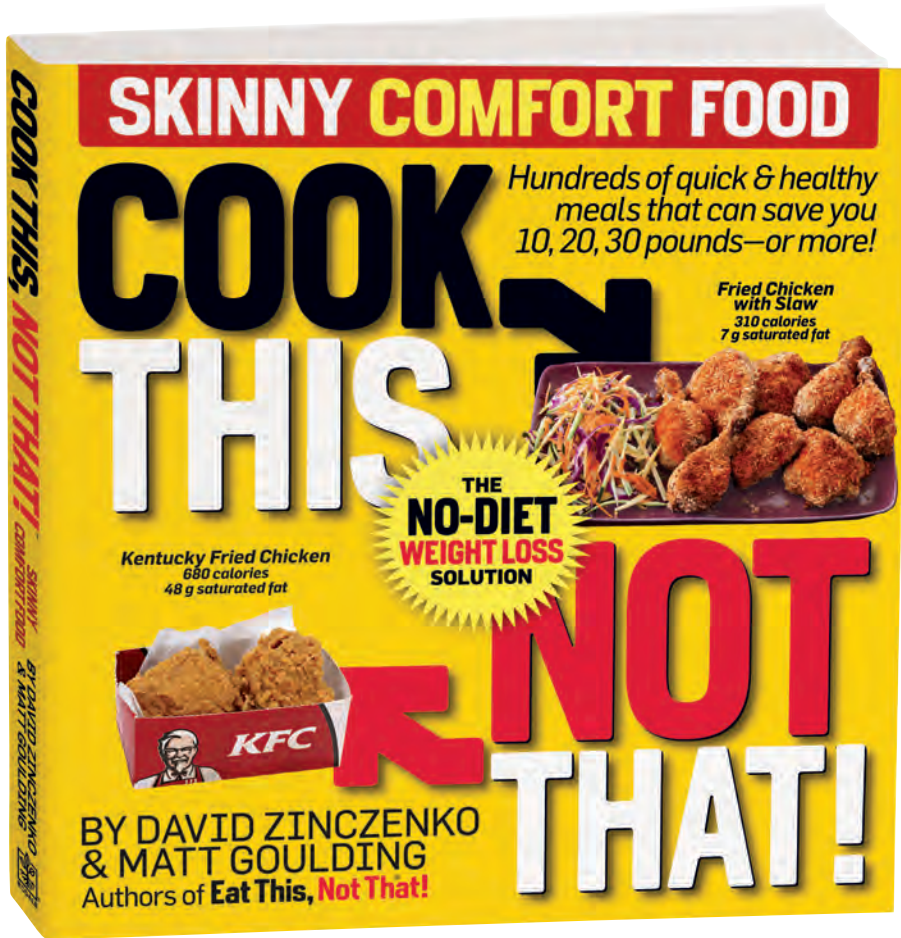
The Men's Health Big Book of Abs special features include:

- **quick, effective routines that replace boring, painful crunches**
- **manly (and healthy) recipes that take less than 15 minutes to prepare!**
- **hundreds of tips on how to emphasize muscle definition and six-pack abs!**

Including a step-by-step, 4-week eating and exercise plan, easy-to-prepare recipes, and hundreds of exercises, *The Men's Health Big Book of Abs* is the ultimate guide to a leaner, fitter, sexier body.

ADAM BORNSTEIN is the editorial director of *Livestrong.com* and former fitness editor at *Men's Health*. He co-authored the bestselling *The IMPACT! Body Plan* and *The Men's Health Diet* and has been featured on *Good Morning America*, *The Early Show*, and *E!'s The Daily 10*. He lives in Los Angeles.





Also available:

Cook This, Not That!

Cook This, Not That! Easy & Awesome 350-Calorie Meals

Drink This, Not That!

Eat This, Not That! 2013

Eat This, Not That! The Best (& Worst) Foods in America

Eat This, Not That! for Kids!

The Eat This, Not That! No-Diet Diet

Eat This, Not That! Restaurant Survival Guide

Eat This, Not That! Supermarket Survival Guide, Revised Edition

Grill This, Not That!

Cook This, Not That! Skinny Comfort Foods

The No-Diet Weight Loss Solution

DAVID ZINCZENKO AND MATT GOULDING

The bestselling weight loss series sharpens its focus on classic comfort foods by showing readers how to trim calories and lose weight while cooking restaurant favorites at home

Studies show that when people eat out they consume hundreds more calories than they would if they ate at home. So it stands to reason that cooking and eating more meals at home is one of the easiest and most effective strategies to lose belly fat.

Cook This, Not That! Skinny Comfort Foods is not a typical cookbook. While it has recipes and ingredients lists, it delivers much more—an intelligent (and tasty) strategy for controlling the number of calories readers consume. By starting with the best ingredients and the right plan, cooks of any skill level can create delicious meals that actually help them burn more body fat. Best of all, these recipes produce healthier versions of restaurant comfort foods like macaroni and cheese, juicy burgers, pizzas, grilled cheese sandwiches—even chocolate chip cookies. Here's the logic: If these foods satisfy their hunger and taste buds, readers will be far less likely to rush for a bag of chips or tub of ice cream two hours after dinner.

Cook This, Not That! books have reintroduced hundreds of thousands of readers to the joy of cooking by making meal preparation fast and easy and by showing them that they can achieve restaurant tastes right in their own kitchens for a lot less money and much fewer calories.

DAVID ZINCZENKO, editor-in-chief of *Men's Health* magazine, is the author of the *New York Times* bestsellers *The New Abs Diet* and *The New Abs Diet for Women*. He is a regular contributor to the *Today* show. He lives in New York City and Bethlehem, PA.

MATT GOULDING is a trained chef and food journalist currently living in Barcelona, Spain.

DECEMBER

ISBN 978-1-60961-873-5

PAPERBACK ORIGINAL \$19.99 / \$21.99 Can.

DIET / COOKING

6½" × 6½"

352 pages

400 color photographs

E-book ISBN: 978-1-60961-880-3

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- National radio interview campaign
- Print feature campaign
- Online or mobile advertising
- Online publicity and promotions
- Promotional support from *Men's Health*, *Women's Health*, *EatThis.com*, *MensHealth.com*, and *WomensHealthMag.com*
- Promoted across Rodale syndication partners
- Simultaneous online direct-mail campaign
- 12-copy floor display ISBN 978-1-60961-954-1, \$319.84/\$408.00 Can.

DECEMBER

ISBN 978-1-60529-273-1

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

BICYCLING

6" × 9¼"

192 pages

100 color photographs

Previous edition ISBN: 978-1-57954-935-0

MARKETING

- Print feature campaign
- Online publicity and promotions
- Promotional support from *Bicycling*



**REVISED
AND
UPDATED!**

Bicycling Training Journal

52 Weeks of Motivation, Training Tips, Bicycling Wisdom, and Much More for Every Kind of Cyclist

THE EDITORS OF *BICYCLING*

A revised, expanded edition of the ultimate training journal to help cyclists of all abilities—from the top experts in the sport

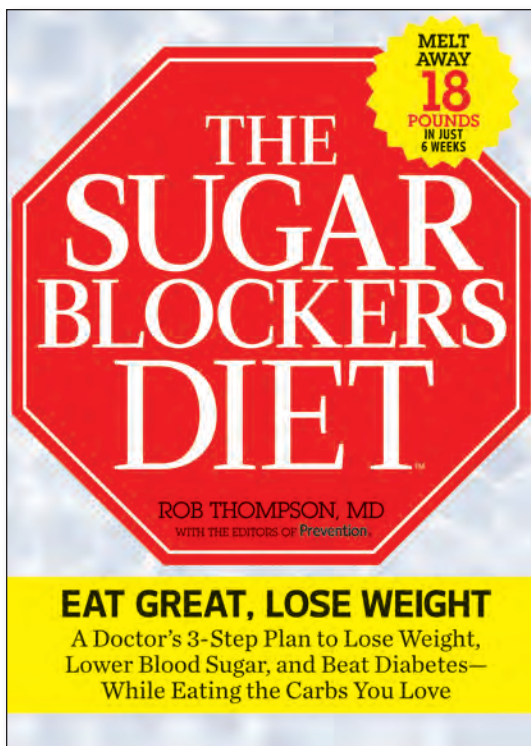
The *Bicycling Training Journal* provides the perfect framework to help cyclists of all stripes reach their cycling goals, whether it's weight loss or world records. This revised edition includes over 50 additional pages of new material such as updated tips, motivational quotes, and new weight loss and training plans.

The journal gives readers the space to track each day's ride with room to record goals, distance covered, route, weather, and thoughts on the experience. There's even a space for readers to note favorite cycling equipment, bike setup, and the greatest rides of the year so readers can analyze their data and set new goals accordingly.

The only cycling training journal with top-notch tips from seasoned experts like those from *Bicycling* magazine, this handsomely packaged journal reflects the winning redesign of the magazine and includes:

- **ample space for readers to record facts about each day's ride—including route, distance, and time—and to note how they felt during it**
- **A Week-at-a-Glance feature that helps cyclists summarize their weekly training quickly and easily**

THE EDITORS OF *BICYCLING* are acknowledged worldwide as the experts on everything to do with bicycles. They have been entertaining and informing readers since 1954.



DECEMBER

ISBN 978-1-60961-843-8

HARDCOVER \$25.99 / \$29.99 Can.

DIET

6½" × 9⅞"

384 pages

95 black-and-white photographs

E-book ISBN: 978-1-60961-254-2

MARKETING

- Radio satellite tour
- Print feature campaign
- Online publicity
- Promotional support from Prevention.com
- Promoted across Rodale syndication partners
- Major direct-marketing campaign begins in Spring 2012 and continues through the fall

The Sugar Blockers Diet

A Doctor's 3-Step Plan to Lose Weight, Lower Blood Sugar, and Beat Diabetes—While Eating the Carbs You Love

ROB THOMPSON, MD, WITH THE EDITORS OF PREVENTION

This groundbreaking plan teaches readers to outsmart blood sugar spikes so they can eat the carbs they love and still lose weight

Pasta, bread, rice, and other starches spike blood sugar levels, which can make losing weight nearly impossible. By focusing on certain foods that slow the effect of starches on blood sugar, *The Sugar Blockers Diet* offers a smart eating strategy that can be maintained for life.

These foods, called sugar blockers, include all kinds of delectable favorites, from steak or cheese to vinaigrette or a glass of wine. Learning how to include these foods at every meal will not only help readers lose weight, but also help them reverse insulin resistance and defend against diabetes.

In addition to a robust list of sugar blocking foods and strategies, the book includes:

- **more than 50 tantalizing, belly-flattening recipes**
- **a proven plan on which real people lost up to 18½ pounds in just 6 short weeks**

ROB THOMPSON, MD, is a board certified cardiologist and the author of *The Glycemic Load Diet* and *The Glycemic Load Diet Cookbook*. He lives and practices in Seattle.

PREVENTION is the #1 healthy lifestyle brand and the largest health magazine in the U.S., with a total readership of more than 9 million.



DECEMBER

ISBN 978-1-60961-876-6

PAPERBACK ORIGINAL \$23.99 / \$27.50 Can.

FITNESS

7½" × 9½"

288 pages

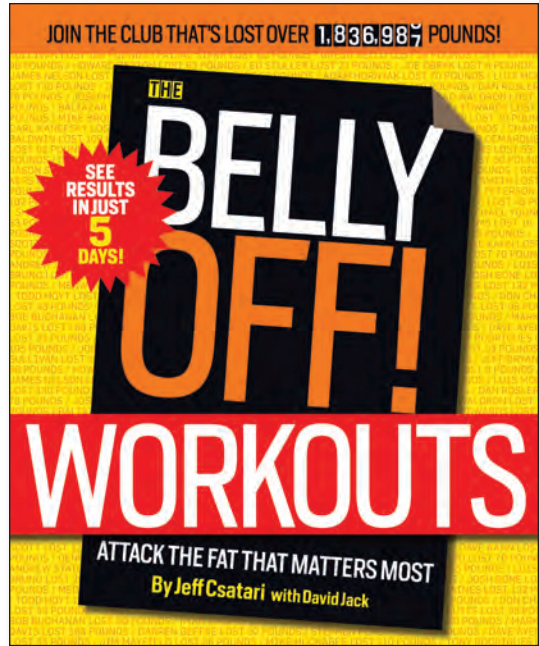
350 color photographs

E-book ISBN: 978-1-60961-878-0

Also available:

The Belly Off! Diet, ISBN 978-1-60529-820-7**Marketing**

- **Confirmed feature in *Men's Health***
 - Radio satellite tour
 - Print and online publicity campaign
 - Social media outreach via *Men's Health*
- Promotional support from *Men's Health* and Belly Off Club Web site and e-mail lists
- Simultaneous online direct-mail campaign

**The Belly Off! Workouts****Attack the Fat That Matters Most****JEFF CSATARI WITH DAVID JACK**

Banish belly fat, lose weight, and build lean muscle with simple at-home workouts designed specifically for overweight men and women who don't like to go to the gym

Using the basic diet principles and easy workout strategies found in the bestselling *The Belly Off! Diet*, this new book offers beginners a new, ultrasimple program of no-gym, no-gear exercise routines that they can do in the privacy of their own homes to shed belly fat fast and improve their health starting with the first easy workout.

The genius of this exciting new fitness manual is that it's accessible to anyone of any fitness level, but mostly to people who haven't pried themselves from the couch cushions in years, let alone touched their toes. The workouts progress from easy walking intervals and simple calisthenics to bodyweight-only exercises that build strength and muscle, the true secret to fast, sustainable weight loss. The workouts are based on those that worked best for Belly Off! Club members who have lost 50 pounds or more. Most of the workouts take 20 minutes or less and can be done at home, far away from intimidating gyms.

With a review of Belly Off! Diet principles, dozens of new weight loss tips, and delicious new recipes, *The Belly Off! Workouts* is a total package choreographed to take the out-of-shape beginner from flabby to fit in just 4- to 6-weeks' time.

JEFF CSATARI is executive editor for *Men's Health* books and author of *The Belly Off! Diet*, *The Men's Health and Women's Health Big Book of Sex*, and coauthor with David Zincenko of *The New Abs Diet Cookbook*. He lives in Bethlehem, PA.

DAVID JACK is a *Men's Health* contributor and director of fitness and wellness for Teamworks Centers in New England.



DECEMBER

ISBN 978-1-60961-119-4

HARDCOVER \$24.99 / \$28.99 Can.

DIET

6" x 9"

256 pages

E-book ISBN: 978-1-60961-120-0

Also available:

The O₂ Diet, ISBN 978-1-60529-167-3

Slim Calm Sexy Diet, ISBN 978-1-60961-756-1

MARKETING

- **Confirmed feature in *Women's Health***
- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media outreach via author and *Women's Health*
- Promotional support from *Women's Health*
- Promoted across Rodale syndication partners
- Promoted on author's Web site, NutritiousLife.com

The 8 Rules Diet

The 8 Secrets You Need to Know to Lose the Weight Forever

KERI GLASSMAN, MS, RD, CDN

Television nutrition expert and author of *The O₂ Diet* gives readers the ultimate 8 secrets to achieving sustainable weight loss and wellness

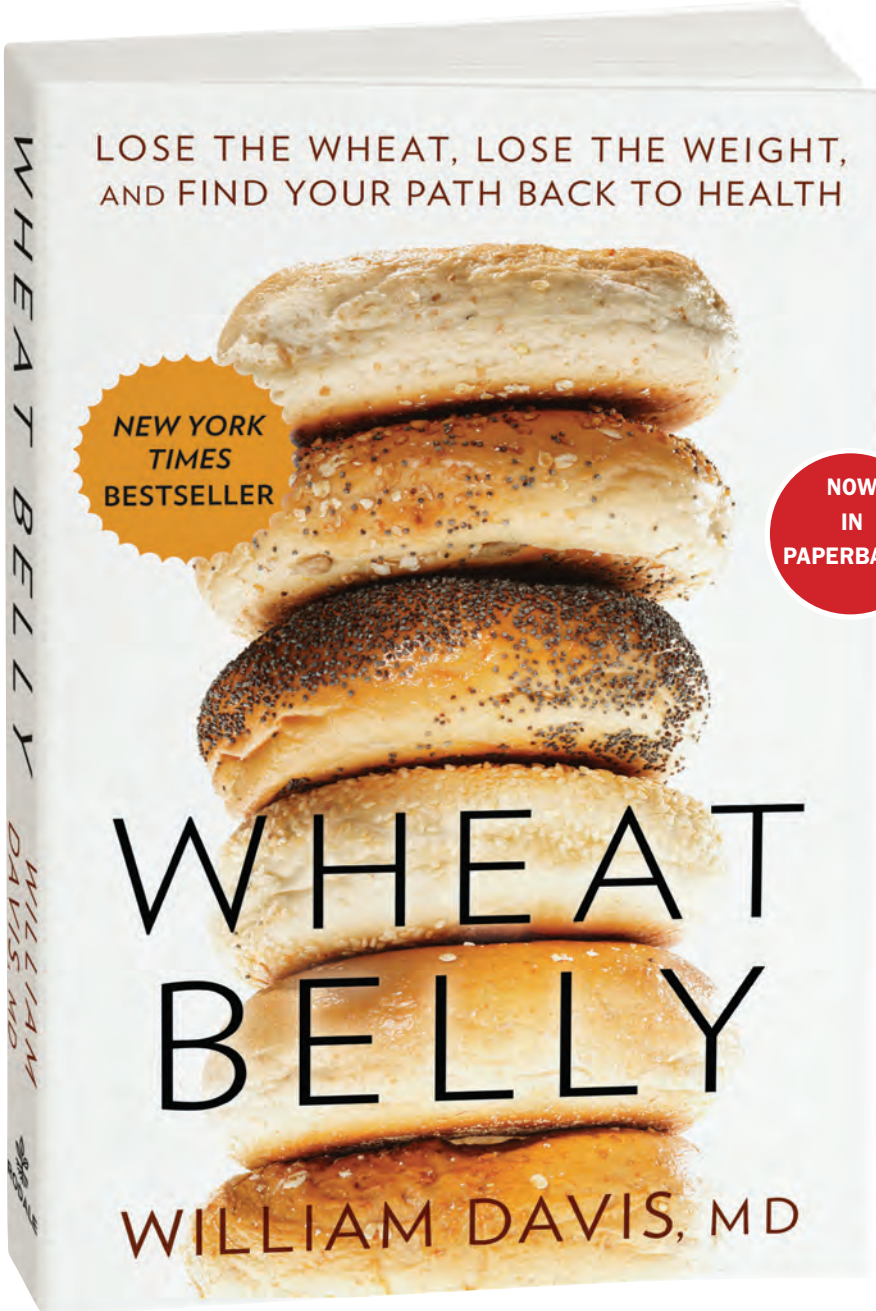
With the abundance of conflicting advice out there, it's easy to see why people struggle with dieting. Dieters want clarity; they want to be told what to do. *Women's Health* contributing editor and author of *The O₂ Diet* and *The Slim Calm Sexy Diet* Keri Glassman gives readers the be-all and end-all: 8 simple rules to lose the weight for good.

While what we eat is very important (and *The 8 Rules Diet* includes a step-by-step, 8-week meal plan, full of real foods that are nutrient dense and antioxidant rich)—that's just one part of a successful weight loss strategy. Keri walks readers through the other all-important rules to get stronger, calmer, healthier, more balanced, and yes, *thinner*.

Each rule is connected to and supports the others. The more you sleep, the more energy you have at the gym, the more weight you lose. The more you choose nutrient-dense food, the more focused your workouts become, the deeper you sleep. Using common-sense wisdom and easy, practical application, *The 8 Rules Diet* shows you how to make connections between these rules to totally reset your body's compass. Including a cleanse to jump-start the diet, detailed menus, recipes, and tons of simple tips to stay on track, Keri walks readers through the only 8 rules they'll ever need to know to find their best body ever.

KERI GLASSMAN, MS, RD, CDN, is the nutrition contributor on *The Early Show* on CBS and a *Women's Health* columnist. She lives in New York City.

Instant New York Times bestseller—more than 13 weeks on the list!



Wheat Belly

Lose the Wheat, Lose the Weight, and Find Your Path Back to Health

WILLIAM DAVIS, MD

In the paperback edition of this *New York Times* bestseller, cardiologist Dr. William Davis explains how eliminating wheat from our diets can prevent fat storage, shrink unsightly bulges, and reverse myriad health problems

Over 200 million Americans consume food products made of wheat every day. As a result, over 100 million experience some form of adverse health effect, ranging from minor rashes to high blood sugar to unattractive stomach bulges that preventive cardiologist William Davis calls “wheat bellies.” According to Davis, that excess fat has *nothing* to do with gluttony, sloth, or too much butter: It’s due to the whole grain wraps we eat for lunch.

After witnessing over 2,000 patients regain health after giving up wheat, Davis reached the disturbing conclusion that wheat is the single largest contributor to the nationwide obesity epidemic—and that elimination of wheat is key to dramatic weight loss and optimal health. In *Wheat Belly*, Davis exposes the harmful effects of what is actually a product of genetic tinkering and agribusiness being sold to the American public as “wheat”—and provides readers with a user-friendly, step-by-step plan to navigate a new wheat-free lifestyle.

Informed by cutting-edge science and nutrition, along with case studies from men and women who have experienced life-changing transformations in health after waving goodbye to wheat, *Wheat Belly* is an illuminating look at what is truly making Americans sick and an action plan to clear our plates of this seemingly benign ingredient.

WILLIAM DAVIS, MD, is a preventive cardiologist whose unique approach to diet allows him to advocate *reversal*, not just prevention, of heart disease. He is the founder of the TrackYourPlaque.com program. He lives in Wisconsin.

DECEMBER

ISBN 978-1-60961-479-9

PAPERBACK \$15.99 / NCR

DIET

5½" × 8⅞"

320 pages

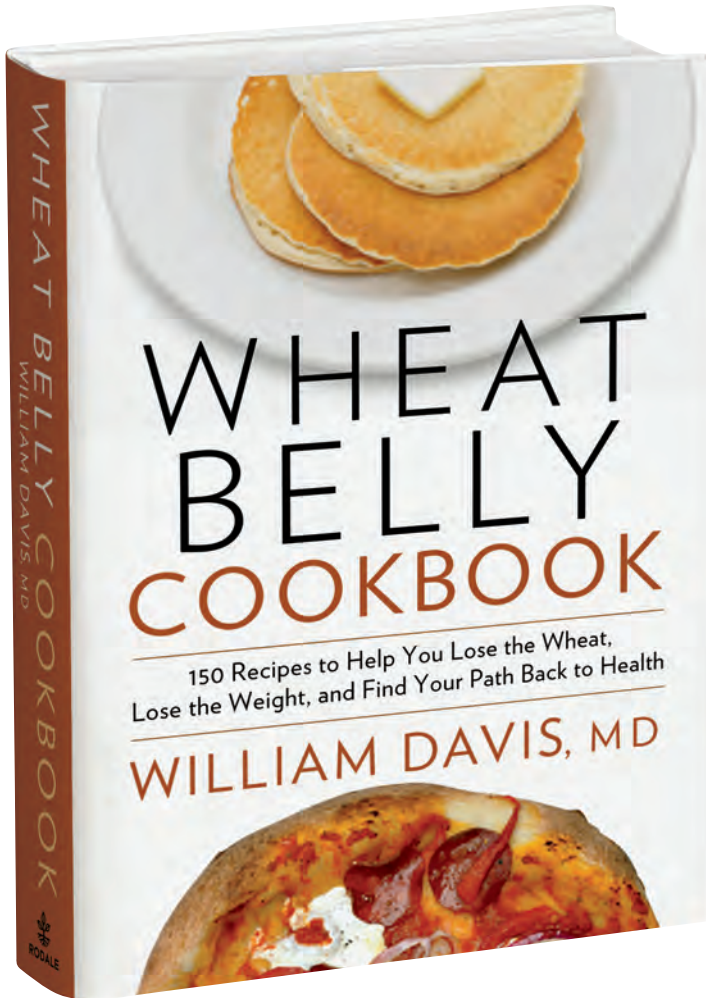
E-book ISBN: 978-1-60961-155-2

Also available:

Wheat Belly Cookbook, ISBN 978-1-60961-936-7

MARKETING

- National radio interview campaign
- Print feature campaign
- Online publicity and promotions
- Social media outreach
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Cross promotion with *Wheat Belly Cookbook*
- Promoted on author’s Web sites, WheatBellyBlog.com, HeartscanBlog.blogspot.com, and TrackYourPlaque.com



Wheat Belly Cookbook

150 Recipes to Help You Lose the Wheat, Lose the Weight, and Find Your Path Back to Health

WILLIAM DAVIS, MD

This cookbook companion to the *New York Times* bestseller *Wheat Belly* serves up 150 great-tasting wheat-free recipes to help readers lose weight and beat disease

Wheat Belly shook the foundations of the diet world when author and renowned cardiologist William Davis revealed that an epidemic of adverse health effects—ranging from minor rashes and high blood sugar to the buildup of stubborn belly fat (so-called “wheat bellies”)—could be banished forever with one simple step: Saying goodbye to wheat. The *Wheat Belly Cookbook* takes readers to the next level with over 150 fresh and delicious wheatless recipes, including Breakfast Quesadillas, Braised Pot Roast with Vegetables, velvety Peanut Butter Pie—and surprising wheat-free hits like Blueberry French Toast, Bruschetta Chicken on Angel Hair Pasta, Spaghetti Bolognese and velvety Scones.

Additionally, readers will also learn how to:

- **Dodge symptoms of “wheat withdrawal” experienced by about 10 percent of dieters, ensuring a smooth transition to this new healthy eating plan**
- **Set up their wheat-free kitchen, including important prep techniques, shopping lists, and strategies to get the whole family on board**
- **Avoid regaining a wheat belly while eating out at restaurants and parties—plus exciting meal ideas guests will love**

WILLIAM DAVIS, MD, is a preventive cardiologist whose unique wheat-free approach to diet allows him to advocate reversal, not just prevention, of heart disease. He lives in Fox Point, Wisconsin.

DECEMBER

ISBN 978-1-60961-936-7

HARDCOVER \$26.99 / NCR

DIET / COOKING

7½" x 9½"

320 pages

16-page insert of color photographs

Also available:

Wheat Belly, ISBN 978-1-60961-479-9

MARKETING

- National author publicity
- National radio interview campaign
- National print features and reviews
- Online advertising
- Online publicity and promotions
- Social media outreach
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Cross promotion with *Wheat Belly* paperback edition
- Promoted on author's Web sites, WheatBellyBlog.com, HeartscanBlog.blogspot.com, and TrackYourPlaque.com

DECEMBER

ISBN 978-1-60961-897-1

PAPERBACK \$15.99 / \$18.50 Can.

HEALTH / NUTRITION

6" × 9"

304 pages

E-book ISBN: 978-1-60961-317-4

MARKETING

- Print feature campaign
- Online publicity and promotions

A Nutritional Prescription for a Sharp Brain,
Balanced Mood, and Lean, Energized Body

The Happiness DIET



NOW
IN
PAPERBACK!

TYLER GRAHAM & DREW RAMSEY, MD

The Happiness Diet

A Nutritional Prescription for a Sharp Brain, Balanced Mood, and Lean, Energized Body

TYLER GRAHAM AND DREW RAMSEY, MD

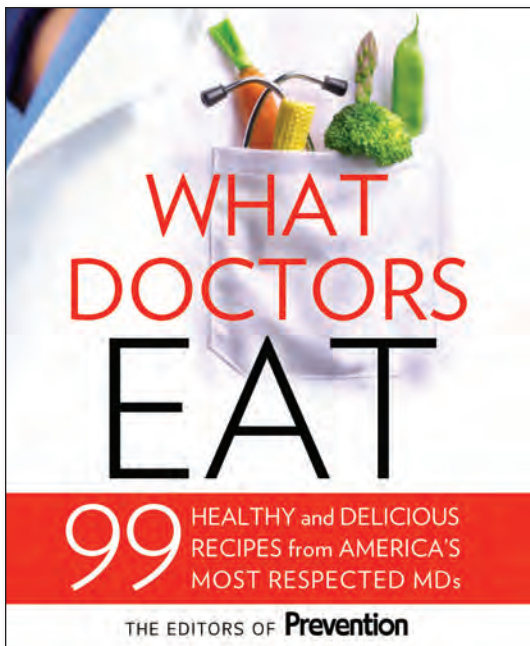
With rates of obesity and depression at record levels, *The Happiness Diet* reveals how the right food choices can improve brain health and happiness. Using the latest data from the rapidly changing fields of neuroscience and nutrition, Tyler Graham and Drew Ramsey, MD, help readers connect their forks to their feelings with simple, straightforward solutions that are essential for happy, healthy brains. After explaining how the Modern American Diet (MAD) shrinks the brain, they reveal the top foods for mood, energy, and focus, and guide readers with shopping tips, meal plans, recipes, and 100 reasons not to eat processed food.

“We’re used to thinking of obesity and heart disease as the consequences of our modern way of eating. *The Happiness Diet* reminds us of how much our brains—and our every thought—depend on good nutrition.”—Susan Allport, author of *The Queen of Fats*

“*The Happiness Diet* delivers a necessary corrective to the monotonous diet of nonsense cooked up by industrialized agriculture and food fetishists alike.”—Richard Manning, author of *Against the Grain*

TYLER GRAHAM is a wellness expert who has served as the health and environment editor of *O, The Oprah Magazine* and the nutrition editor at *Prevention*.

DREW RAMSEY is an assistant clinical professor of psychiatry at Columbia University. He specializes in the treatment of mood and anxiety disorders using food, psychotherapy, and medication.



DECEMBER

ISBN 978-1-60961-956-5

HARDCOVER \$27.99 / \$31.99 Can.

COOKING / HEALTH

7½" x 9½"

320 pages

100 color photographs

E-book ISBN: 978-1-60961-957-2

MARKETING

- **Confirmed excerpt in *Prevention***
- Print feature campaign
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners

What Doctors Eat

99 Healthy and Delicious Recipes from America's Most Respected MDs
THE EDITORS OF PREVENTION

A first-of-its-kind diet that will help everyone get their healthiest body ever—based on strategies from the country's top doctors

We all want to ask our doctors, How do *you* protect your health? For the top physicians and researchers in the country, the answer almost always comes down to making smart food choices. *What Doctors Eat* is an inside peek at the easy, yet ingenious strategies the pros give their patients—and follow in their own lives—such as:

- **Eat half a teaspoon of cinnamon a day and lower blood sugar and cholesterol by 20%**
- **Consider dark chocolate a health food—its antioxidants fight aging, smooth skin, and slash heart disease risk**
- **Get heart-healthy omega-3s from sardines; they're low in mercury and high in vitamin D**

Prevention has synthesized the experts' strategies to create the ultimate healthy-eating plan, The Doctors' Diet. Not only will it help anyone reach their goal weight, it's filled with delicious power foods that fight illness and boost energy. To further take the guesswork out of eating smart, the doctors share their favorite recipes. Loaded with real-word tips and easy, flavorful recipes, *What Doctors Eat* is like having a healthy eating coach on call 24/7.

PREVENTION is the #1 healthy lifestyle brand and the largest health magazine in the US., with a total readership of more than 9 million.

Recently Published

FEBRUARY

ISBN 978-1-60961-471-3

PAPERBACK ORIGINAL \$6.99 / \$7.99 Can.

NATURE

4½" × 7"

64 pages

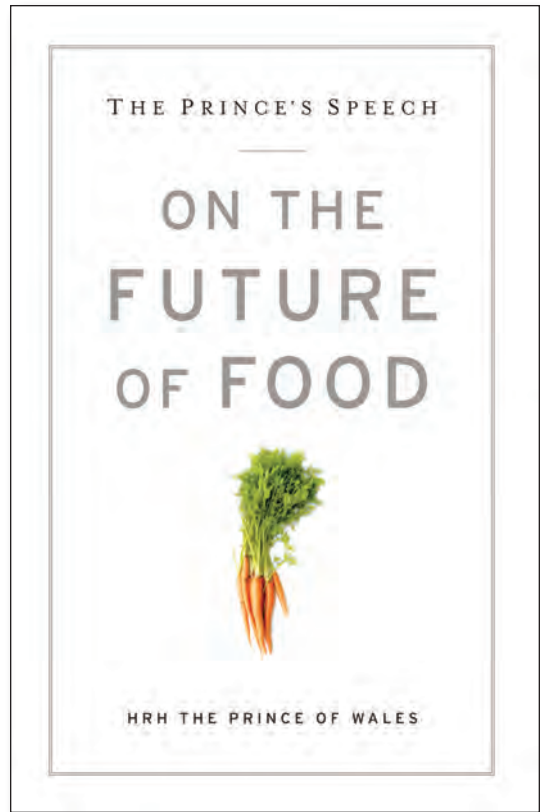
12 color illustrations

French flaps

E-book ISBN: 978-1-60961-472-0

MARKETING

- Print feature campaign
- Online publicity and promotions



The Prince's Speech

On the Future of Food

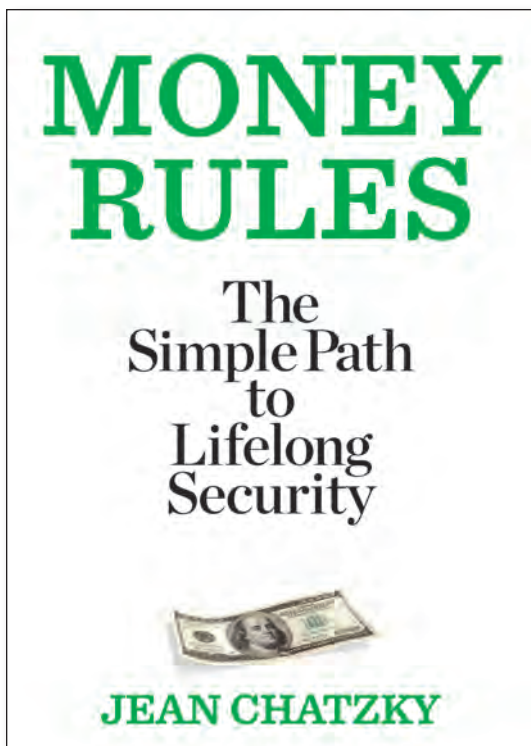
HRH THE PRINCE OF WALES

A stirring, thought-provoking, and ultimately hopeful call to action from one of the world's leading proponents of sustainable farming practices

On May 4, 2011, Prince Charles gave the keynote speech at the Future of Food conference at Georgetown University in Washington, DC. In it, he formalized a position he's been honing for nearly 30 years, challenging the assumptions of industrial agriculture and criticizing the behavior of large agribusiness. Today, with our food supply straining to feed a global population of nearly 9 billion and unbridled demands on energy, land, and water to meet that need, we have reached a crisis point. Though our food has become cheap, its true cost is too high and is increasingly imposed on some of the planet's poorest and most vulnerable.

HRH The Prince of Wales exhorts his audience to create and support a more sustainable approach to agriculture—one which, rather than relying on monocultures, pesticides, chemical fertilizers, GMOs, or fossil fuels, can instead maintain public health, protect the environment, and strengthen the resilience of our agricultural, environmental, and energy systems. His galvanizing speech proposes nothing short of a new way to grow, process, and distribute food to meet the very challenging circumstances of the 21st century, and to bring nature back to the heart of the equation.

HIS ROYAL HIGHNESS THE PRINCE OF WALES is Heir to the British Throne. His life is marked by a dedication to public service and fervent advocacy of issues ranging from environmental protection, economic sustainability, corporate responsibility, and organic farming. He is the founder and patron of the United Kingdom's largest multicause charitable enterprise, the Prince's Charities, comprising 20 not-for-profit organizations.



MARCH

ISBN 978-1-60961-860-5

PAPERBACK ORIGINAL \$12.99 / \$14.99 Can.

PERSONAL FINANCE

5" × 7"

128 pages

25 black-and-white illustrations

E-book ISBN: 978-1-60961-861-2

MARKETING

- Confirmed appearances on the *Today* show, *Weekend Today*, and MSNBC
- Confirmed excerpts in *Prevention*, *Women's Health*, *Redbook*, and *AARP*
- National author publicity
- National television and radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media via author
- Tie-in with author's speaking engagements
- Promotional support from Prevention.com
- Promoted through author's Web site, JeanChatzky.com, and weekly newsletters

Money Rules

The Simple Path to Lifelong Security

JEAN CHATZKY

A powerfully simple, must-have manifesto on money, with more than 90 wealth-building rules from the *Today* show's finance guru

In a time of great financial uncertainty, this is the book everyone must read. Money is simple—people make it complicated. Now, bestselling personal finance author Jean Chatzky has distilled this simplicity into a smart, immediate, and entertaining set of rules that will change readers' financial lives.

Chatzky removes the stress associated with all things money and says it clearly: Readers who follow these basic yet crucial approaches to spending, saving, investing, increasing their income, and most important, protecting what they have will build the wealth and financial stability they've been dreaming of. Chatzky's advice is reassuring, straightforward, and often counterintuitive, including:

- **"Date your stocks; don't marry them."**
- **"More money' won't always make you 'more happy.'"**
- **"To spend less, carry Benjamins, not Jacksons."**
- **"Free' can be very expensive."**

Written in her trademark warm, witty voice, and with a special Dos and Don'ts section, this is the only book readers need to achieve true financial health and happiness.

JEAN CHATZKY is the financial editor for NBC's *Today* show and a columnist for *Prevention*. She is the author of five books, including the bestsellers *Pay It Down* and *Make Money, Not Excuses*. She lives in Westchester, NY.



MAY

ISBN 978-1-60961-875-9

PAPERBACK ORIGINAL \$26.99 / \$31.00 Can.

FITNESS

8" × 8½"

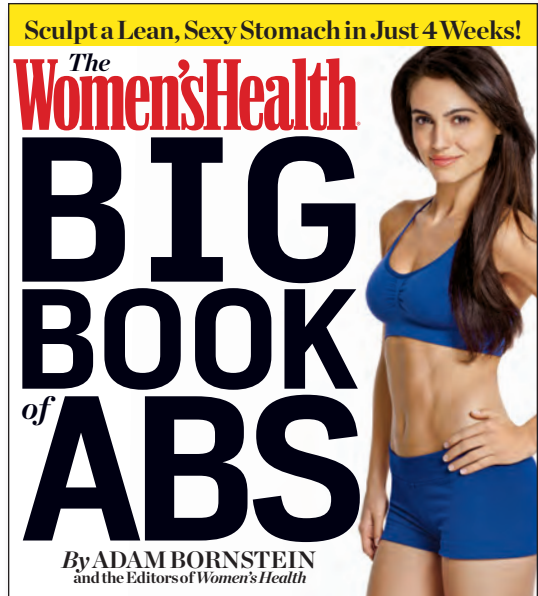
416 pages

800 color photographs

E-book ISBN: 978-1-60961-821-6

MARKETING

- **Confirmed features in *Women's Health***
 - National author publicity
 - Television satellite tour
 - Print feature campaign
 - Online publicity
- Social media outreach via author and *Women's Health*
- Promotional support from *Women's Health*



The Women's Health Big Book of Abs

Sculpt a Lean, Sexy Stomach in Just 4 Weeks!

ADAM BORNSTEIN AND THE EDITORS OF *WOMEN'S HEALTH*

The essential diet and fitness guide to lean, sexy abs—including a results-driven 4-week program to lose weight, strengthen your core, and tone your entire body

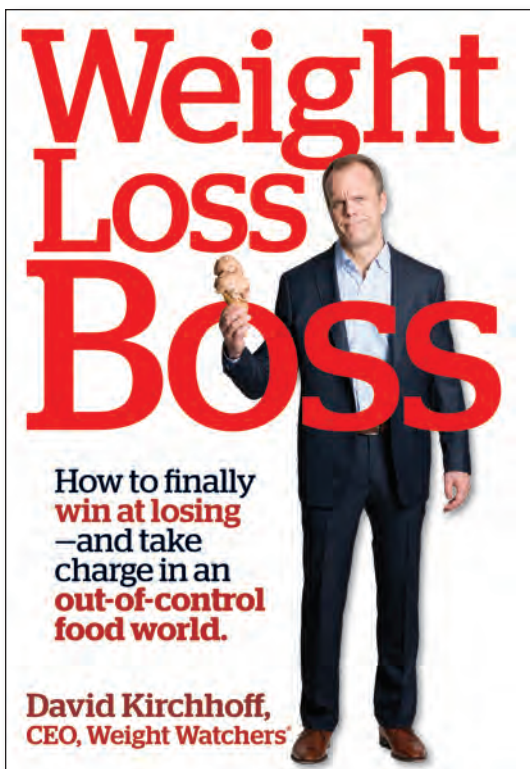
Call it a spare tire, muffin top, or paunch. Men and women consistently cite their belly as their biggest problem area—and it is often the toughest final pounds to lose. Not anymore!

Whether readers' eating habits have been affected by stress, their bodies have changed with age, or they're constantly doing crunches without results, it's time to blast belly fat the right way. Using the comprehensive, week-by-week eating and exercise plan, readers can lose up to 20 pounds in 4 weeks—and keep them off, forever. *The Women's Health Big Book of Abs* special features include:

- **a delicious, easy-to-follow diet that includes satisfying carbs!**
- **a special section on the best pre- and post-pregnancy workouts**
- **hundreds of tips on how to reveal a lean, flat belly and bikini-worthy body!**

Including a step-by-step, 4-week eating and exercise plan, easy-to-prepare recipes, and hundreds of exercises, *The Women's Health Big Book of Abs* is the ultimate guide to a leaner, fitter, sexier body—starting with your core.

ADAM BORNSTEIN is the editorial director of Livestrong.com and former fitness editor at *Men's Health*. He co-authored the bestselling *The IMPACT! Body Plan* and *The Men's Health Diet*, and has been featured on *Good Morning America*, *The Early Show*, and *E!'s The Daily 10*. He lives in Los Angeles.



MAY

ISBN 978-1-60961-901-5

HARDCOVER \$25.99 / \$29.99 Can.

DIET / MEMOIR

6" × 9"

288 pages

15 black-and-white illustrations

E-book ISBN: 978-1-60961-902-2

MARKETING

- **Confirmed feature in *Men's Health***
- National author publicity
- National radio interview campaign
- National print features and reviews
- Online publicity and promotions
- Social media via author
- Promoted in Rodale magazines, e-newsletters, and Web sites
- Promoted across Rodale syndication partners
- Promoted through author's Web site, ManMeetsScale.blogspot.com

Weight Loss Boss

How to Finally Win at Losing—and Take Charge in an Out-of-Control Food World

DAVID KIRCHHOFF

A frank, funny, and groundbreaking guide to surviving and thriving in an obesogenic world, from the CEO of Weight Watchers International

We live in a dangerous food world, full of temptation and instant gratification. No wonder obesity among Americans has tripled since the 1960s—and that those prone to weight gain fail over and over to maintain their hard-won goals. Simply put, our brains and environments are stacked against us. Simplistic willpower-based and food-focused diets will never bring lasting change.

David Kirchoff isn't just the president and CEO of Weight Watchers International—he's also one of its biggest success stories. Kirchoff divulges his slide into full-fledged obesity and his struggles to manage his relationship with food and to find an exercise regimen that sticks. Drawing on the latest scientific research and numerous other inspiring personal stories, he makes the case that the *only* recipe for long-term success is to radically shift our mind-set when thinking about obesity and adopting a healthy lifestyle that stays with us for good. This requires incorporating positive habits that become second nature, and rigorously managing one's food environment—as well as embracing practical behavior-change tools and other sustainable maintenance strategies. In the light of a new, healthier lifestyle that helps readers look good and feel good, change isn't a burden—it's a release.

DAVID KIRCHHOFF is the President and CEO of Weight Watchers International, which reaches 1.5 million people through its meetings each week. He lives in Fairfield County, CT.

JUNE

ISBN 978-1-60961-908-4

PAPERBACK ORIGINAL \$15.99 / \$18.50 Can.

HEALTH

7½" x 9½"

256 pages

58 black-and-white photographs

E-book ISBN: 978-1-60961-126-2

MARKETING

- National author publicity
- National print features and reviews
- Online publicity and promotions
- Promoted in Rodale magazines, e-newsletters, and Web sites



The New Natural

Your Ultimate Guide to Cutting-Edge Age Reversal

NEIL SADICK, MD, WITH SAMANTHA MARSHALL AND ADAM DINKES

From one of the most widely respected dermatologists and beauty innovators comes the most advanced guide for keeping—or attaining—a more youthful face and body without going under the knife

Obvious face-lifts and Botox overload are passé, now that a new generation of fillers, laser treatments, and topical preparations are helping millions look younger—and more natural—for decades. Prominent dermatologist and cosmetic surgeon Dr. Neil Sadick explains how every woman, at any age, can have beautiful, healthy skin without surgery.

Beginning with the basics of skin care and damage-prevention we all need in our early adult years, Sadick highlights the most efficacious cosmetic products and discusses the best practices for preserving a glowing, youthful appearance. For older readers looking to maintain healthy skin and reverse damage caused by age and the environment, he reviews the various nonsurgical options available: from the modern-day breakthrough of cell therapy to cosmeceuticals, fillers, and treatments for cellulite and hair loss. Throughout he recommends brand-name products and treatments for every budget.

User-friendly and backed by the latest science and technology, *The New Natural* is every adult's guide to the most advanced antiaging protocol for achieving young, vibrant skin—now and in the future.

NEIL SADICK, MD, is a professional dermatologist and a medical adviser to Christian Dior, Avon, and other cosmetic and pharmaceutical companies. He is the author of 12 textbooks and is frequently featured in newspapers and women's magazines. He lives in New York City.



RODALE[®]

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Science/Nature/Environment/83

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RODALE

400 Calorie Fix Cookbook

400 All-New Simply Satisfying Meals
LIZ VACCARIELLO WITH MINDY HERMANN



ISBN 978-1-60529-328-8
Hardcover \$27.99 / \$29.99 Can.
8" × 8"
368 pages
129 color photographs

Prevention

The Abs Diet 6-Minute Meals for 6-Pack Abs

DAVID ZINCZENKO, EDITOR-IN-CHIEF OF *MEN'S HEALTH* WITH TED SPIKER

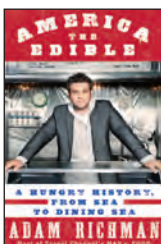


ISBN 978-1-59486-546-6
Hardcover \$21.00 / \$24.00 Can.
6½" × 6½"
256 pages

Men'sHealth

America the Edible

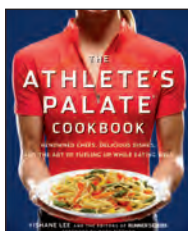
A Hungry History, from Sea to Dining Sea
ADAM RICHMAN



ISBN 978-1-60961-181-1
Paperback \$15.99 / \$18.50 Can.
5½" × 8¼"
288 pages
54 black-and-white photographs

The Athlete's Palate Cookbook

100 Gourmet Recipes for Endurance Athletes from 50 of the World's Greatest Chefs
YISHANE LEE AND THE EDITORS OF *RUNNER'S WORLD*

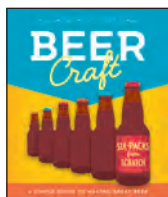


ISBN 978-1-60529-578-7
Paperback \$25.99 / \$31.00 Can.
7½" × 9½"
256 pages
50 color photographs
French flaps

RUNNER'S

Beer Craft

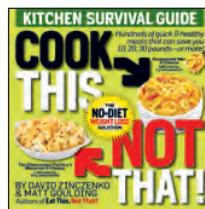
A Simple Guide to Making Great Beer
WILLIAM BOSTWICK AND JESSI RYMILL



ISBN 978-1-60529-133-8
Paperback \$17.99 / \$19.99 Can.
6" × 7"
176 pages
4-color throughout
French flaps

Cook This, Not That!

Kitchen Survival Guide
DAVID ZINCZENKO AND MATT GOULDING



ISBN 978-1-60529-442-1
Paperback \$19.99 / \$23.99 Can.
6½" × 6½"
352 pages
350 color photographs

Men'sHealth

Cook This, Not That! Easy & Awesome 350 Calorie Meals

DAVID ZINCZENKO AND MATT GOULDING



ISBN 978-1-60529-147-5
Paperback \$19.99 / \$21.99 Can.
6½" × 6½"
352 pages
350 color photographs

Men'sHealth

Cook without a Book: Meatless Meals Recipes and Techniques for Part-Time and Full-Time Vegetarians

PAM ANDERSON



ISBN 978-1-60529-176-5
Hardcover \$32.50 / \$37.50 Can.
7½" × 9½"
288 pages
184 color photographs

EAT RIGHT WITH THE BIGGEST LOSER



The Biggest Loser Complete Calorie Counter

CHERYL FORBERG, RD, AND THE BIGGEST LOSER EXPERTS AND CAST

ISBN 978-1-59486-595-4

Paperback \$7.99 / \$8.99 Can.

5" × 7" 240 pages



The Biggest Loser Flavors of the World Cookbook

Take Your Taste Buds on a Global Tour with More Than 75 Easy, Healthy Recipes for Your Favorite Ethnic Dishes

CHEF DEVIN ALEXANDER AND THE BIGGEST LOSER EXPERTS AND CAST WITH MELISSA ROBERSON

ISBN 978-1-60961-148-4

Paperback \$21.99 / \$24.99 Can.

8" × 8½" 240 pages

50 color photographs



The Biggest Loser Cookbook

CHEF DEVIN ALEXANDER AND THE BIGGEST LOSER EXPERTS AND CAST WITH KAREN KAPLAN FOREWORD BY BOB HARPER AND KIM LYONS

ISBN 978-1-59486-575-6

Paperback \$21.95 / \$23.95 Can.

8" × 8½" 256 pages

125 recipes

150 color photographs



The Biggest Loser Quick & Easy Cookbook

Simply Delicious Low-calorie Recipes to Make in a Snap

CHEF DEVIN ALEXANDER AND THE BIGGEST LOSER EXPERTS AND CAST WITH JULIE WILL

ISBN 978-1-60961-423-2

Paperback \$21.99 / \$24.99 Can.

8" × 8½" 256 pages

100 color photographs



The Biggest Loser Dessert Cookbook

More Than 80 Healthy Treats That Satisfy Your Sweet Tooth without Breaking Your Calorie Budget

CHEF DEVIN ALEXANDER AND THE BIGGEST LOSER EXPERTS AND CAST WITH MELISSA ROBERSON

ISBN 978-1-60961-129-3

Paperback \$21.99 / \$24.99 Can.

8" × 8½" 256 pages

100 color photographs



The Biggest Loser Simple Swaps

100 Easy Changes to Start Living a Healthier Lifestyle

CHERYL FORBERG, RD, AND THE BIGGEST LOSER EXPERTS AND CAST WITH MELISSA ROBERSON

ISBN 978-1-60529-535-0

Paperback \$21.99 / \$27.99 Can.

8" × 8½" 224 pages

100 recipes

150 color photographs



The Biggest Loser Family Cookbook

Budget-Friendly Meals Your Whole Family Will Love

CHEF DEVIN ALEXANDER AND THE BIGGEST LOSER EXPERTS AND CAST WITH MELISSA ROBERSON

ISBN 978-1-60529-783-6

Paperback \$21.95 / \$23.95 Can.

8" × 8½" 256 pages

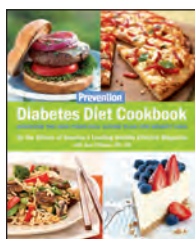
130 recipes

75 color photographs



Diabetes Diet Cookbook

Discover the New Fiber-Full Eating Plan for Weight Loss
THE EDITORS OF PREVENTION WITH ANN FITTANTE, MS, RD



ISBN 978-1-59486-671-5
Paperback \$23.99 / \$26.50 Can.
 7½" × 9½"
 384 pages
 48 color photographs

Prevention

Diabetes DTOUR Diet Cookbook

200 Undeniably Delicious Recipes to Balance Your Blood Sugar and Melt Away Pounds
BARBARA QUINN, MS, RD, CDE, AND THE EDITORS OF PREVENTION

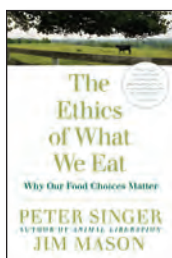


ISBN 978-1-60529-565-7
Hardcover \$27.99 / \$31.99 Can.
 7½" × 9½"
 352 pages
 50 color photographs

Prevention

The Ethics of What We Eat

Why Our Food Choices Matter
PETER SINGER AND JIM MASON



ISBN 978-1-59486-687-6
Paperback \$16.99 / \$19.99 Can.
 6" × 9"
 336 pages

Fat Witch Brownies

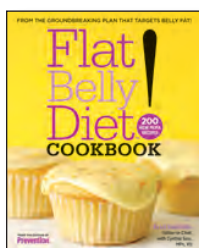
Brownies, Blondies, and Bars from New York's Legendary Fat Witch Bakery
PATRICIA HELDING



ISBN 978-1-60529-574-9
Hardcover \$22.50 / \$26.00 Can.
 7½" × 7½"
 176 pages
 44 color photographs

Flat Belly Diet! Cookbook

LIZ VACCARIELLO WITH CYNTHIA SASS, MPH, RD

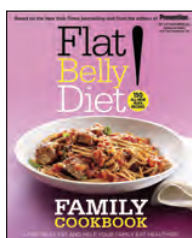


ISBN 978-1-60529-955-6
Hardcover \$27.99 / \$35.99 Can.
 7½" × 9½"
 368 pages
 61 color photographs

Prevention

Flat Belly Diet! Family Cookbook

LIZ VACCARIELLO WITH SALLY KUZEMCHAK, RD

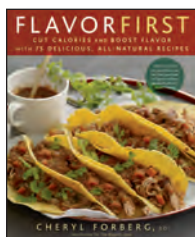


ISBN 978-1-60529-459-9
Hardcover \$26.99 / \$31.99 Can.
 7½" × 9½"
 320 pages
 60 color photographs

Prevention

Flavor First

Cut Calories and Boost Flavor with 75 Delicious, All-Natural Recipes
CHERYL FORBERG, RD



ISBN 978-1-60529-149-9
Paperback \$21.99 / \$24.99 Can.
 7½" × 9½"
 224 pages
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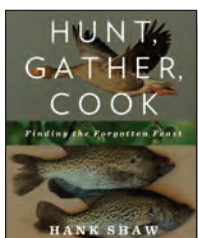
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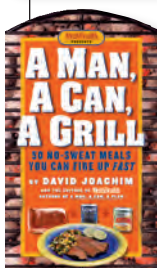
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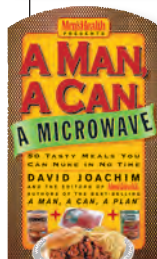
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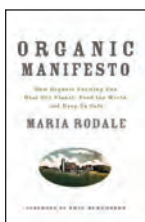
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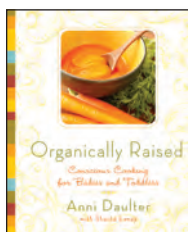


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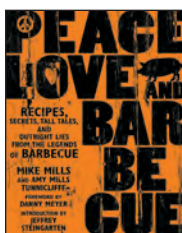
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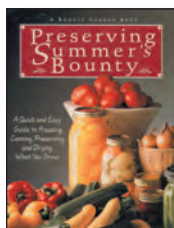


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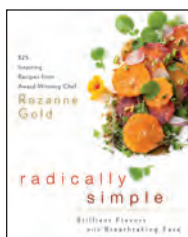


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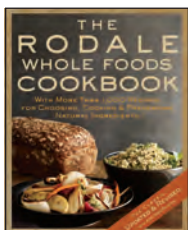


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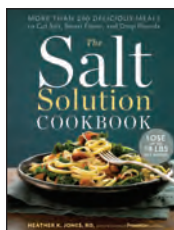


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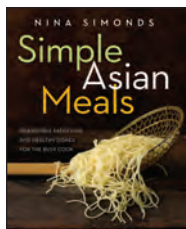
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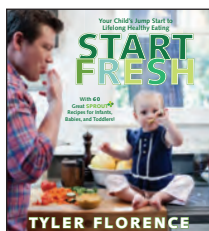
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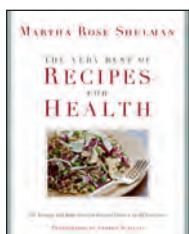
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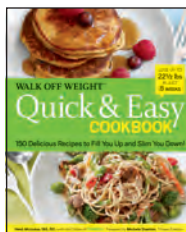
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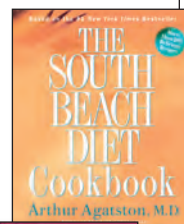
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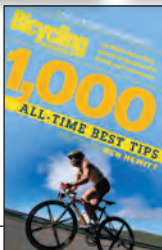
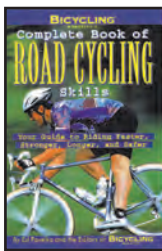
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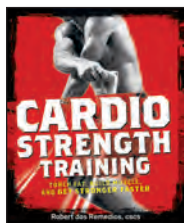
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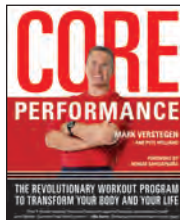


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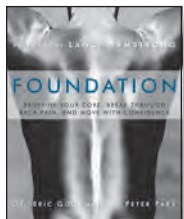


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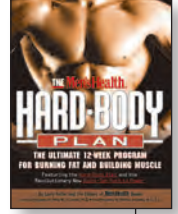
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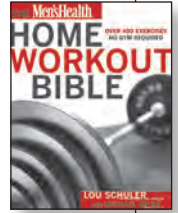
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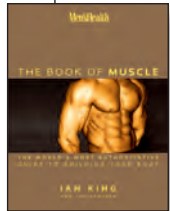
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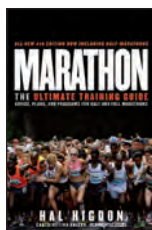
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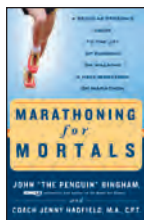
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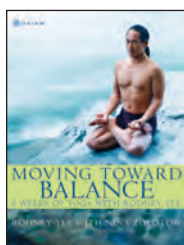
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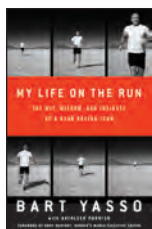
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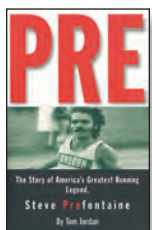
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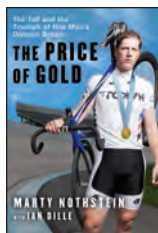
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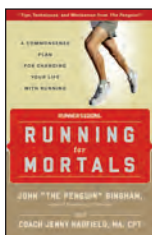
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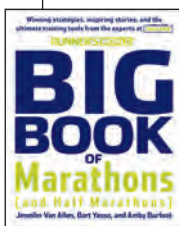
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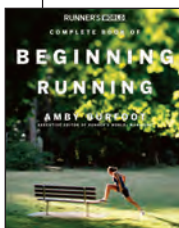
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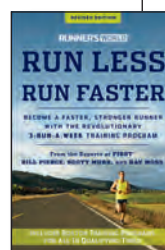
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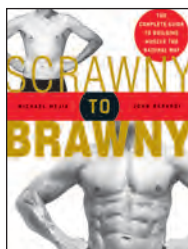
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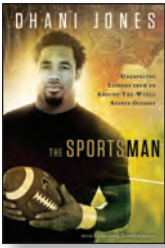
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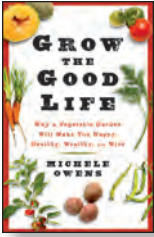
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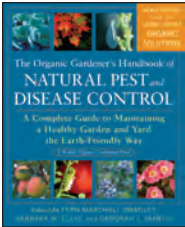
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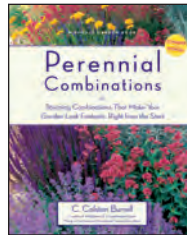
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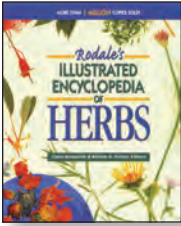
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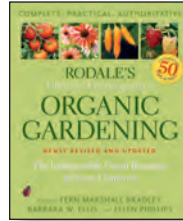
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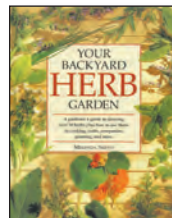
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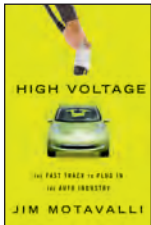
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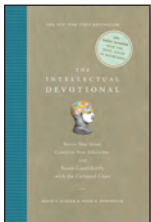
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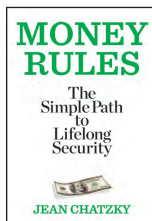
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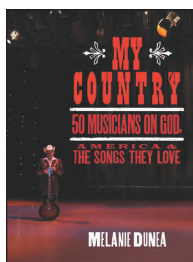
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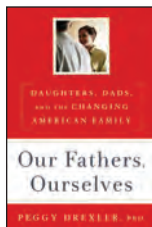
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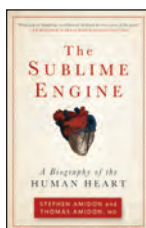
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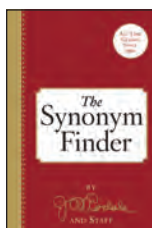
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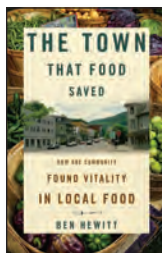
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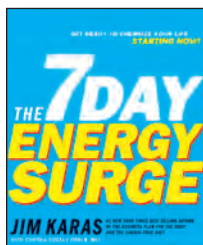
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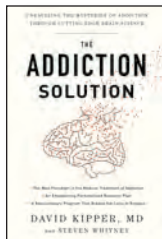
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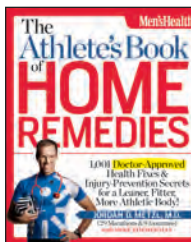
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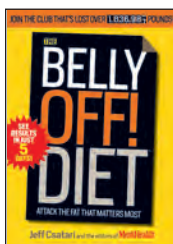
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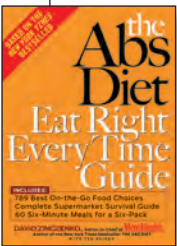
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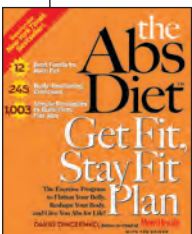
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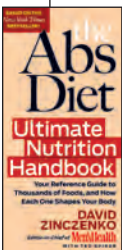
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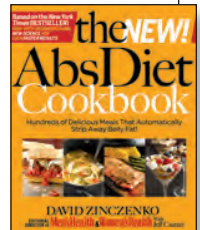
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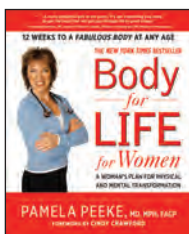
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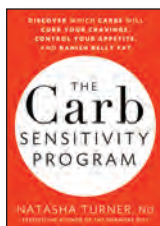
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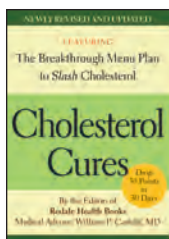
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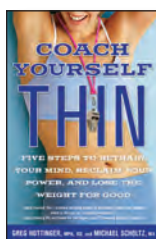
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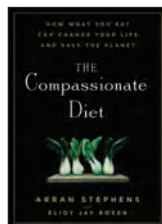
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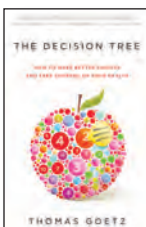
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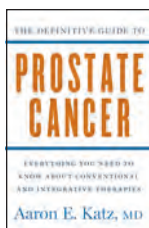
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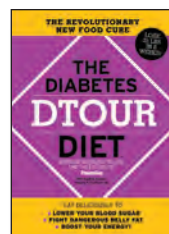
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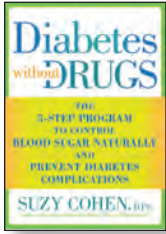
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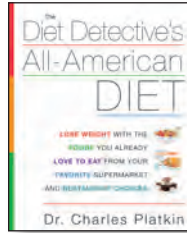
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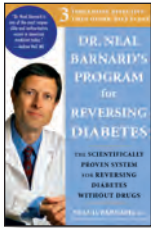
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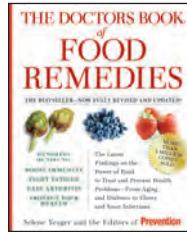
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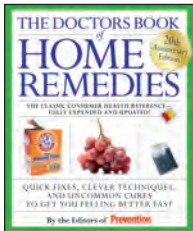
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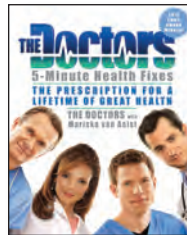
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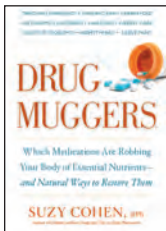
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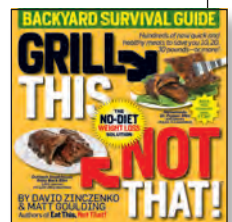
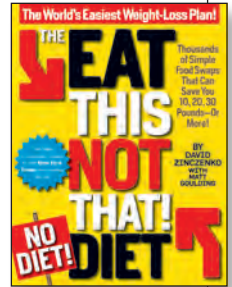
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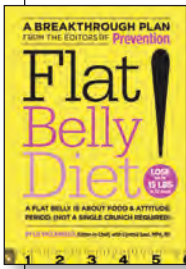


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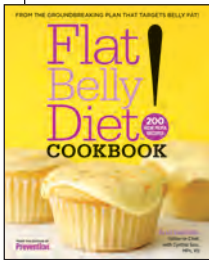
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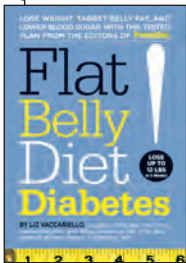
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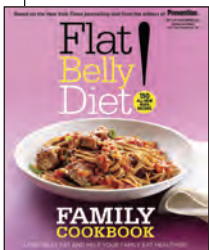


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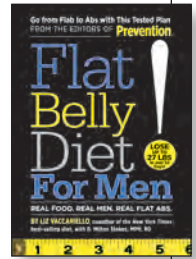
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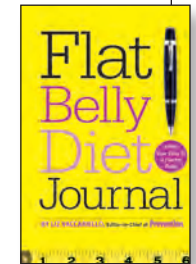
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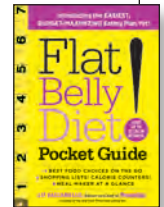


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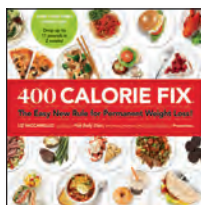
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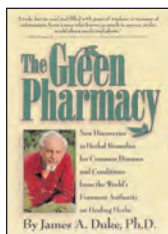
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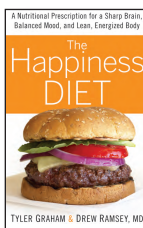
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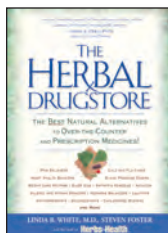
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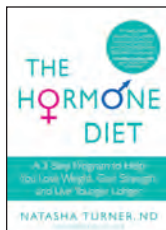
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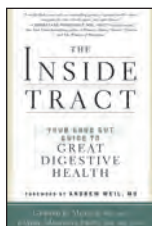
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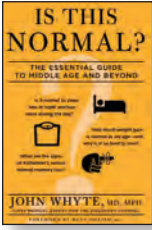


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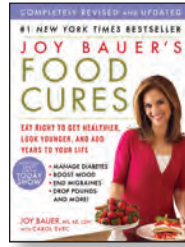


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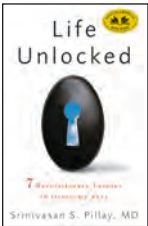
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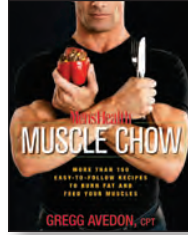
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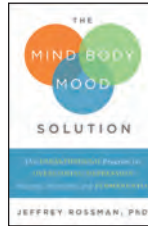


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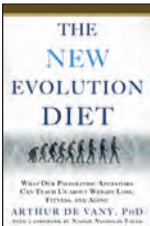


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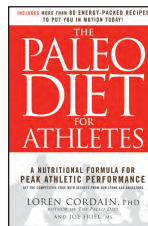


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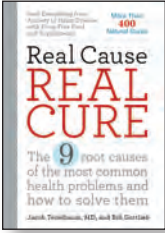


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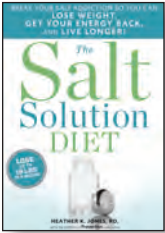


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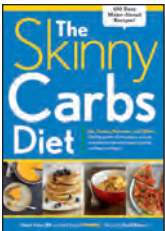


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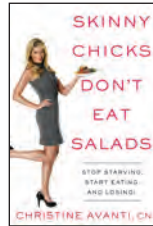
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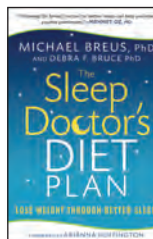
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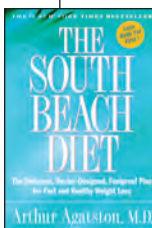
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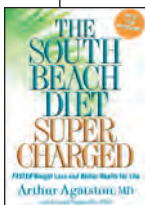


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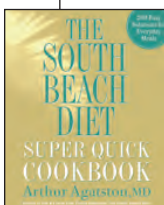


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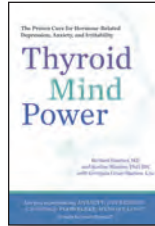
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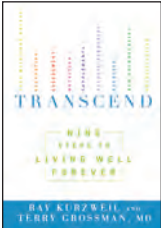


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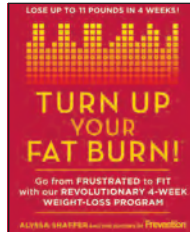


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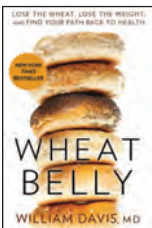
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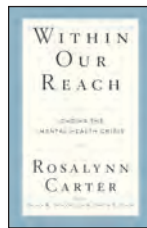


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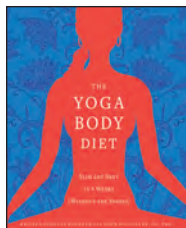
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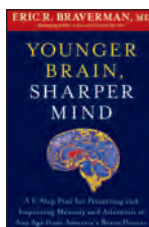


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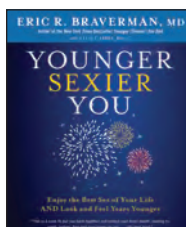


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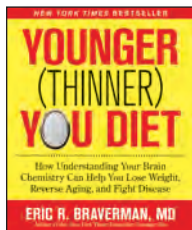


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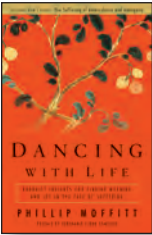
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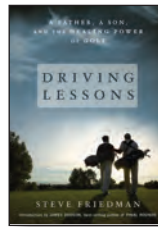
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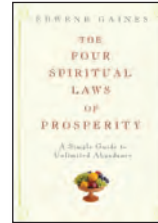
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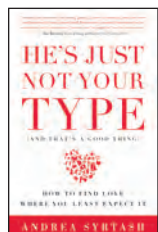
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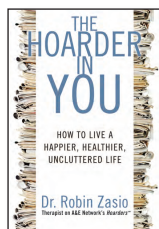
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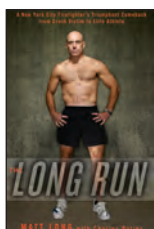
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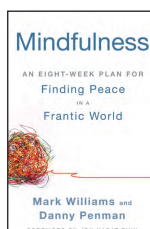
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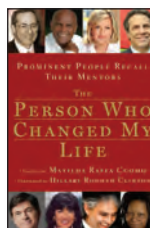
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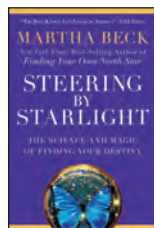
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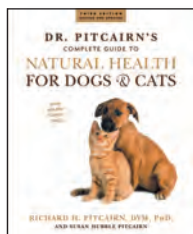
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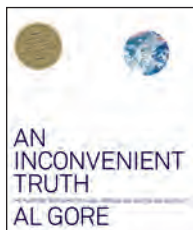
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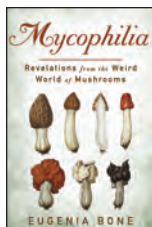
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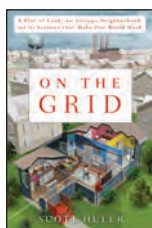
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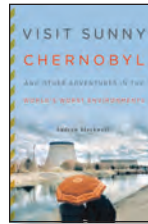


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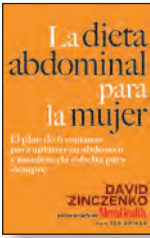


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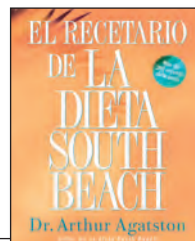
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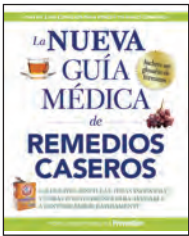


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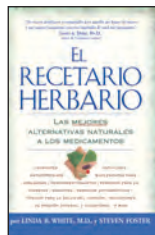


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