

CALLISTO MEDIA

SHAPING THE FUTURE OF PUBLISHING

Founded by veterans of the technology, publishing, and digital media industries, Callisto Media represents a new publishing paradigm: one that combines rich data analysis with deep publishing expertise.

Since 2011, Callisto Media has produced a diverse catalog of non-fiction books, including numerous *New York Times, Wall Street Journal,* and *USA Today* Bestsellers.

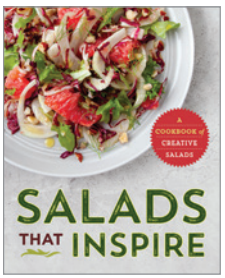
Callisto utilizes proprietary algorithms to mine big data for topics of consumer interests and produces non-fiction titles that enable readers to lead healthier, happier, more enriched lives. Callisto's quick, data-driven model allows us to deliver content to the consumer in sync with the demands of the market.

Callisto offers worldwide distribution and consists of a family of imprints that include Rockridge Press, Althea Press, Zephyros Press, Temescal Press, and Tycho Press.

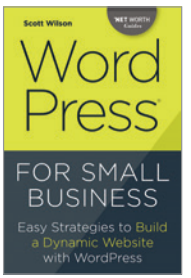
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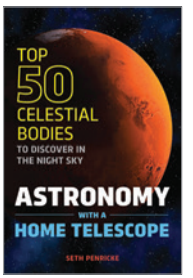
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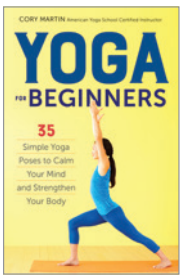
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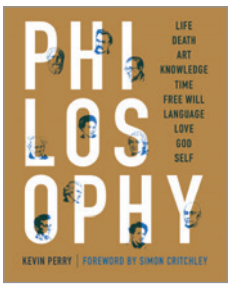
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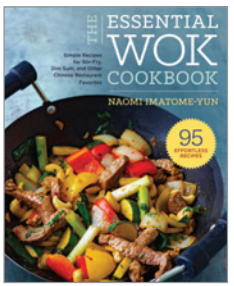
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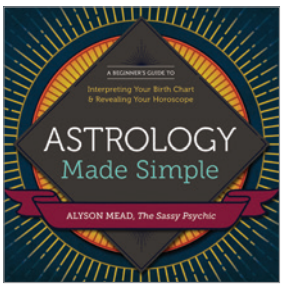
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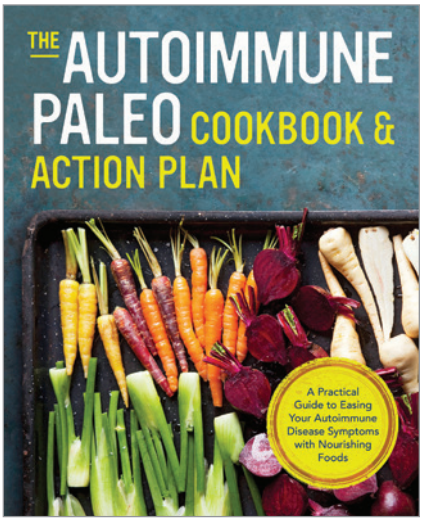












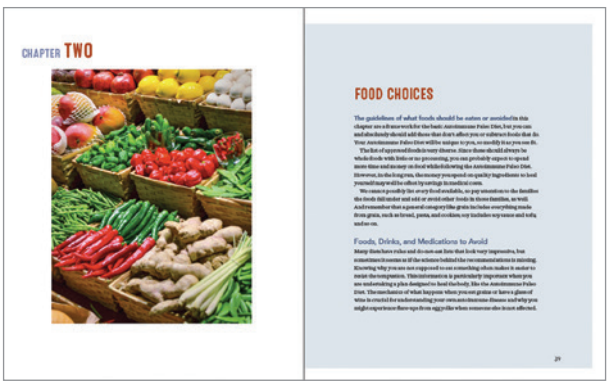
The Autoimmune Paleo Cookbook & Action Plan

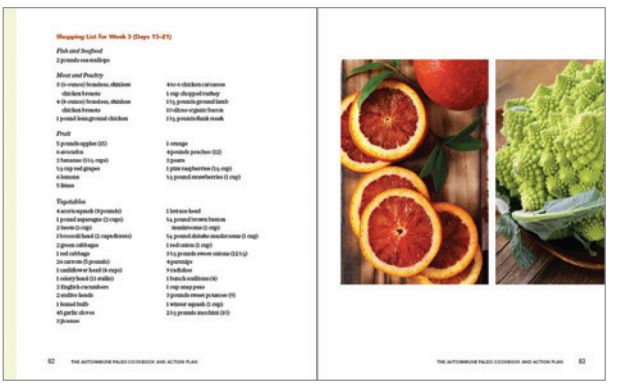
A Practical Guide to Easing Your Autoimmune Disease Symptoms with Nourishing Food

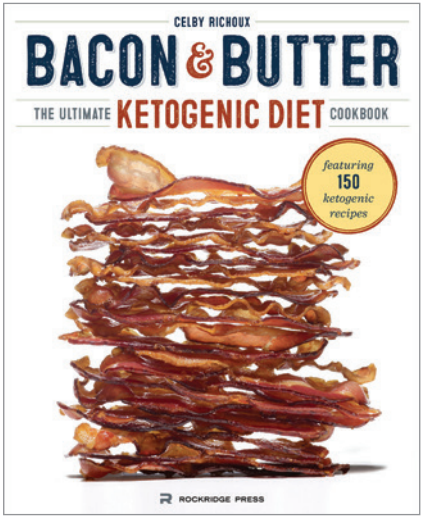
The Autoimmune Paleo Cookbook & Action Plan offers a customizable solution, a dietary approach that empowers you to regain control over your health.

- 130 Paleo diet-based recipes that are completely free of inflammation-causing ingredients
- Extensive lists of foods to avoid—and to enjoy—during the elimination phase of the diet
- A 30-day meal plan so you never have to wonder what to eat
- Step-by-step instructions for reintroducing foods, tracking reactions, and identifying personal triggers

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Bacon & Butter

The Ultimate Ketogenic Diet Cookbook

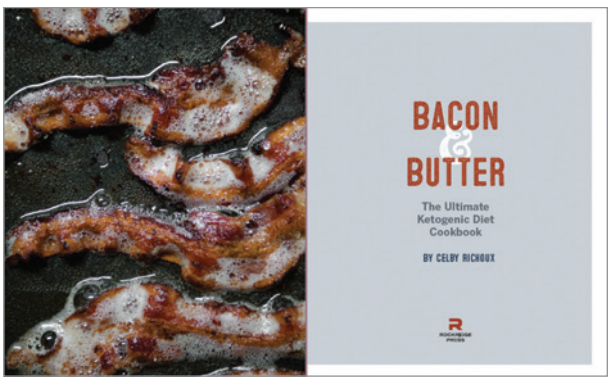
BY CELBY RICHOUX

Whether you've come to keto through the guidance of your doctor or you're looking for a sustainable way to lose weight, *Bacon & Butter* is your ultimate companion for keto cooking.

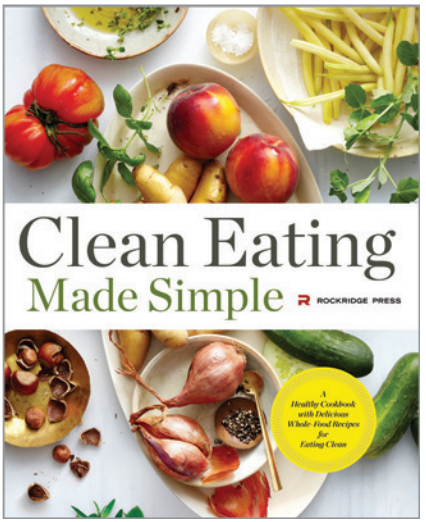
- 150 ketogenic diet-friendly recipes for any occassion
- Clear explanations of why fat is your friend
- At-a-glance charts of keto-friendly foods
- Ideas for how to handle social situations—from office parties to holiday family dinners—while doing keto
- Handy nutritional information for each recipe, plus suggestions for keeping track of your nutrients

Celby Richoux *is a writer and home cook who experimented with multiple weight loss programs before finding success with the ketogenic diet. She enjoys experimenting with wild game meats in her kitchen and creating satisfying meals for friends and family. She resides in Austin, Texas, and can be found online at piquantlyco.tumblr.com and on Twitter @celbydeverau.*

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Clean Eating Made Simple

A Healthy Cookbook with Delicious Whole-Food Recipes for Eating Clean

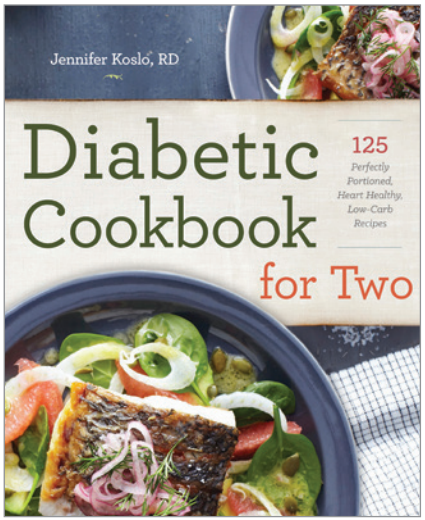
Clean Eating Made Simple helps you adopt healthy changes easily—and permanently—with:

- The 10 basic principles of clean eating
- More than 110 delicious clean eating recipes, including Oatmeal Pancakes and Gingerbread Granola Bars
- A handy clean eating food list, with guidelines for how to incorporate clean foods into your daily diet
- Nutritional values for every recipe
- A weekly clean eating meal plan to get you started

$18.99 SRP ■ TP ■ 234 PAGES
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Diabetic Cookbook for Two

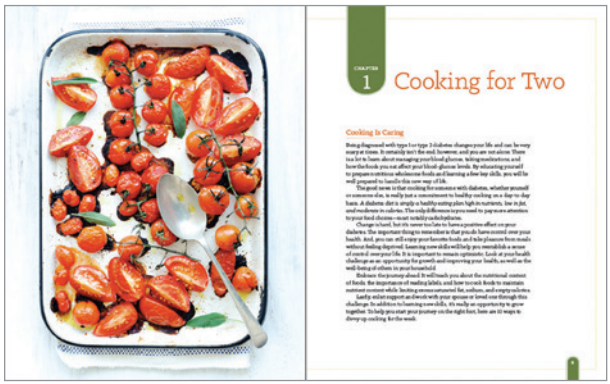
125 Perfectly Portioned, Heart-Healthy, Low-Carb Recipes

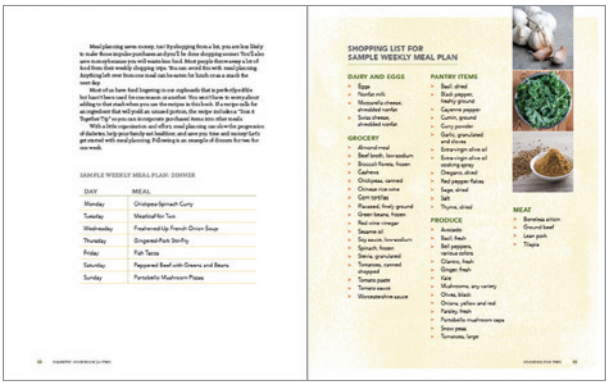
JENNIFER KOSLO, RD

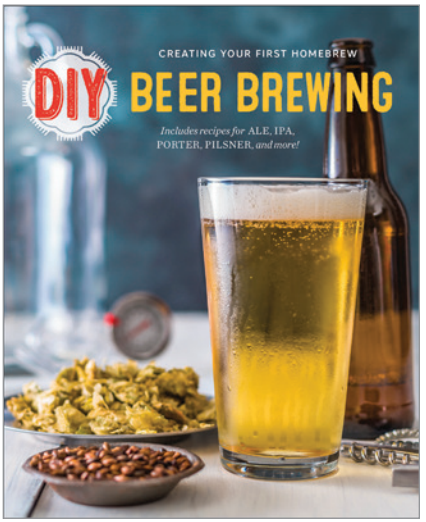
A diagnosis of diabetes for yourself or a loved one can be frightening and overwhelming—especially when it comes to what to put on your plate. But with a few tweaks to your favorite dishes, managing diabetes doesn't have to mean relegating yourself (or your sweetie) to culinary boredom.

- 125 recipes tasty enough for anyone to enjoy, regardless of restrictions
- Handy nutritional information for all recipes, including carb counts
- Tips for cooking together and meal planning
- 10 ingredients to keep on hand for when you need to throw dinner together in a hurry

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DIY Beer Brewing

Creating Your First Homebrew

BY ASTRID COOK

Excited about crafting your own beer but unsure how to get started? In *DIY Beer Brewing*, you'll find simple, no-fuss instructions for creating your very own homemade brews.

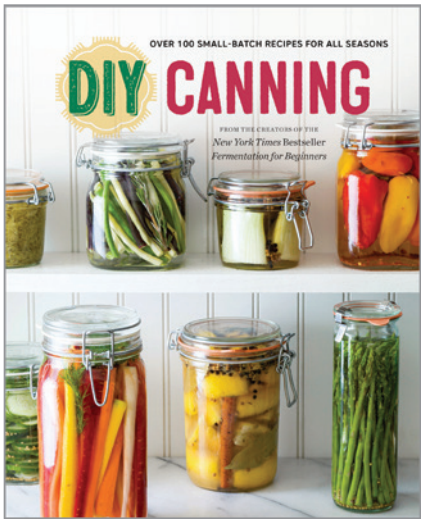
- Learn everything about types of beers, from ales to pilsners, as well as guidelines for serving and tasting
- Become proficient in the beer brewing basics, from getting the right equipment to mastering fermentation
- Experiment with original craft beer recipes
- Diversify your brewing exploration, adding ingredients like coffee, chocolate, and bacon

Astrid Cook *discovered craft beer whilst working on her first novel. She is a member of Pink Boots Society and North American Guild of Beer Writers. Her work has appeared both online and in print at* All About Beer Magazine, West Coaster, *Complex.com and other beer-related websites.*

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DIY Canning

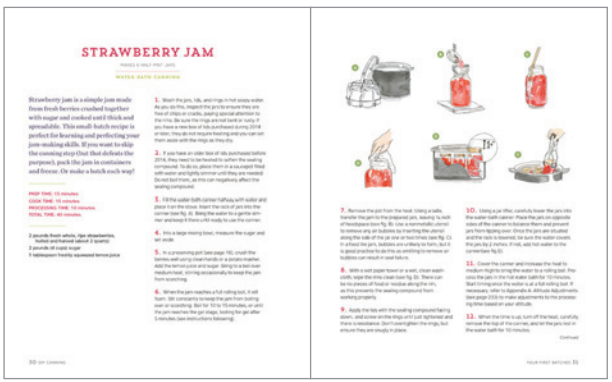
Over 100 Small-Batch Recipes For All Seasons

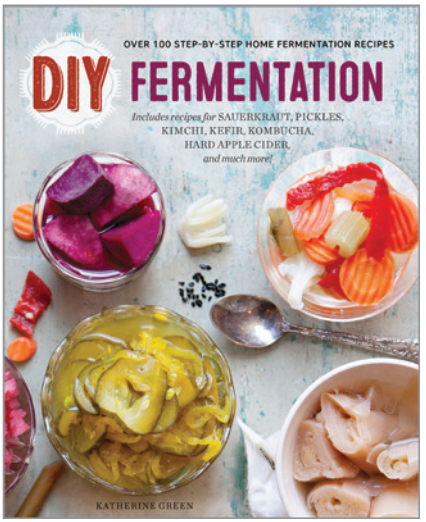
Preserve nature's bounty and enjoy seasonal ingredients throughout the year with over one hundred water-bath and pressure canning recipes. Offering a mix of classic, creative, and modern flavor profiles, *DIY Canning* makes it easy for novice and experienced canners alike to share in this time-honored cooking tradition.

- Learn water-bath and pressure canning techniques easily and safely with detailed, step-by-step practice recipes
- Avoid repeating mistakes and modify recipes to make them your own with troubleshooting tips and evaluation worksheets
- Go healthy with low-sugar or low-sodium versions of canning favorites like Applesauce, Peaches in Light Syrup, and Classic Tomato Sauce
- Look for recipes labeled "Seasonal" to capture the flavors of fleeting ingredients like rosehips and elderberries

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DIY Fermentation

Over 100 Step-By-Step Home Fermentation Recipes

BY KATHERINE GREEN

Fermentation has given us some of the food world's most treasured delights, and with *DIY Fermentation,* making delicious probiotic foods in your own kitchen has never been easier.

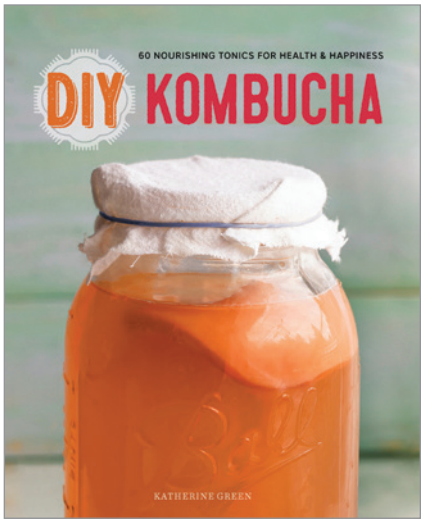
- 100+ recipes to make your own sauerkraut, kimchi, pickles, kefir, yogurt, vinegar, kombucha, hard apple cider, and more
- Detailed troubleshooting guides to ensure fermentation success
- Insider tips and anecdotes from fermentation experts
- Step-by-step illustrations to stay on track
- A bonus chapter integrating homemade ferments into everyday cooking

Katherine Green *is a writer and food educator in Portland, Oregon. She is a fermentation geek, trained winemaker, and the former owner of Mama Green's Jam. She lives with her husband, two sons, and a flock of chickens.*

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DIY Kombucha

60 Nourishing Tonics for Health & Happiness

BY KATHERINE GREEN; FOREWORD BY RANA CHANG, FOUNDER OF HOUSE KOMBUCHA

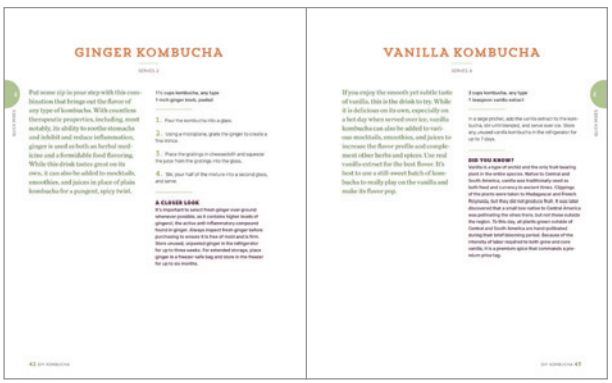
Fresh, fragrant, and fizzy, home brewed kombucha tea is not only easy to make, it is simply the best tasting, healthiest kombucha you've yet to try. *DIY Kombucha* will take you steep-by-steep (and step-by-step) through the process of creating your own flavorful probiotic powerhouse.

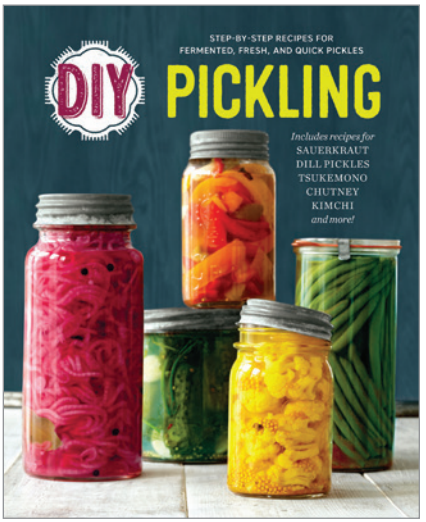
- 60 fermented tea recipes, including master teas, quick mixes, infusions, juices, smoothies, and even healthy mocktails
- FAQs on kombucha consumption, alcohol content, home brewing safely, and more
- Stories and advice from the founders and brewers behind House Kombucha, Health-Ade, Humm Kombucha, Lion Heart Kombucha, and Buddha's Brew Kombucha

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Katherine Green *is a writer and food educator in Portland, Oregon. She is a fermentation geek, trained winemaker, and the former owner of Mama Green's Jam. She lives with her husband, two sons, and a flock of chickens.*







DIY Pickling

Step-by-Step Recipes for Fermented, Fresh, and Quick Pickles

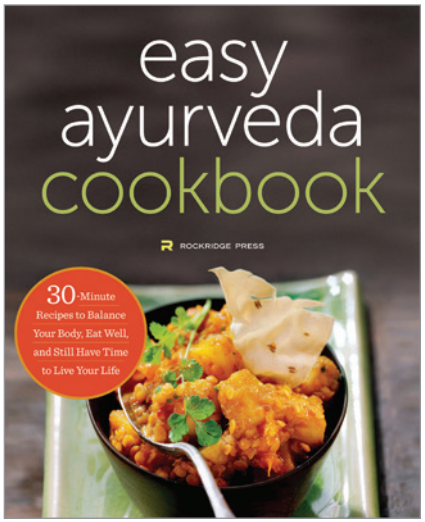
Make the time-honored tradition of pickling simple and accessible with this handy DIY guide. From Japanese Tsukemono to Korean kimchi, from German sauerkraut to Indian chutney, pickling is part of a long and rich tradition of food culture around the world. With *DIY Pickling,* making delicious sweet, sour, spicy and fermented pickles in your own kitchen has never been easier.

- Detailed troubleshooting guides
- Insider tips and anecdotes from pickling experts
- Chapters dedicated to fermented pickles and Asian pickles
- Instructions for canning and storing your pickles
- A bonus chapter about how to integrate pickles into your everyday cooking

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Easy Ayurveda Cookbook

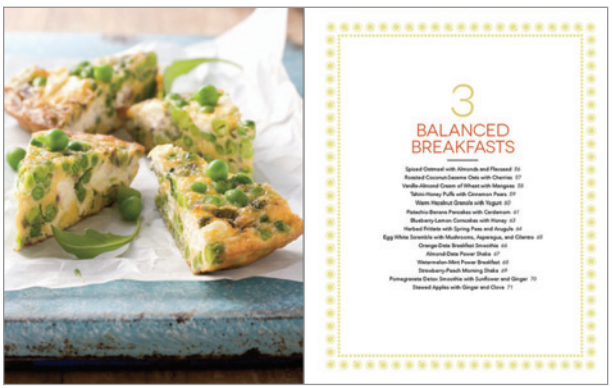
30-Minute Recipes to Balance Your Body, Eat Well, and Still Have Time to Live Your Life

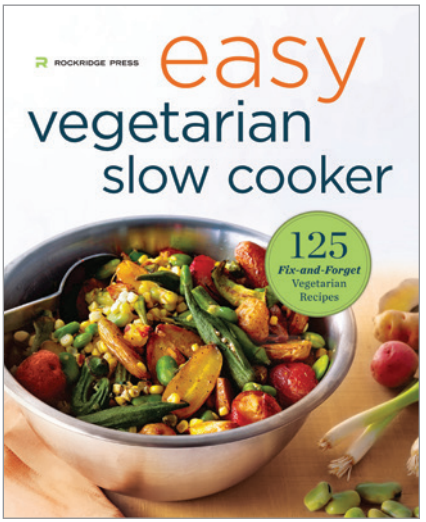
Easy Ayurveda Cookbook combines a proven traditional approach to health with an understanding of today's time constraints.

- A handy quiz to help you determine your dosha—the essence of your body's composition
- 125 tantalizing recipes that can all be made in 30 minutes or less
- Clear labels that help you determine which recipes will balance your dosha
- More than 100 mindfulness tips that you can start using right now

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Easy Vegetarian Slow Cooker Cookbook

125 Fix-and-Forget Vegetarian Recipes

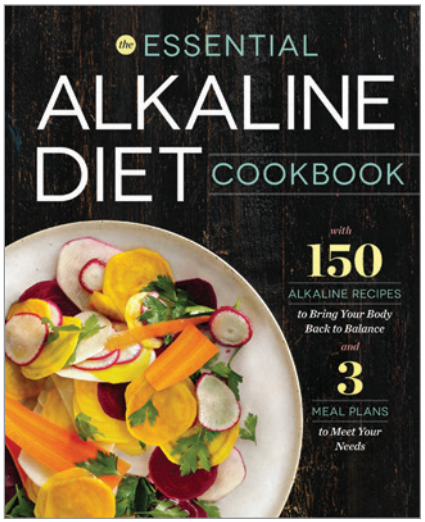
You've gone meat-free, thanks to your conscience, your doctor, or maybe even your teenager. Whatever the reason, take back your time while letting your palate travel the world of vegetarian dishes.

- No time? All meals prep in 15 minutes or less. Chop and go.
- Hungry for real food? Not a single recipe calls for fake meat products.
- No animal products? Over 75 of the 125 recipes are vegan.
- Got restrictions? Dietary labels indicate whether a recipe is gluten-free, soy-free, and/or nut-free.
- Counting calories—or carbs? Nutritional information is listed with every recipe.

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The Essential Alkaline Diet Cookbook

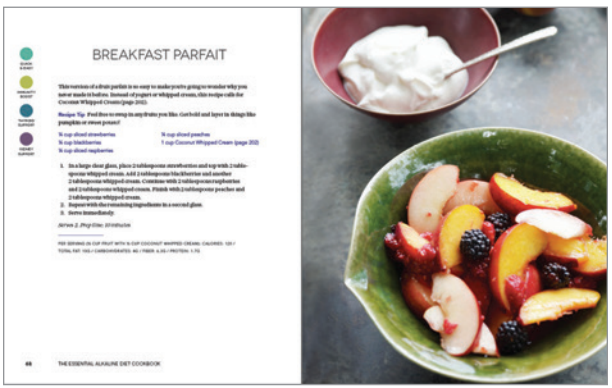
150 Alkaline Recipes to Bring Your Body Back to Balance

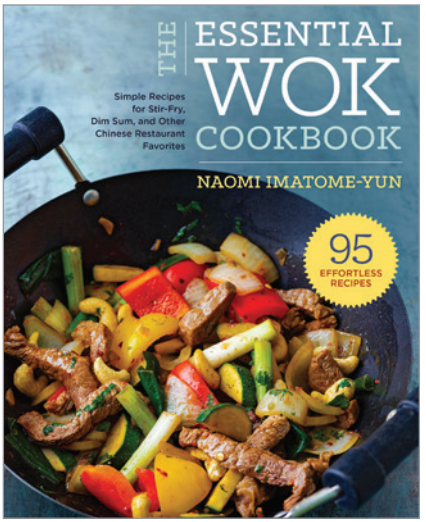
With ailment-specific recipes and plans to ensure success, *The Essential Alkaline Diet Cookbook* makes the benefits of an alkaline diet easier than ever to enjoy.

- 150 satisfying recipes that will naturally bring your system back to balance
- 30-day meal plans for supporting your immune system, thyroid, or kidneys
- A handy list of the alkaline or acidic values of nearly 200 foods

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The Essential Wok Cookbook

A Simple Chinese Cookbook for Stir-Fry, Dim Sum, and Other Restaurant Favorites

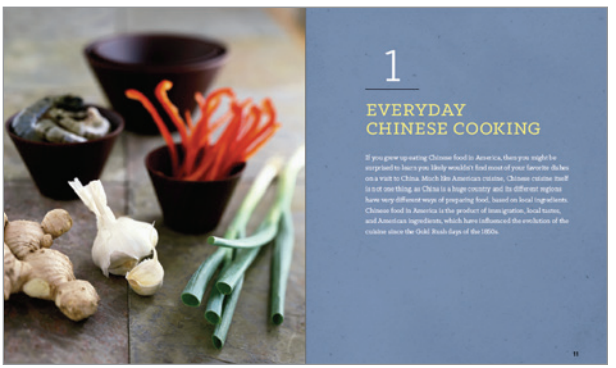
BY NAOMI IMATOME-YUN

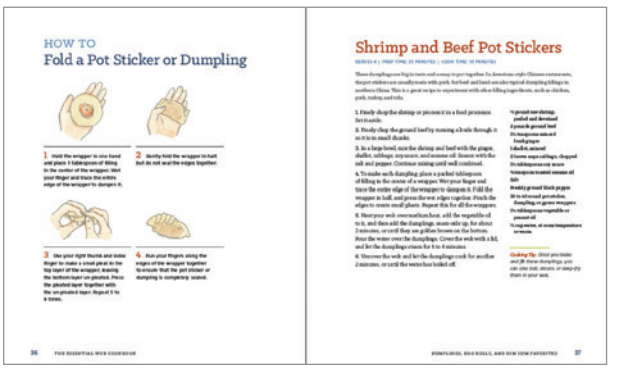
With this simple cookbook in your kitchen and a mighty wok in your hand, Chinese favorites are now quicker, healthier, and cheaper than delivery. Beyond tips for selecting, seasoning, and caring for your wok, this cookbook also provides:

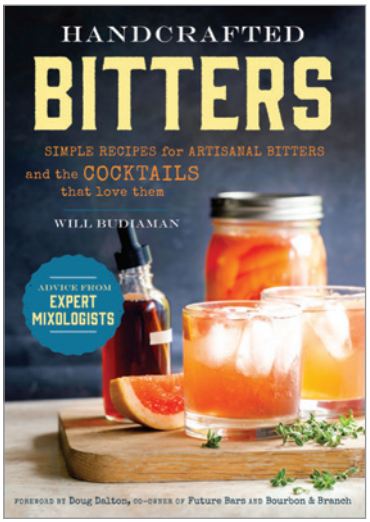
- Step-by-step illustrations for how to fold a dumpling, egg roll, and wonton
- Fun features on the origin stories and American reinventions of foods such as egg drop soup and fortune cookies
- Recipe labels to help you decide what to make when you're short on time (30 minutes or less) and tight on cash
- Recipe tips to swap ingredients, save time, make a dish more healthy, or kick up the heat

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Naomi Imatome-Yun *is a food writer and editor whose work appears in* Dining Out, USA Today, and Art Culinaire. *She is also a food expert for About.com.*







Handcrafted Bitters

Simple Recipes for Artisanal Bitters and the Cocktails that Love Them

BY WILL BUDIAMAN; FOREWORD BY DOUGH DALTON

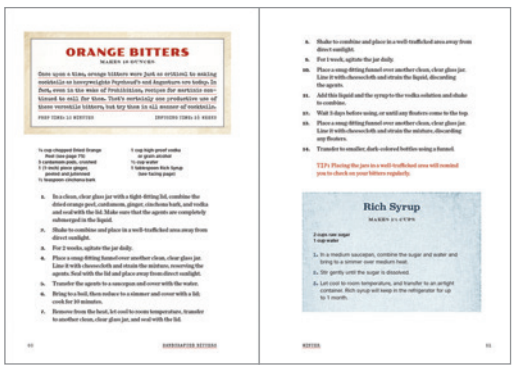
Handcrafted Bitters lets readers in on a secret: bitters are not that difficult to make. Whether you're a seasoned mixologist or an amateur at-home bartender, the homemade bitters recipes in this book will help take your cocktail game to the next level.
In this book you'll find:

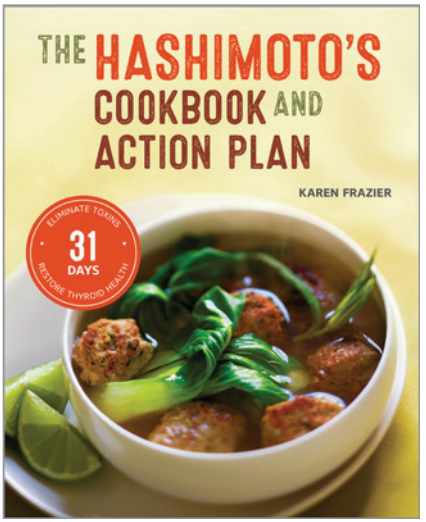
- Bitters recipes organized by season, featuring the finest ingredients year round
- 100 cocktail recipes across diverse flavor profiles to help you practice and refine your bitter-making techniques
- Advice on how to source the best-quality ingredients
- Insider tips and anecdotes from bitters experts like Toby Ludwig of Hella Bitters

Will Budiaman *is a New York City-based writer and recipe developer. He is a graduate of the International Culinary Center and is a recipe tester for the R&D kitchen at Maple. Previously, he served as a web producer for* Bon Appétit *and Epicurious, and as an editor at* The Daily Meal*, where he ran the test kitchen.*

$17.99 SRP ■ TP ■ 192 PAGES
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The Hashimoto's Cookbook and Action Plan

31 Days to Eliminate Toxins and Restore Thyroid Health Through Diet

BY KAREN FRAZIER

This is the first cookbook specifically for people with Hashimoto's thyroiditis, despite the fact that Hashimoto's is the most common thyroid disease in the United States and affects nearly 14 million Americans. This book offers:

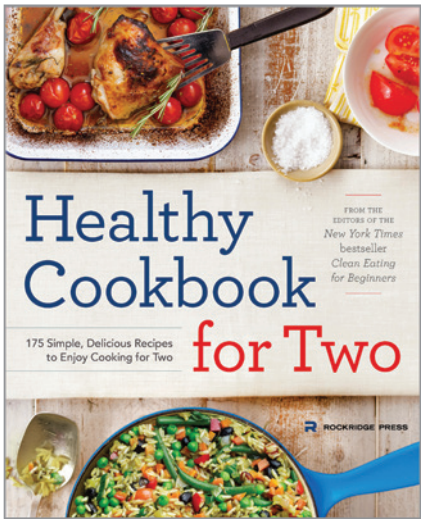
- Clear explanations of the causes and symptoms of Hashimoto's
- A month-long action plan to eliminate problem foods, broken down into a 3-day cleanse and a 3-week meal plan
- Shopping lists for the entire month so you buy only what you need for breakfast, lunch, dinner, and snacks
- Over 125 recipes in all

Karen Frazier *is a freelancer writer and cookbook author who specializes in writing recipes and meal plans for restrictive diets. She was a personal trainer before Hashimoto's thyroiditis changed her life, and led to her adoption of a modified Paleo diet. She lives with her husband near Seattle.*

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Healthy Cookbook for Two

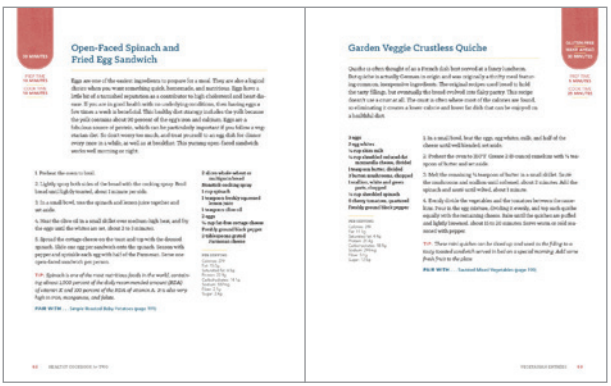
175 Simple, Delicious Recipes to Enjoy Cooking for Two

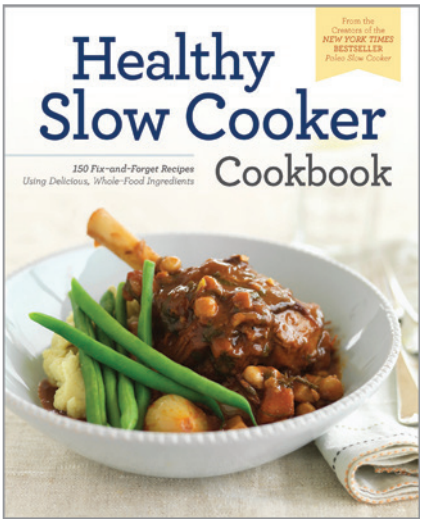
Discover how easy it is to cook flavorful, wholesome meals just for two.

- Over 175 quick and nourishing recipes tailored specifically for your two-person household
- Save time and money with helpful shopping and meal planning advice
- Make smart eating choices with 10 tips to sustain a healthy lifestyle
- Enjoy simple and tasty side pairings to complete each meal
- Stay informed with nutritional information for every recipe

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Healthy Slow Cooker Cookbook

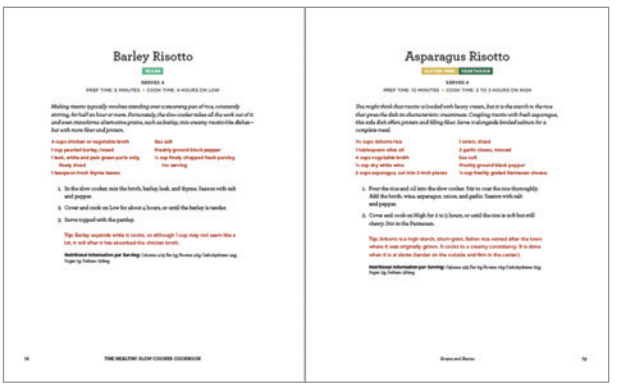
150 Fix-and-Forget Recipes Using Delicious, Whole-Food Ingredients

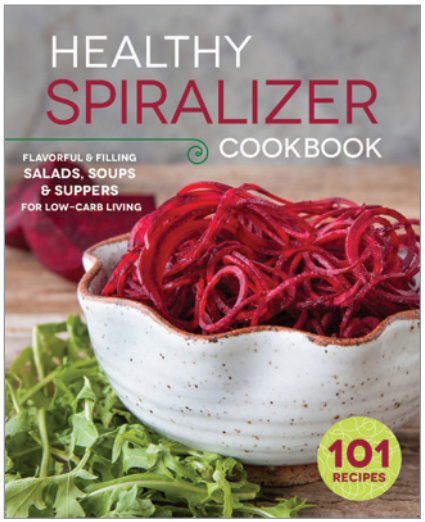
Enjoy mouthwatering meals with *Healthy Slow Cooker Cookbook*, a collection of slow cooker recipes that makes it easy to prepare convenient meals without artificial or processed ingredients.

- 150 healthy twists on slow cooker classics like Cheese Fondue, Texas-Style Pulled Pork, and Sage and Pumpkin Mac 'n' Cheese
- "Fix-and-forget" recipes that require less than 15 minutes of prep time and no interruptions in the cooking process
- Helpful tips and tricks for cooking with fresh, whole food ingredients, including delicate herbs and seafood
- Nutritional information to help you keep track of calories, fat, protein, carbs, sugar, and sodium
- Recipe tips that highlight ingredients that pack a nutritional punch, like coconut oil, kale, and more

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Healthy Spiralizer Cookbook

Flavorful and Filling Salads, Soups, Suppers, and More for Low-Carb Living

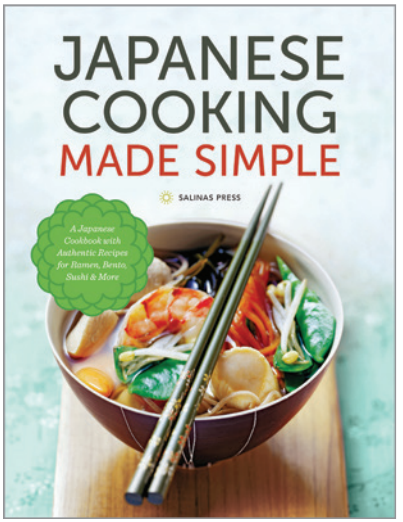
Carbs are out and vegetables are in. This spiralizer cookbook is the only one that provides specific recipe instruction for your brand of spiralizer, no matter which one it is. Here's what's included:

- Clear instruction on which fruits and vegetables spiralize well—and which don't
- Recipe icons indicating whether meals can be made with a hand-crank spiralizer (Paderno, Inspiralizer, and more), an hourglass-shaped spiralizer (Vegetti, Brieftons, and more) or both types—and which blade to use for each
- A chapter of spiralizer recipes to satisfy high-carb cravings, from fettuccine alfredo to chow mein
- A chapter of basic condiments, sauces, and dressings to flavor the rainbow of veggies you'll be spiralizing
- Nutritional information included with every recipe, noting calories, fat, cholesterol, total carbs, fiber, and protein

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Japanese Cooking Made Simple

A Japanese Cookbook with Authentic Recipes for Ramen, Bento, Sushi and More

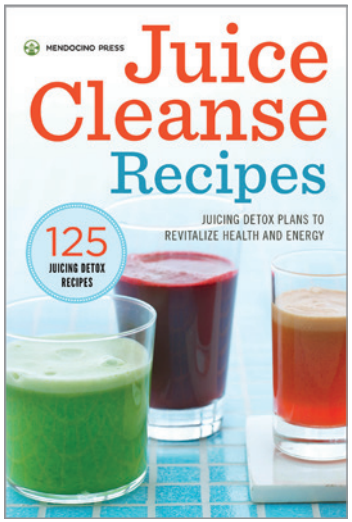
Japanese Cooking Made Simple will help you create delicious, authentic Japanese meals at home, with:

- More than 100 easy-to-follow Japanese cookbook recipes, including Miso Soup, Tempura Soba, and Chicken Yakitori
- Detailed instructions for how to cook rice and how to slice fish for sushi and sashimi
- Beautiful illustrations of how to make sushi, including norimaki and temaki

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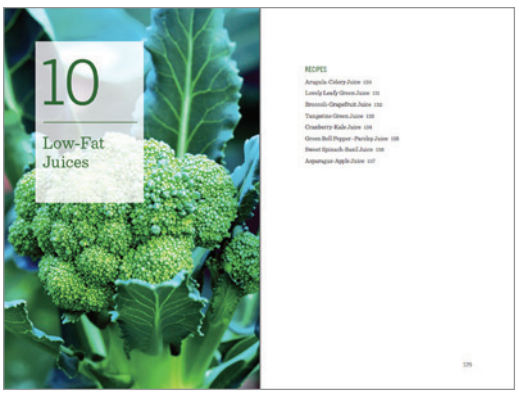
Juice Cleanse Recipes

Juicing Detox Plans to Revitalize Health and Energy

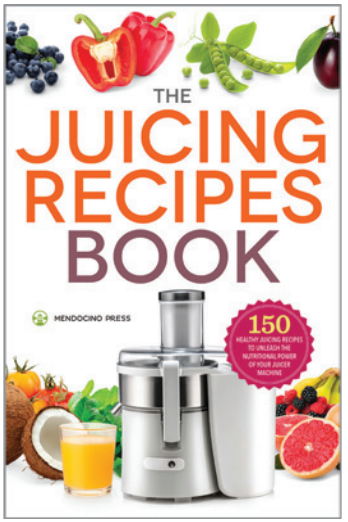
Juice Cleanse Recipes will help you kickstart a successful juice cleanse today, with:

- 125 flavorful juice cleanse recipes to keep you energized, such as Carrot-Orange Juice and Sweet Spinach-Basil Juice
- Quick tips for creating your own juice cleanse recipes
- Easy-to-follow meal plans for a 1-, 3-, 5-, or 7-day juice cleanse
- Useful shopping lists to help you save time and money
- Handy fruit and vegetable nutrition charts and measurement conversions

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The Juicing Recipes Book

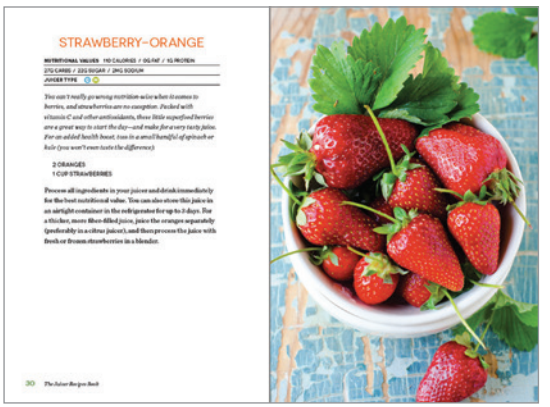
150 Healthy Juicing Recipes to Unleash the Nutritional Power of Your Juicer

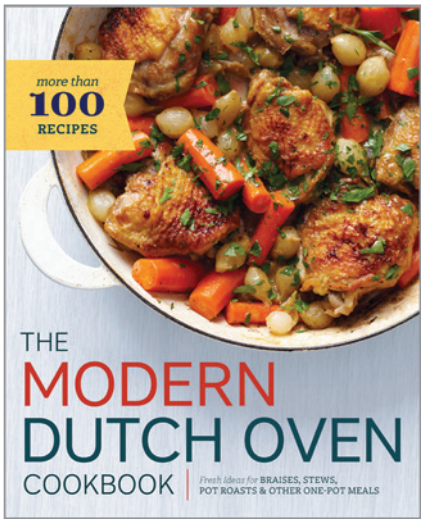
The Juicing Recipes Book will make it easy to start using your juicer today, with:

- 150 nutrient-packed juicer recipes, such as Spicy Tomato, Complexion Helper, and Peach-Strawberry Nectar
- Juicer recipes specially designed for everything from cleansing and digestive health to weight loss and alkalization
- A handy reference chart with 63 types of produce and information on how to prep them for your juicer
- A buyer's guide for choosing the type of juicer that fits your lifestyle

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The Modern Dutch Oven Cookbook

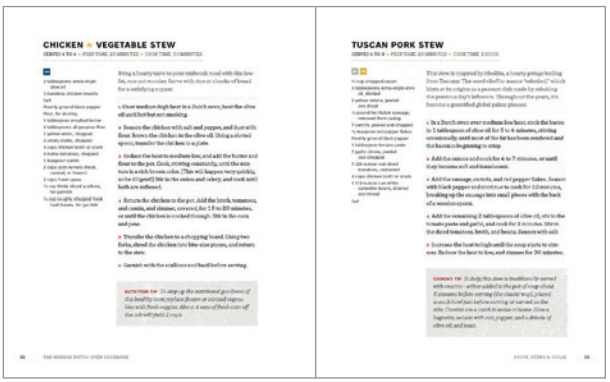
Fresh Ideas for Braises, Stews, Pot Roasts and Other One-Pot Meal

Offering a twenty-first century take on America's most historic cooking technique, *The Modern Dutch Oven Cookbook* proves why the Dutch oven has earned its place as the most versatile pot in today's kitchen. You will find fresh twists on one-pot Dutch oven classics in this book, as well as recipes for homemade pizza, savory tarts, fruit-filled pancakes, and other out-of-the-box delights. Best of all: You won't have a big mess to clean up when you're finished.

- Over 100 delicious, foolproof and fuss-free recipes for any time of the day, from PB&J Pockets and Apple Pancakes to Tuscan Pork Stew and Kale & Squash Lasagna
- Recipes for homemade breads and inspiring desserts to round out your meals
- Cast-iron and enameled Dutch oven maintenance tips to keep your pot in tiptop shape
- Gluten-free, dairy-free, vegetarian and vegan options

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Real BBQ

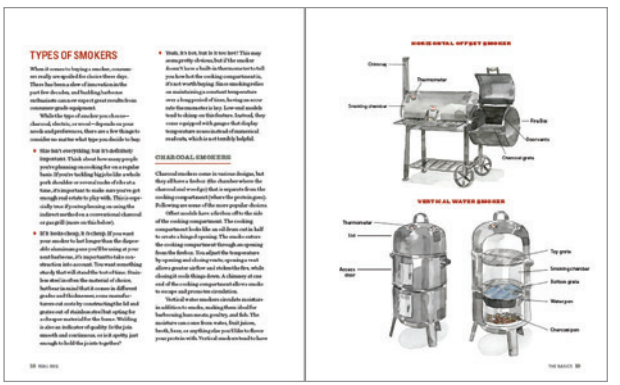
The Ultimate Step-By-Step Smoker Cookbook

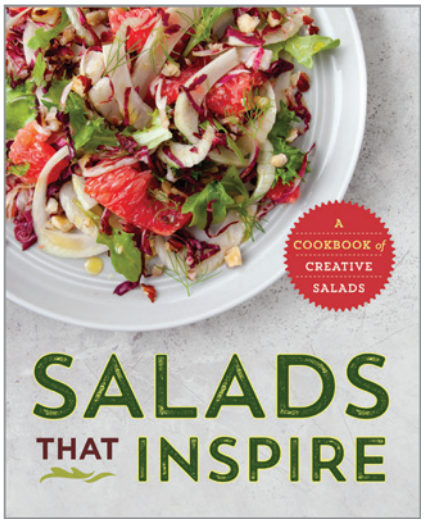
Whether you are just breaking in your new smoker or looking to go beyond the basics, *Real BBQ* will give you the tools and tips you need to start smoking some brag-worthy 'cue. With over 95 recipes to start cooking up your very own brisket, ribs, pulled pork, and other incredibly delicious barbecue, this trusty guide also boasts:

- Handy smoker illustrations and dozens of invaluable tips for smoking beef, pork, poultry, seafood, and other meats
- Beginner, intermediate, and advanced recipe labels so that you can start simple and work your way to a challenge
- Inspired ideas for amazing barbecue sides to round out your meals, including Summer Bean Salad, Dijon Potato Salad, and Southern-Style Collard Greens
- All the sauces, rubs, brines, and marinades you need to move beyond a recipe
- A closer look at the regional barbecue styles of Texas, the Carolinas, Memphis, and Kansas City

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Salads That Inspire

A Cookbook of Creative Salads

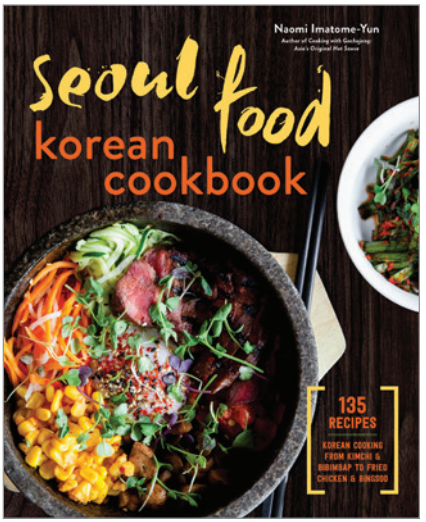
Crave and enjoy salads year-round with this creative cookbook of recipes that include preparations for at-home meals and on-the-go Mason jar salads.

- 45 healthy, homemade dressing recipes
- Mason jar layering instructions for over 60 prep-to-go salads (with illustration)
- Tips for making recipes more—or less—gourmet, infusing dressings, and toasting spices and nuts
- A guide to pairing greens and dressings to help you invent your own salads

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Seoul Food Korean Cookbook

Korean Cooking from Kimchi and Bibimbap to Fried Chicken and Bingsoo

BY NAOMI IMATOME-YUN

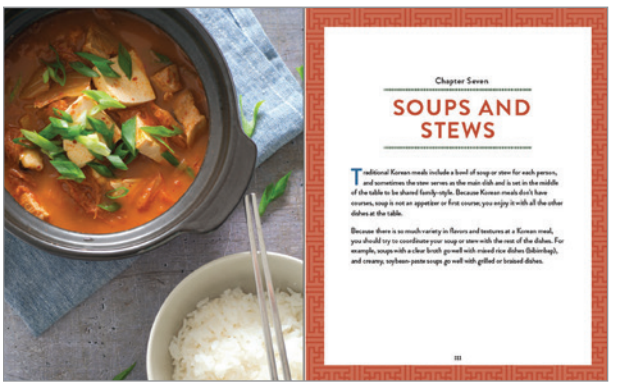
Eat like a local with updated recipes for authentic Korean food

- 135 step-by-step recipes for mouthwatering Korean food any home cook can prepare with ease
- A concise overview of Korean food customs, table manners, and restaurant dining tips
- Detailed lists of kitchen essentials, pantry staples, and Korean ingredients, with photos and shopping resources
- Special chapters for Korean bar food (anju) like Pork Bone Soup (gamjatang) and fusion favorites like Army Base Stew (budae chigae)

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Naomi Imatome-Yun *is the author of* Cooking with Gochujang: Asia's Original Hot Sauce *and has been the Korean food editor for About.com since 2008. Her work appears in* USA Today, *Yahoo, and* Dining Out.







Sushi at Home

A Mat-to-Table Sushi Cookbook

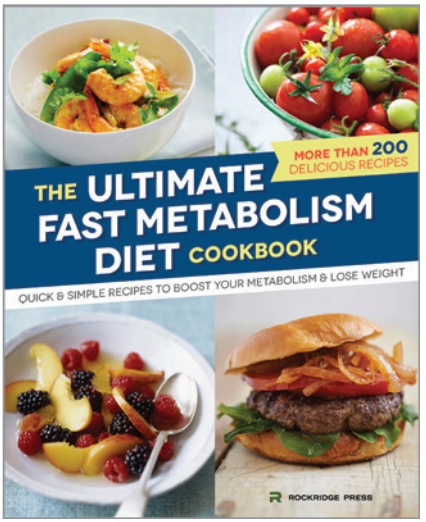
In Japan, sushi is often made by home cooks and served as a casual family meal. *Sushi at Home* honors the spirit of authentic sushi by laying out easy-to-follow tips and techniques to help sushi lovers tackle making sushi at home.

- Features on knives, chopsticks, Bluefin tuna, Japanese cucumbers, pickled ginger, the Tsukiji fish market, and Chef Jiro Ono
- An entire chapter dedicated to making the perfect sushi rice
- Shopping for essential (but not extensive) sushi tools
- Advice on how to select the freshest fish
- Step-by-step illustrations for slicing fish, rolling maki, forming rice balls, shaping nigiri, and more
- 80 authentic, popular, and creative sushi recipes

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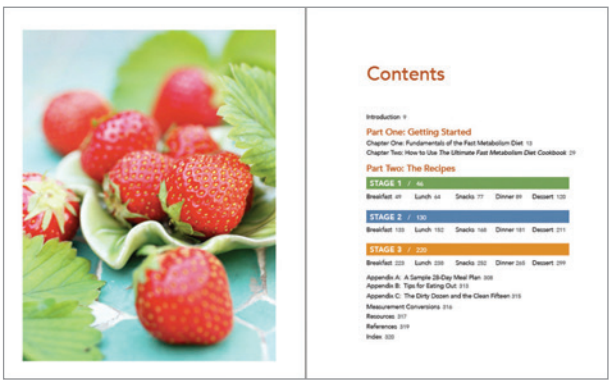
The Ultimate Fast Metabolism Diet Cookbook

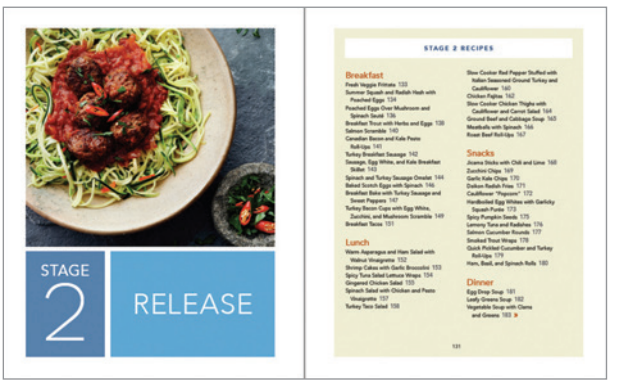
Quick and Simple Recipes to Boost Your Metabolism and Lose Weight

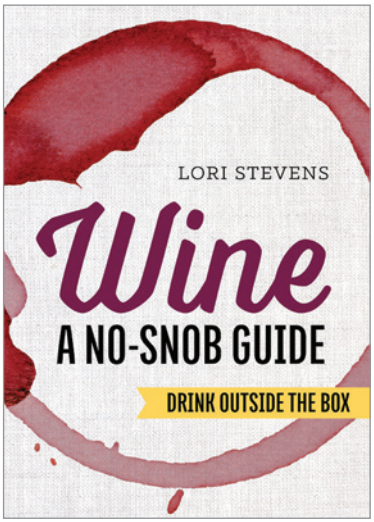
With over 200 delicious recipes, *The Ultimate Fast Metabolism Diet Cookbook* will give you everything you need to eat well and lose weight on the Fast Metabolism Diet.

- Clear explanations of why eating can actually help you lose weight
- Informative food lists to ensure you make smart choices on the Fast Metabolism Diet
- Invaluable tips for success as you move through the diet's three stages
- A sample four-week meal plan to help you get started
- Nutritional information for every recipe

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Wine

A No-Snob Guide

BY LORI STEVENS

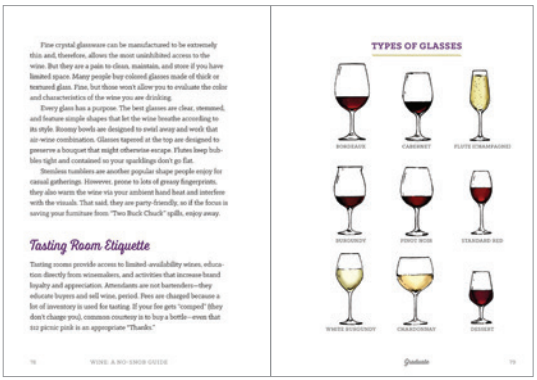
If you stay away from wine because you find wine-talk intimidating, wine experts terrifying, and the thought of having to taste a wine at a restaurant fills you with peril, *Wine: A No-Snob Guide* is for you. Whether you have reservations at a fancy restaurant, are off to a wine-tasting trip, or are just curious what all the fuss is about, this book is all the wine knowledge you'll ever need.

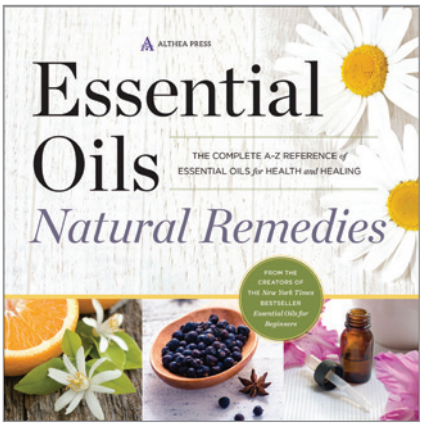
- How wine is made
- What are the most popular grapes
- How to pick wine at the store
- How to choose a wine at the restaurant
- A sample four-week meal plan to help you get started
- Nutritional information for every recipe

Lori M. Stevens *worked in Napa California wineries. She writes about food, wine, and craft beverages and travels exclusively throughout the world's premiere wine-beer-cider producing regions. She currently lives in Seattle.*

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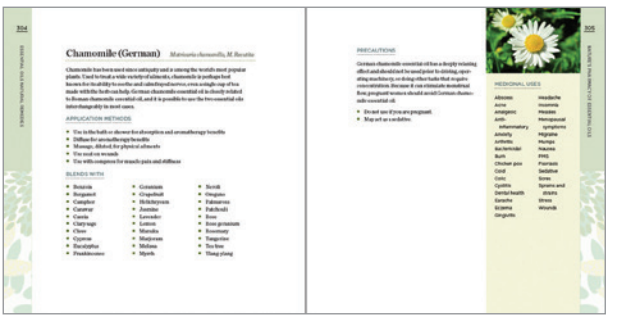
Essential Oils Natural Remedies

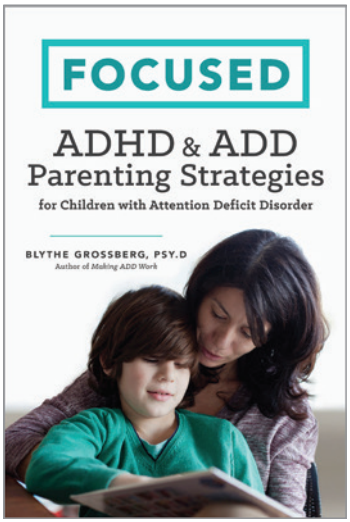
The Complete A-Z Reference of Essential Oils for Health and Healing

From the essential oils experts who brought you the *New York Times* bestseller *Essential Oils for Beginners, Essential Oils Natural Remedies* offers essential oils practitioners of all levels a comprehensive home reference for a lifetime of health-related needs.

- Easy-to-navigate A-to-Z guide to remedies that heal or mitigate symptoms for a range of ailments, from acne to migraines to Parkinson's disease, and more
- Special features explain how to diffuse oils, make a compress, and offer healing massage
- Over 170 ailments covered and over 300 homemade remedies included
- Profiles of 75 essential oils to know and use, including info on medicinal uses, application methods, blending, and precautions
- Reviews the 10 most popular essential oils brands and their products







FOCUSED

ADHD & ADD Parenting Strategies for Children with Attention Deficit Disorder

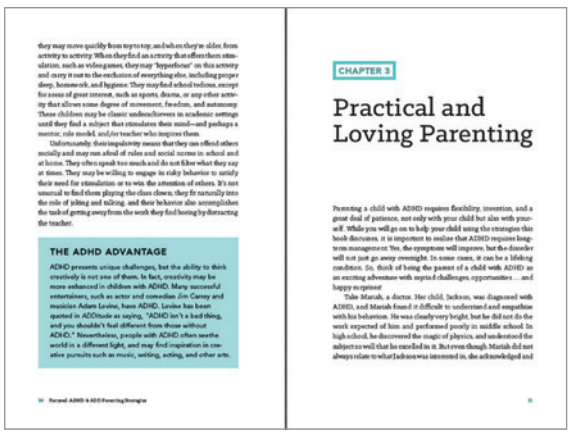
BY BLYTHE GROSSBERG, PSY.D

Uncover your child's considerable strengths and work around their obstacles with concrete, actionable strategies that improve executive functions, support emotional development, and promote positive behavior.

- A concise overview of ADHD in children and their different treatment options
- Over 40 parenting strategies targeting specific ADHD challenges like hyperactivity and inattention
- Modification tips for adapting strategies to your child's unique needs
- Helpful tools like a quiz and worksheets to supplement your treatment plan
- Valuable parenting principles and advice for becoming your child's best advocate

Blythe Grossberg, Psy.D, *is the author of* Making ADD Work *and a number of other books about ADHD, learning disabilities, and Asperger's. A learning specialist in New York City, she helps children and adults improve their performance in school and at work.*

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they may move quickly from toy to toy, and when they're older, from activity to activity. When they find an activity that offers them stimulation, such as video games, they may "hyperfocus" on this activity and crazy it out to the exclusion of everything else, including proper sleep, homework, and hygiene. They may find school tedious, except for areas of great interest, such as sports, drama, or any other activity that allows some degree of movement, freedom, and autonomy. These children may be classic underachievers in academic settings until they find a subject that stimulates their mind—and perhaps a mentor, role model, and/or teacher who inspires them.

Unfortunately, their impulsivity means that they can offend others socially and may run afoul of rules and social norms in school and at home. They often speak too much and do not filter what they say at times. They may be willing to engage in risky behavior to satisfy their need for stimulation or to win the attention of others. It's not unusual to find them playing the class clown; they fit naturally into the role of joking and talking, and their behavior also accomplishes the task of getting away from the work they find boring by distracting the teacher.

THE ADHD ADVANTAGE

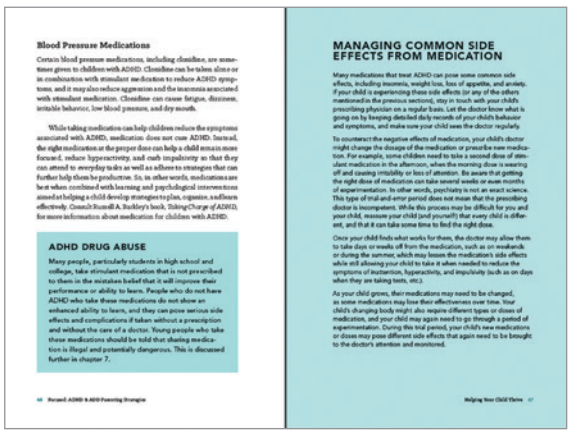
ADHD presents unique challenges, but the ability to think creatively is not one of them. In fact, creativity may be more enhanced in children with ADHD. Many successful entertainers, such as actor and comedian Jim Carrey and musician Adam Levine, have ADHD. Levine has been quoted in *ADDitude* as saying, "ADHD isn't a bad thing, and you shouldn't feel different from those without ADHD." Nevertheless, people with ADHD often see the world in a different light, and may find inspiration in creative pursuits such as music, writing, acting, and other arts.

CHAPTER 3

Practical and Loving Parenting

Parenting a child with ADHD requires flexibility, invention, and a great deal of patience, not only with your child but also with yourself. While you will go on to help your child using the strategies this book discusses, it is important to realize that ADHD requires long-term management. Yes, the symptoms will improve, but the disorder will not just go away overnight. In some cases, it can be a lifelong condition. So, think of being the parent of a child with ADHD as an exciting adventure with myriad challenges, opportunities . . . and happy surprises!

Take Mariah, a doctor. Her child, Jackson, was diagnosed with ADHD, and Mariah found it difficult to understand and empathize with his behavior. He was clearly very bright, but he did not do the work expected of him and performed poorly in middle school. In high school, he discovered the magic of physics, and anchored the subject so well that he excelled in it. But even though Mariah did not always relate to what Jackson was interested in, she acknowledged and



Blood Pressure Medications

Certain blood pressure medications, including clonidine, are sometimes given to children with ADHD. Clonidine can be taken alone or in combination with stimulant medication to reduce ADHD symptoms, and it may also reduce aggression and the insomnia associated with stimulant medication. Clonidine can cause fatigue, dizziness, irritable behavior, low blood pressure, and dry mouth.

While taking medication can help children reduce the symptoms associated with ADHD, medication does not cure ADHD. Instead, the right medication at the proper dose can help a child remain more focused, reduce hyperactivity, and curb impulsivity so that they can attend to everyday to-dos as well as adhere to strategies that can further help them be productive. So, in other words, medication is at best when combined with learning and psychological interventions aimed at helping a child develop strategies to plan, organize, and learn effectively. (Coach Russell A. Barkley's book, *Taking Charge of ADHD*, for more information about medication for children with ADHD.

ADHD DRUG ABUSE

Many people, particularly students in high school and college, take stimulant medication that is not prescribed to them in the mistaken belief that it will improve their performance or ability to learn. People who do not have ADHD who take these medications do not show an enhanced ability to learn, and they can pose serious side effects and complications if taken without a prescription and without the care of a doctor. Young people who take these medications should be told that sharing medication is illegal and potentially dangerous. This is discussed further in chapter 7.

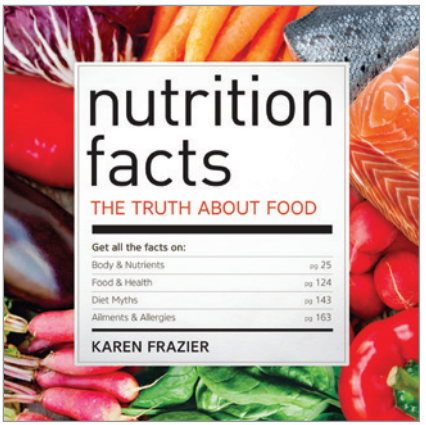
MANAGING COMMON SIDE EFFECTS FROM MEDICATION

Many medications that treat ADHD can pose some common side effects, including insomnia, weight loss, loss of appetite, and anxiety. If your child is experiencing these side effects (or any of the others mentioned in the previous section), stay in touch with your child's prescribing physician on a regular basis. Let the doctor know what is going on by keeping detailed daily records of your child's behavior and symptoms, and make sure your child sees the doctor regularly.

To counteract the negative effects of medication, your child's doctor might change the dosage of the medication or prescribe new medication. For example, some children need to take a second dose of stimulant medication in the afternoon, when the morning dose is wearing off and causing irritability or loss of attention. Be aware that getting the right dose of medication can take several weeks or even months of experimentation. In other words, psychiatry is not an exact science. This type of trial-and-error period does not mean that the prescribing doctor is incompetent. While this process may be difficult for you and your child, reassure your child (and yourself!) that every child is different, and that it can take some time to find the right dose.

Once your child finds what works for them, the doctor may allow them to take days or weeks off from the medication, such as on weekends or during the summer, which may lessen the medication's side effects while still allowing your child to take it when needed to reduce the symptoms of inattention, hyperactivity, and impulsivity (such as on days when they are taking tests, etc.).

As your child grows, their medications may need to be changed, as some medications may lose their effectiveness over time. Your child's changing body might also require different types or doses of medication, and your child may again need to go through a period of experimentation. During this trial period, your child's new medications or doses may pose different side effects that again need to be brought to the doctor's attention and monitored.



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Nutrition Facts

The Truth About Food

BY KAREN FRAZIER

Good nutrition is the basis of a healthy lifestyle. Hundreds of everyday food choices determine your wellbeing: how you feel now, and in the future. *Nutrition Facts* exposes the whole truth about food, offering an unparalleled collection of facts, figures and data. No deceptive promises, no snake oils, no false advertising: just nutrition facts.

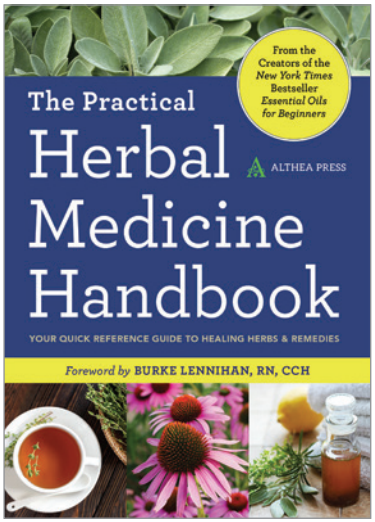
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Karen Frazier *writes extensively about health topics, serving as the Health editor for LoveToKnow. She lives in the Pacific Northwest.*







The Practical Herbal Medicine Handbook

Your Quick Reference Guide to Healing Herbs & Remedies

FOREWORD BY BURKE LENNIHAN, RN, CC

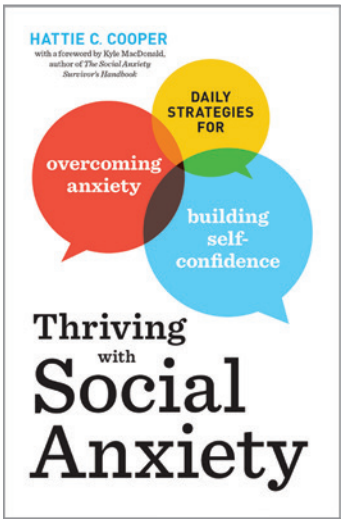
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- Herbal remedies to help reduce stress, soothe insomnia, and mental health and overall well-being

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Thriving With Social Anxiety

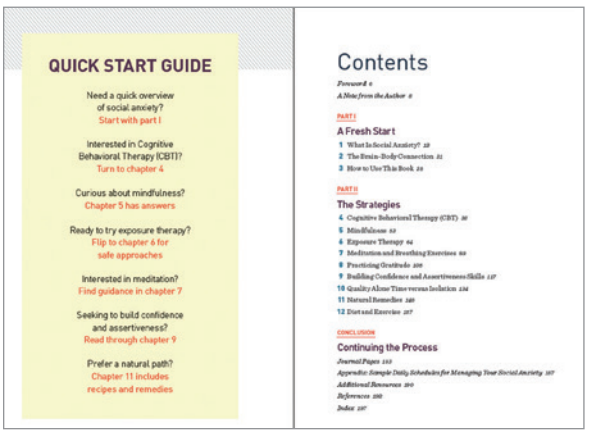
Daily Strategies for Overcoming Anxiety and Building Self-Confidence

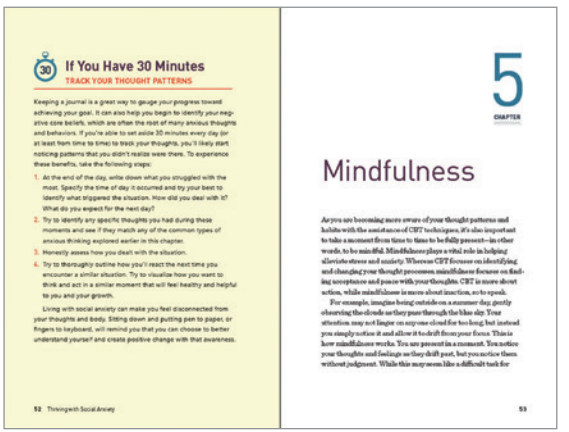
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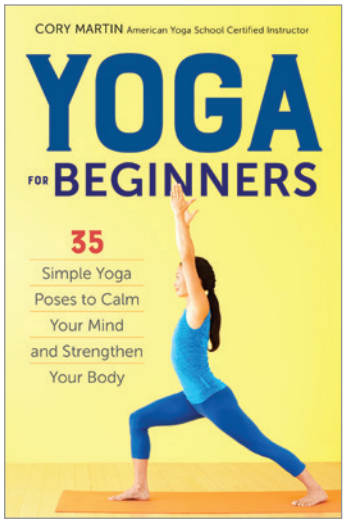
Break free from social anxiety and take control of your life. *A Guide to Thriving With Social Anxiety* gives you immediate, easy-to-use methods for slowing down, calming down, and being present in the moment while you work to overcome social anxiety. A great addition to the therapy process, this guide includes:

- 5, 10, and 30-minute therapeutic strategies to calm you before, after, or during anxiety-inducing experiences
- Explanations of the pros and cons of popular treatments, such as cognitive behavioral therapy and mindfulness, as well as natural remedies, such as meditation, essential oils, diet, and exercise
- Helpful advice for enhancing your confidence and assertiveness

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Yoga for Beginners

Simple Yoga Poses to Calm Your Mind and Strengthen Your Body

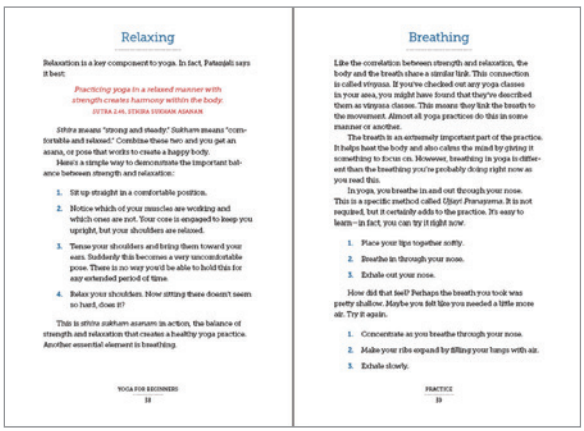
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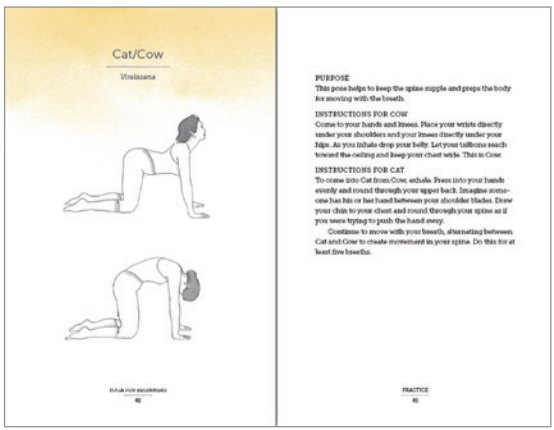
Yoga for Beginners is the complete guide to starting your own yoga practice in your own home, on your own time, without the fuss. It illustrates the 35 essential poses that everyone should know, and it offers practical advice on clearing a space, clearing your mind, and moving your body.

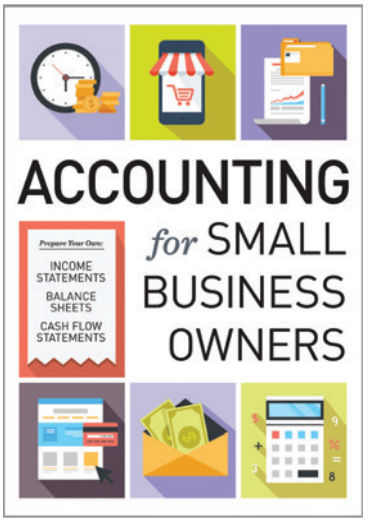
- Casual introduction to the basic principles of yoga
- Fully illustrated guide to doing the 35 essential yoga poses on your own
- Clear instructions on the proper ways to breathe, meditate, and get nutrition
- Guided sequences to practice complete yoga routines, or build your own routine

Cory Martin *received her 500-hour yoga certification through American Yoga School. She is a regular instructor at the famed Santa Monica Pier's run and yoga program, ROGA, and teaches at various studios around Los Angeles.*

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Accounting for Small Business Owners

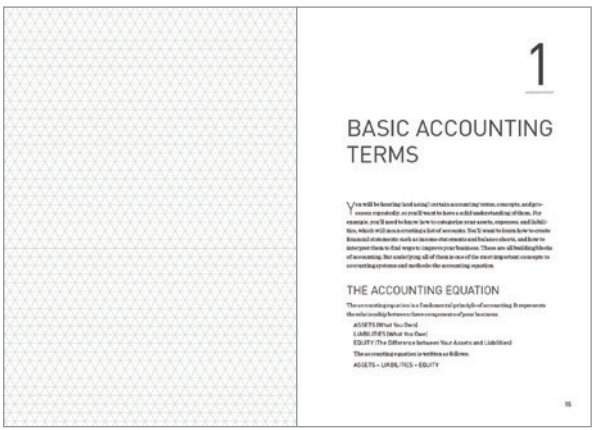
Prepare Your Own Income Statements, Balance Sheets, and Cash Flow Statements

Owning and running a small business can be complicated. On top of developing, marketing and selling your product, you've got to be prepared to handle everyday accounting tasks: pay your employees, track expenditures, consider your stock options, and more.

Who has the time to take a full course in accounting or the resources to hire a C.P.A.? *Accounting for Small Business Owners* covers the entire process of establishing solid accounting for your business and common financial scenarios, and will show you how to:

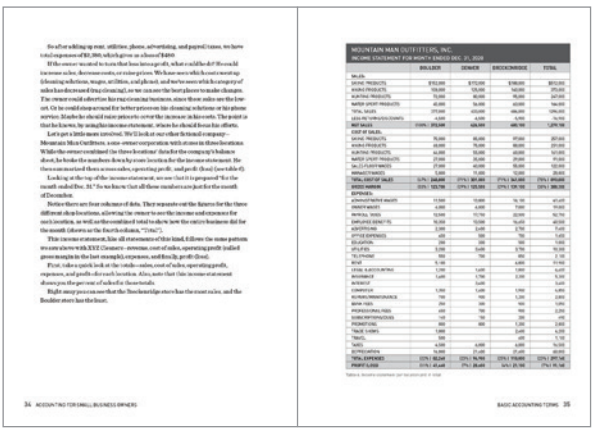
- Accounting basics
- Set up and run your business
- Manage and sell your product or service
- Perform a month-end balancing of accounts

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1

BASIC ACCOUNTING TERMS

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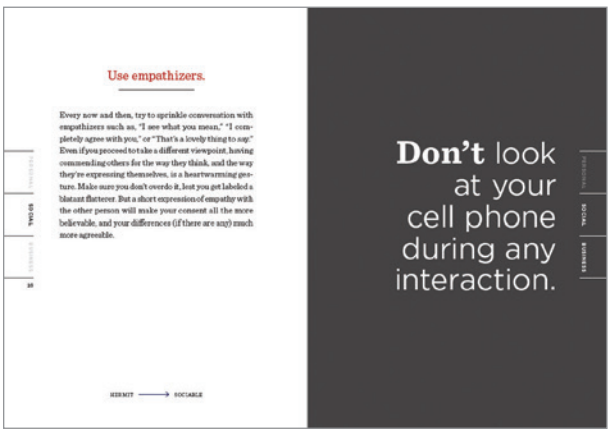
212 Charisma & Small Talk Tips to Engage, Charm & Leave a Lasting Impression

BY IRVIN FINAU, WITH ILLUSTRATIONS BY ELI STEIN

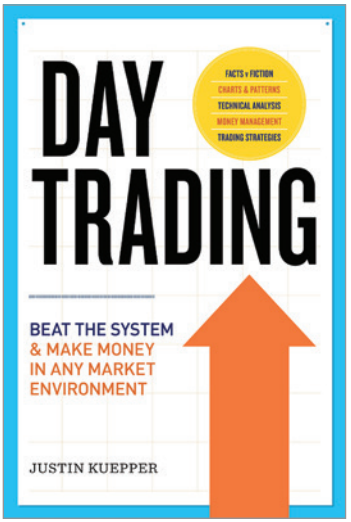
BOLD: includes an exhaustive and habit-forming list of tips, techniques and tricks that will take the pressure out of a variety of social encounters. Divided into three parts, taking you from Hermit to Socialite, *BOLD* features customized and hand-picked tips like:

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- What should your posture and gestures look like
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- How etiquette rules change based on the occasion
- Who, with, and what to joke about
- How to deal with crises and mishaps

Irvin Finau *is the penname of renowned writer Evin Heubert. In his early thirties, he was the subject of a pioneering scientific study on seduction addiction, which subsequently became a best-selling series of childrens' books.*







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Day Trading

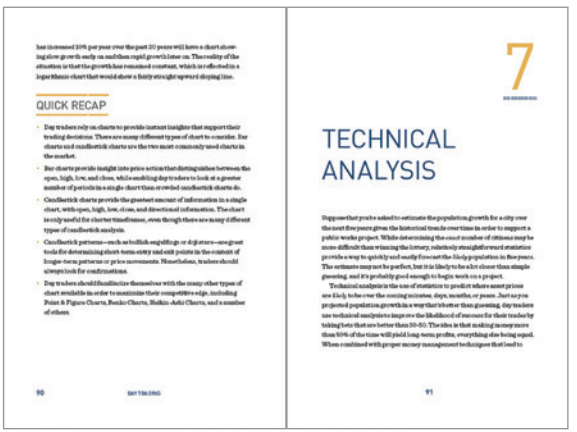
Beat the System & Make Money in Any Market Environment

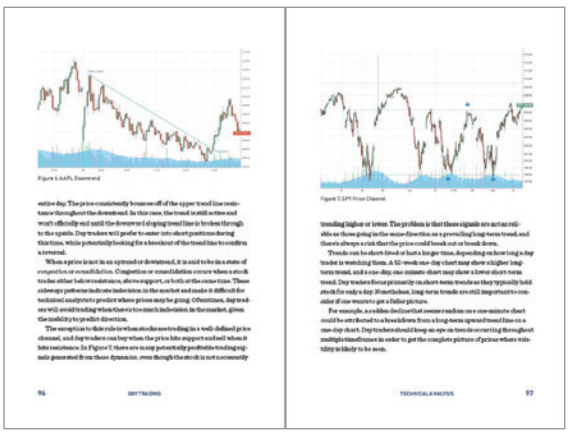
BY JUSTIN KUEPPER

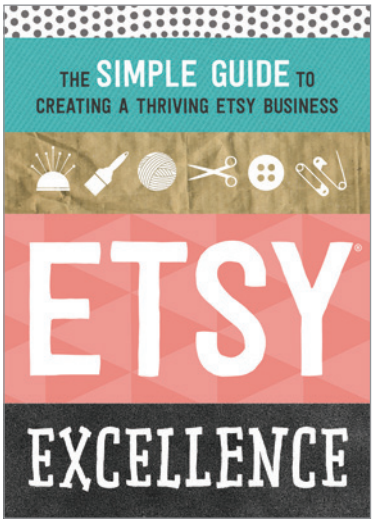
These days, investing isn't just for the brilliant or the desperate—it's a smart and necessary move to ensure financial wellbeing. To the newcomer, day trading can be a confusing process: where do you begin, and how can you approach trading in a careful yet effective way? With *Day Trading* you'll get the basics, then:

- Learn the truth about trading
- Understand the psychology of trading
- Master charting and pattern-recognition
- Study trading options
- Establish trading strategies & money management

Justin Kuepper *is a private trader, investor and financial journalist focused largely on US and international equity markets. By taking complex topics and simplifying them into easy-to-digest pieces, he helps individual traders and investors understand how the financial markets work and how to trade and invest in them successfully.*







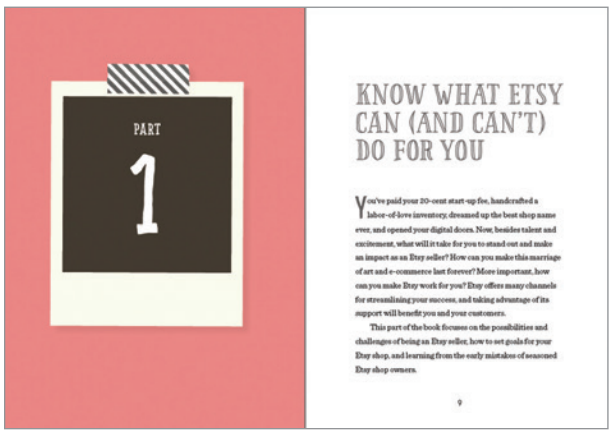
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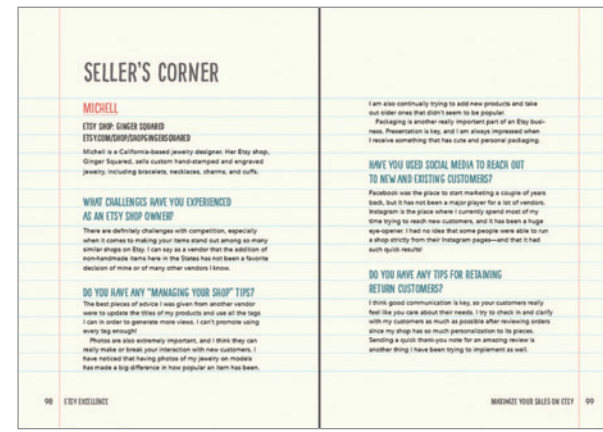
Etsy Excellence

The Simple Guide to Creating a Thriving Etsy Business

In *Etsy Excellence*, you'll find actionable steps to engage the Etsy community in authentic ways that attract buyers and generate sales. Learn from top sellers as they share the tools that have helped them, the changes they made that got results, and their best advice for achieving and sustaining a successful Etsy shop. *Etsy Excellence* offers a roadmap all sellers can follow to:

- Choose keywords and tags to drive traffic to your shop
- Photograph your products for maximum appeal
- Price your goods appropriately
- Market your products effectively on social media
- Maintain lasting relationships with your customers







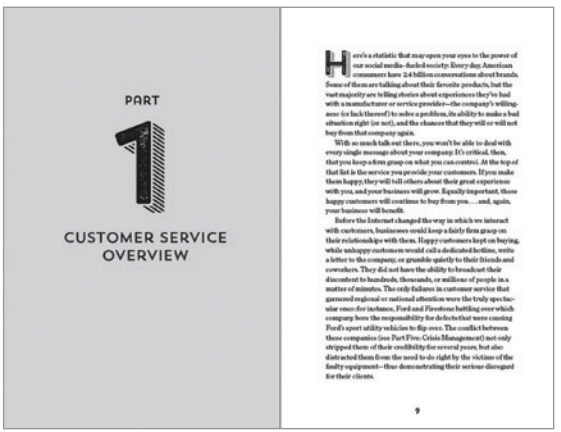
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Extra Mile: 500 Customer Service Tips for Success

Tools to Attract, Satisfy, & Retain Even the Most Difficult Customer

Even the most successful companies need their customers happy and to keep coming back for more. Whether you're just starting your business and want to lock up great customer service procedures, or you're an established company looking to revamp your customer service to answer new market needs, this is the resource for you. Unlike other books, brimming with irrelevant and outdated information, *Extra Mile* offers:

- Intel into the customer service secrets of business giants, such as American Express, Southwest Airlines, and Ritz-Carlton Hotels
- 500 essential tips, divided into eight parts, including: Real-Life Scenarios, Crisis Management, and Building Customer Loyalty
- A section dedicated to providing excellent customer service online
- A guide for avoiding conflict and bad reviews with a list of 50 Things Never to Do

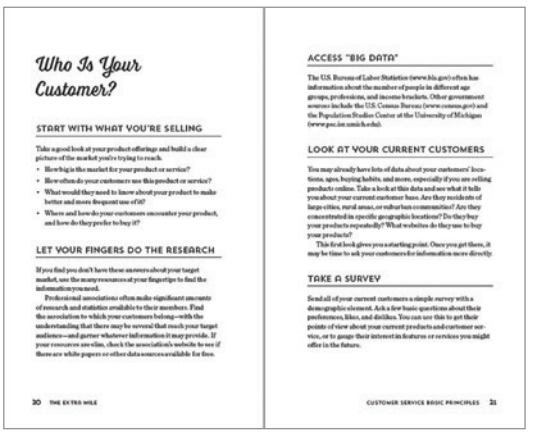

PART
1
CUSTOMER SERVICE OVERVIEW

Here's a statistic that may open your eyes to the power of our social media–fueled society: Every day, American consumers have 2.4 billion conversations about brands. Some of them are talking about their favorite products, but the vast majority are telling stories about experiences they've had with a manufacturer or service provider—the company's willingness (or lack thereof) to solve a problem, its ability to make a bad situation right (or not), and the chances that they will or will not buy from that company again.

With so much talk out there, you won't be able to deal with every single message about your company. It's critical, then, that you keep a firm grasp on what you can control. At the top of that list is the service you provide your customers. If you make them happy, they will tell others about their great experience with you, and your business will grow. Equally important, these happy customers will continue to buy from you . . . and, again, your business will benefit.

Before the Internet changed the way in which we interact with customers, businesses could keep a fairly firm grasp on their relationships with them. Happy customers kept on buying, while unhappy customers would call a dedicated hotline, write a letter to the company, or grumble quietly to their friends and coworkers. They did not have the ability to broadcast their discontent to hundreds, thousands, or millions of people in a matter of minutes. The only failures in customer service that garnered regional or national attention were the truly spectacular ones: for instance, Ford and Firestone battling over which company bore the responsibility for defects that were causing Ford's sport utility vehicles to flip over. The conflict between these companies (see Part Five: Crisis Management) not only stripped them of their credibility for several years, but also distracted them from the need to do right by the victims of the faulty equipment—thus demonstrating their serious disregard for their clients.

9


Who Is Your Customer?

START WITH WHAT YOU'RE SELLING

Take a good look at your product offerings and build a clear picture of the market you're trying to reach.

- How big is the market for your product or service?
- How often do your customers use this product or service?
- What would they need to know about your product to make better and more frequent use of it?
- Where and how do your customers encounter your product, and how do they prefer to buy it?

LET YOUR FINGERS DO THE RESEARCH

If you find you don't have these answers about your target market, use the many resources at your fingertips to find the information you need.

Professional associations often make significant amounts of research and statistics available to their members. Find the association to which your customers belong—with the understanding that there may be several that reach your target audience—and garner whatever information it may provide. If your resources are slim, check the association's website to see if there are white papers or other data sources available for free.

30 THE EXTRA MILE

ACCESS "BIG DATA"

The U.S. Bureau of Labor Statistics (www.bls.gov) often has information about the number of people in different age groups, professions, and income brackets. Other government sources include the U.S. Census Bureau (www.census.gov) and the Population Studies Center at the University of Michigan (www.psc.isr.umich.edu).

LOOK AT YOUR CURRENT CUSTOMERS

You may already have lots of data about your customers' locations, ages, buying habits, and more, especially if you are selling products online. Take a look at this data and see what it tells you about your current customer base. Are they residents of large cities, rural areas, or suburban communities? Are they concentrated in specific geographic locations? Do they buy your products repeatedly? What websites do they use to buy your products?

This first look gives you a starting point. Once you get there, it may be time to ask your customers for information more directly.

TAKE A SURVEY

Send all of your current customers a simple survey with a demographic element. Ask a few basic questions about their preferences, likes, and dislikes. You can use this to get their points of view about your current products and customer service, or to gauge their interest in features or services you might offer in the future.

CUSTOMER SERVICE BASIC PRINCIPLES 31



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Facebook Marketing for Small Business

Easy Strategies to Engage Your Facebook Community

BY ARNEL LEYVA, WITH NATALIE LAW

Facebook Marketing for Small Business is the most up-to-date guide to the strategies that are working for large companies and how to adapt those strategies for any small or medium-size business.

- Step-by-step instructions and full-color screenshots
- Handy guide to optimize your Facebook business page
- Tools for creating Facebook ads and tracking your results
- Pro tips for using Instagram, Twitter, promotions, sweepstakes, and e-commerce

Arnel Leyva *is a marketing executive who has worked for Microsoft Advertising and Yahoo Search Marketing, as well as technology startups and digital ad agencies in Seattle, Silicon Valley and Southern California.*

Natalie Law *works in mobile advertising in the US and overseas as a business development manager for DSPmobi, while exploring her passion for marketing as a freelance social media specialist in Seattle, Washington.*





BUSINESS



Like, Follow, Share

Social Media Marketing to Maximize Your Online Potential

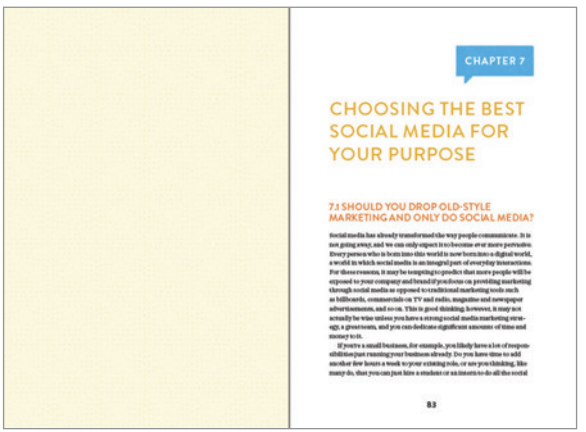
BY SUSE BARNES

Knowing how to optimize your business's social media efforts and keeping all these balls in the air can be challenging. *Like, Follow, Share* will show you how to use social media to establish an online persona to reach your audience and includes information on:

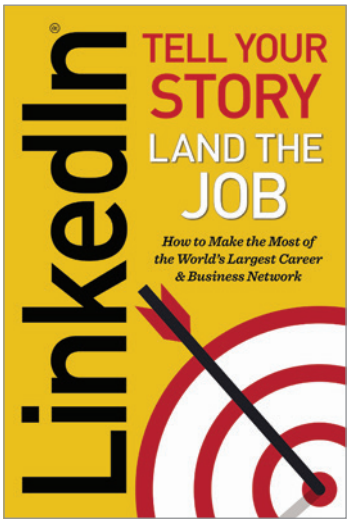
- Choosing the best social media tool(s) for your business
- Creating and adding value to your social media activities
- The 12 principles of social media
- The best tips and tricks for getting the most out of the major social networks

Suse (Susan) Barnes *is a digital marketing consultant specializing in search marketing and social media marketing. She is also a professor and instructor, teaching social media marketing courses at five different universities in the San Francisco Bay Area. She was recently mentioned in 150 Great Marketers to Follow by* Likeable Local.

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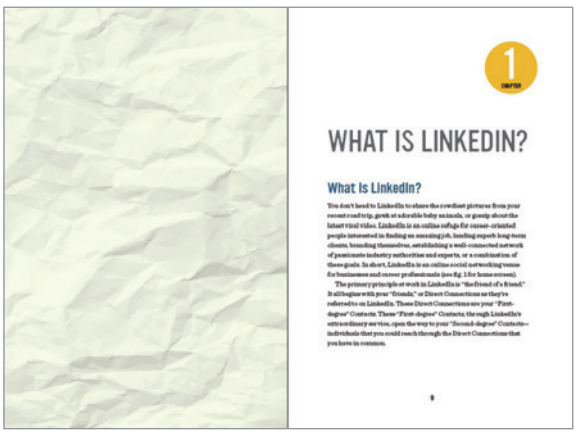
LinkedIn

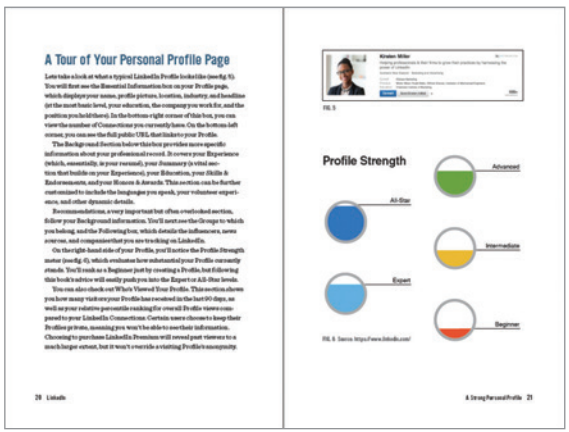
Tell Your Story, Land the Job

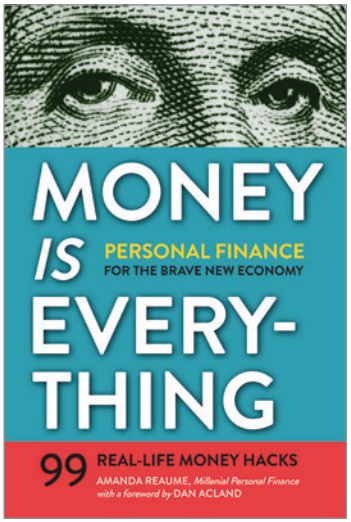
LinkedIn is dominating the world of business-based networking, yet many of its users don't know how to make the most of it, while others are hesitant to join yet another social network. Whether you're a job seeker, an employer in search new talent, or a business looking to boost your visibility, make LinkedIn your social network of choice—make this book your guide.

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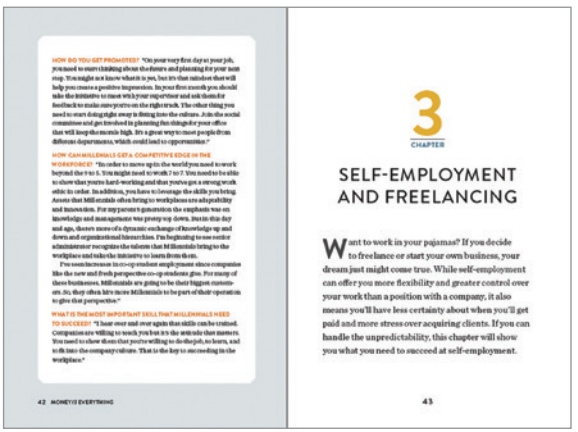
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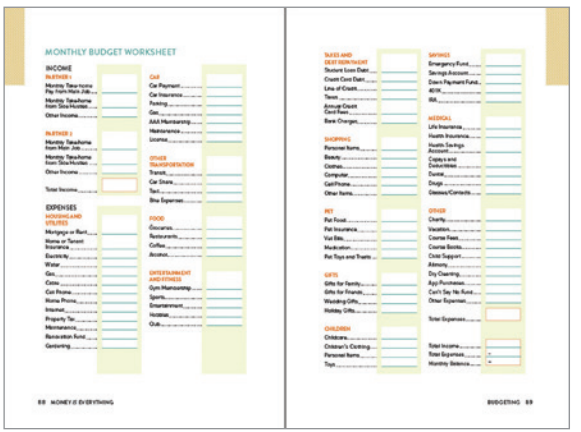
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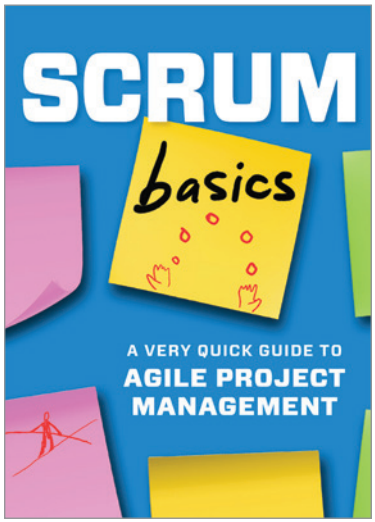
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Amanda Reaume *is the author behind* Millennial Personal Finance *and the host of the Millennial Personal Finance podcast. She has written for Credit.com,* USA Today, *Yahoo! Finance, ABC, and Fox Business.*







Scrum Basics

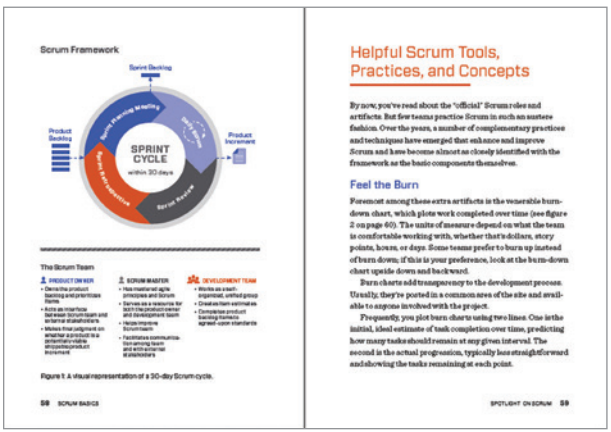
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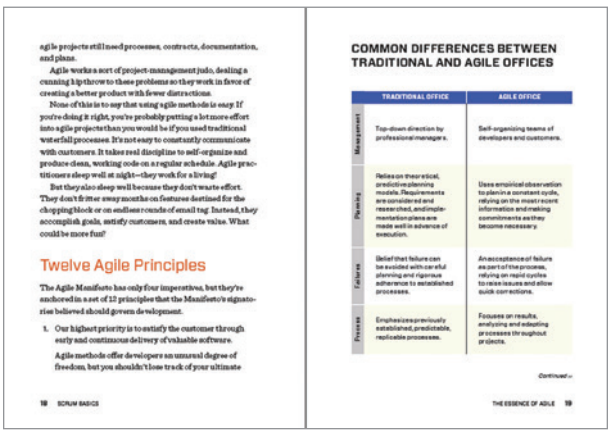
SPRINT CYCLE
within 30 days

The Scrum Team

Figure 1: A visual representation of a 30-day Scrum cycle.

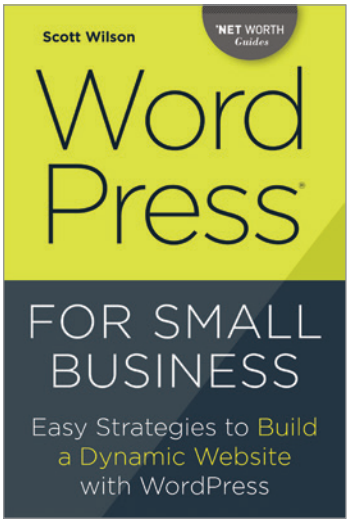
Helpful Scrum Tools, Practices, and Concepts

Feel the Burn


Twelve Agile Principles

COMMON DIFFERENCES BETWEEN TRADITIONAL AND AGILE OFFICES

	TRADITIONAL OFFICE	AGILE OFFICE
Management	Top-down direction by professional managers.	Self-organizing teams of developers and customers.
Planning	Relies on theoretical, predictive planning models. Requirements are considered and researched, and implementation plans are made well in advance of execution.	Uses empirical observation to plan in a constant cycle, relying on the most recent information and making commitments as they become necessary.
Failure	Belief that failure can be avoided with careful planning and rigorous adherence to established processes.	An acceptance of failure as part of the process, relying on rapid cycles to raise issues and allow quick corrections.
Process	Emphasizes previously established, predictable, replicable processes.	Focuses on results, analyzing and adapting processes throughout projects.



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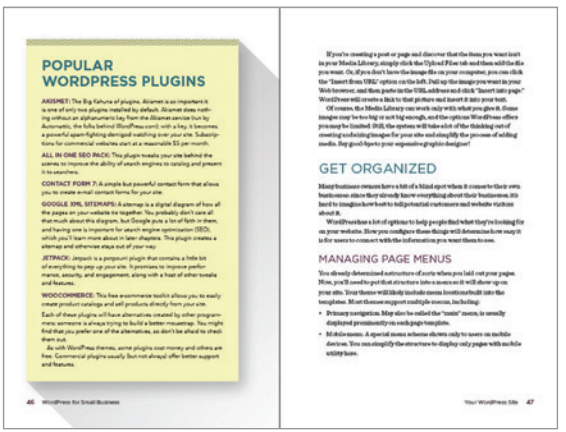
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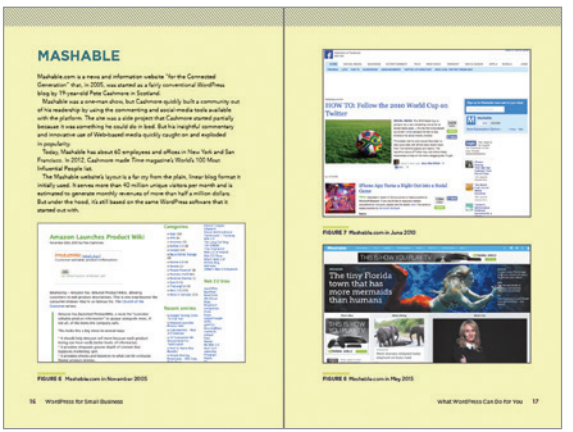
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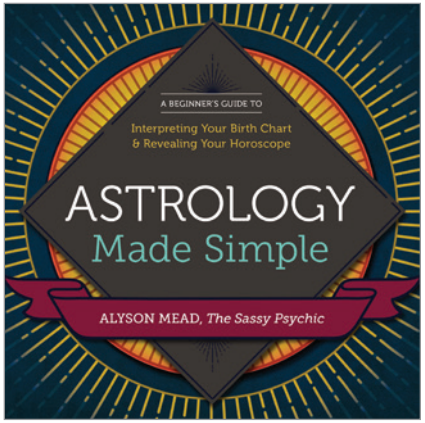
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Scott Wilson *is an author and information technology consultant based in the Pacific Northwest. He has been advising small businesses in the best ways to make use of new technologies for nearly twenty years.*

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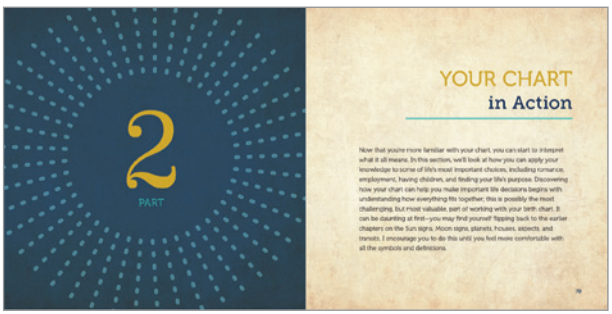
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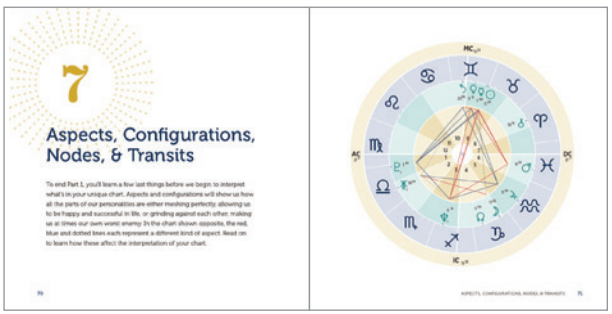
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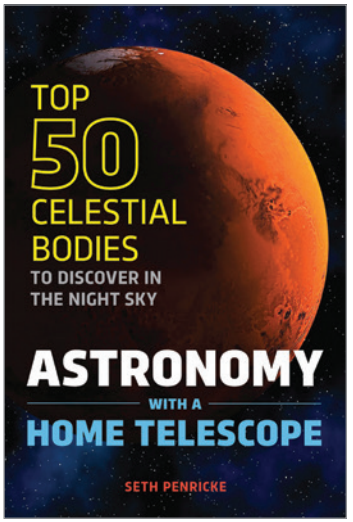
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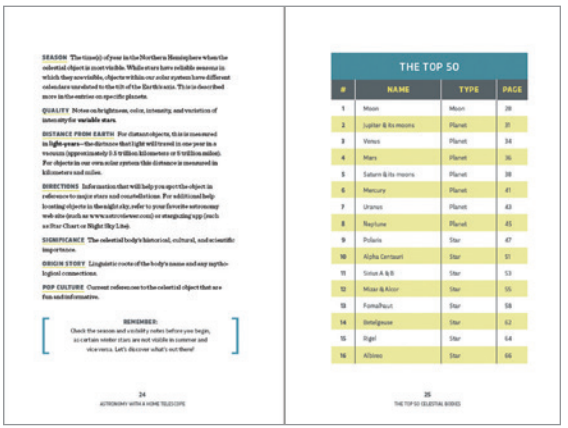
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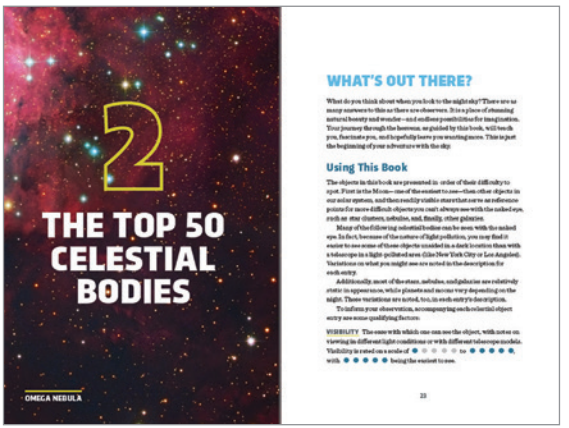
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The Modern Couple's Guide to Simplified Wedding Planning

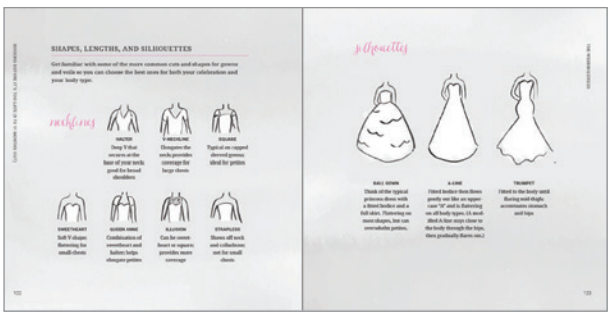
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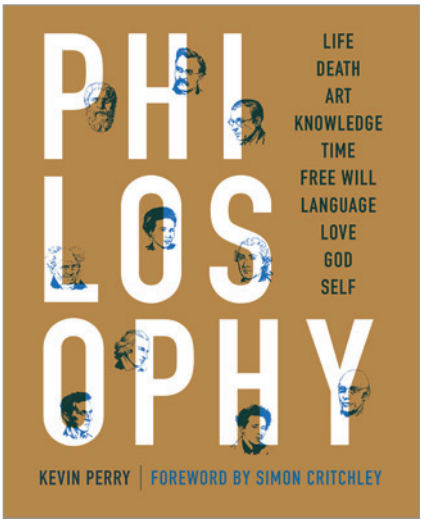
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Kevin Perri *is lecturer at the Department of Philosophy at the University of Hawaii at Manoa.*

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