The Rudy Agency

New Projects 2019
Biography/Memoir

- **Valerie Simonis**, founder of the original all-girl band from the 1960s, The Weaker Sex, telling her whirlwind tale of six teenaged girls from Chicago breaking into the “man’s world” of rock music.

- **Darlene Parris**, fashion fit model, defines a size. A mannequin with a mouth who tells designers what’s comfortable and what pinches, she has graced magazine covers—and survived domestic abuse, rape and a dramatic freak accident. And she’s funny. Publicist support from Sarah Christensen Fu.

- **Jerry Yudelson**, dubbed “The Godfather of Green” by Wired, co-launched Earth Day—celebrating 50 years in April 2020—and actor Ed Begley, Jr. (Foreword) is among the celebs who applauds his contributions to green buildings and clean water. A spiritual, motivating, captivating memoir.

- **Jody Frank Evans**, evolved into a professional hula hoop artist after a childhood in which her mother used her daughter’s body to get boyfriends, drugs, and other favors; she is married to author Clay Bonnyman Evans (Bones of My Grandfather).

- **Suhaila Salimpour**, world-renowned dancer who was caught between two worlds: conservative Iran and a counterculture in America that welcomed her groundbreaking belly-dancing techniques; she counts celebrities such as Jack Nicholson and Jeff Goldblum among her friends. A shocking, moving, and ultimately uplifting story featuring cultural confusion. (Tim Rayborn and Abby Keyes, co-authors of Weird Dance, bring their talent and credentials to the book).

- **Jane Butler** grew up at Arden, the Harriman Estate in New York, where the thick woods hid myriad family secrets. She spent years replacing the trees with people.

- **Staff Sergeant Byron Beplay** ascended to the heights of US Army elite: Rangers, Delta Force, Special Mission Units, but when he lost contact with his fellow soldiers, he almost lost his life. How he regained his connections and his passion for life is a story of true heroism. Foreword by Gen. (Ret.) Stanley McChrystal, Former Commander, Joint Special Operations Command (biography by Christian Cianci).

- **Mike Schnabel** faced an 8 percent chance his daughter—who had just given birth—would survive a rare cancer. A story of medical and spiritual miracles. Drama and humor; backed by Fauzia Burke, FSB Associates.
Business/Career Development

▪ **Survival**
  5 business secrets from the world of mobsters that have enabled organized crime to thrive

  *Jerold Zimmerman*, a globally recognized microeconomist and author of 7 books, and C-suite advisor *Daniel Forrester* studied mobs, cartels, and gangs as business models

▪ **Motivations Matter**
  Why consumers buy in the age of connected consumption: They are disloyal, non-linear and non-singular

  *Shruti Saini* is Senior Director, Strategy & Insights at Anheuser-Busch. She was a featured brand and media strategy contributor for The Huffington Post and received her MBA from Harvard Business School and a BA degree in Economics from Harvard College.

▪ **Common Sense for the COO**
  Success strategies for the COO and managers in operations, particularly in manufacturing environments

  *Eckehard Betz* has run operations for multi-billion-dollar companies in 24 countries across 5 continents.

▪ **Good Money in Space**
  Working in space, from near-earth activities to getting started on Mars, from mining asteroids to collecting space junk to doing medical research and building “gas stations” in space

  *Alastair Browne* is a prominent, credentialed spokesman in the space exploration community who blogs about space daily and *Maryann Karinch*, author of 31 published works of non-fiction.

▪ **Crank Up Your Startup**
  What entrepreneurs need to know to have a smoother ride to profit than the bumpy ride of learn-as-you-go

  *Jeff Morril* took on a failing company and turned it into a $100 million constellation of companies by doing the things he describes in the book.

▪ **Practical Nepotism in Hollywood**
  How Creatives must take on Hollywood by reinventing the “studio system” and cultivating nepotism


▪ **Gofers**
  How go-fers can get steady work in film and tv—and move up the production ladder

  *Daniel Scarpati* has steady work, promotions, and one degree of separation from multiple celebrities after a lot of planning and diligence; he combined a reliable system with engaging stories

Cookbook/Culture

▪ **With Love, from Gujurat**
  Colorful stories, original photos of food and India and 85 family recipes from Gujarat, known as the area that was home to Mahatma Gandhi

  *Vina Patel* teaches Gujarat cooking in classes in Silicon Valley and on YouTube.
Current Events/History

- **Complicit**
  How people in “civilized” nations are helping China kill political dissidents and sustain a thriving organ tourism industry. Uyghurs are in the spotlight in this third investigative work by the author.

  Ethan Guttmann is a Nobel Prize nominee and world-renowned investigative journalist who testifies before legislative bodies worldwide about China’s organ harvesting. His current round of investigation into illegal organ harvesting is taking him into dangerous territory in Asia.

- **Presidents and The Promised Land**
  With Bibi Netanyahu on his fourth term, where have we been, where are we going with US-Israel relations between our heads of state?

  Seth Mandel is editor of *The Washington Examiner* and Lahav Harkov is the Senior Knesset Reporter and Analyst for *The Jerusalem Post*.

- **Don’t Call It A Revolution**
  What we can learn from movements shaping China and shifting the global balance of power

  John Pabon is based in Shanghai, China and recognized as one of the world’s top voices on modern China. His company helps firms take advantage of the new geopolitical climate.

- **Zero Tolerance**
  Challenging the immigration myths driving family separations at the border

  Michelle Martin teaches social welfare policy, human rights, and advocacy at CA State U

- **Guns and Control**
  A deep, unemotional dive into the realities of gun use and control

  Guy Smith founded the Gun Facts Project: “We are neither pro-gun or anti-gun. We are pro-math and anti-BS.”

Medicine and Health

- **Are You the Product of a One-Night Stand?**
  Is DNA testing a Pandora’s Box or path to a new age of enlightenment?

  Maria Leonard Olsen is a civil litigation attorney, co-host of the Inside Out radio show on WPFW-FM 89.3 in Washington, D.C. and author if *50 After 50*. DNA testing gave her the shock of her life.

- **Curing Cancer?**
  A bizarre and promising clue to cancer prevention comes from a woman and her mutant p53 gene

  Katelyn Verstraten is a journalist currently working as a science communications specialist for the Terry Fox Research Institute, which funds top-tier cancer research.
Self-Help/Performance Improvement

- **The Fluid Motion Factor**
  Master fluid motion for any sport. This is essential brain-training for competition—grounded in neurophysiology

  **Steven Yellin** has produced champions in golf and bowling and his program has been taught in 15 sports. His golf students alone have won five major championships and $80 million in prize money.

- **The Playful Life**
  Use ten simple rules as the basis of transforming your life into a playful one to enjoy a higher level of satisfaction—in business and relationships. Designed as a series of books, podcasts, events, and more.

  **Christopher “The Toy Guy” Byrne** is a favorite on *LIVE with Kelly and Ryan* and is a popular international speaker and featured in a Netflix documentary. He is the author of four books on toys and the value of play.

- **An Adventurer’s Eight Point Guide to Living an Interesting Life**
  A handbook for living an adventurous life—along with great stories and rare photos

  **Jason Schoonover** has led 50 expeditions in archaeology, anthropology, paleontology, and more, with his discoveries finding homes in premier museums around the world. He has been around the world four times to 75 countries, is a Fellow Emeritus and Stefansson Medalist of The Explorers Club and maintains a spectacular photo blog.

- **PREP**
  When you combine credentials as an award-winning coaching chef with decades of success coaching business leaders, what do you get? A unique take on the power of PREP.

  **Edgar Papke** received the Culinary Institute of America’s coveted Frances Roth Award and was called “the new breed of American chef” by *The New York Times*. Then he left the kitchen and earned a graduate degree in leadership psychology. He is now a sought-after speaker, often using his culinary background in both seminars and experiential learning workshops.

- **Death Did Us Part**
  This roadmap delivers practical, and sometimes provocative, guidance to help widows move back into a social/romantic life.

  **Marti Benedetti** and **Mary Dempsey** took their lifetimes of professional writing and tackled a subject they both know about. They are active bloggers on the subject of flourishing after widowhood.

- **Empathy Bridge**
  Empathy can be taught in order to counter bullying and violence. The proof comes from 16 years of work at Kidsbridge Tolerance Center.

  **Lynne Azarchi** leads Kidsbridge, a unique evidence-based center for youth. With award-winning reporter **Larry Hanover**, she gives parents and teachers tools to teach empathy. Her added appeal is an MBA in marketing from Columbia, which she applies in her work at the center as well as in support of the book.
- *Relax, It’s Only Life and Death*
  Starting with the desire for a good death, this book challenges the prevailing avoidance of thinking about dying, provides information and advice on making valid and wise choices, and encourages the reader to explore the emotions and mystery of their own mortality.

  **Jeff Spiess** spent his medical career caring for those facing serious illness and death, first as an oncologist, then as a hospice physician. He is an in-demand speaker.

- *Increasing Permanency*
  Seven principles of building strong adoptive families is borne out of years of therapeutic experience with struggling adoptive families.

  **Faye Hall and Jeff Merkert** are a therapeutic and seminar team and co-authors of the acclaimed *Healing Traumatized Children*.

- *Evading the Storm*
  Turning the impulse to run away from horrible events into a resolve to recover from traumas formed the core how-to of this book.

  **Anne Redelfs** was a practicing psychiatrist when Hurricane Katrina hit her home town. Her experiences after that trauma transformed her approach to therapy.

- *Why Buy A Wig…When You Can Buy Diamonds*
  Laughter = medicine for survival as proven by a humorist thriving after breast cancer

  **Randi Rentz** is an award-winning educator with specializing in autism. Students respond to her humor and warmth as readers will!
**Fiction**

*Comedy Adventure * International Crime Thriller * Horror * Women’s * Fantasy

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**The Good Government American**

Inspired by true events, the novel centers on an idealistic young clandestine officer who falls in love as he gets caught in the middle of a global military conspiracy.

Adam Wood is the COO of Harvard Innovation Lab’s Experfy. Formerly with NSA and the US Navy, he is an expert in international infrastructure and governmental relations, has served in India, Kazakhstan, Dubai, Egypt, Germany, France, Spain, Switzerland, UK, and Canada and brings that wealth of experience to his writing.

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**Into the Ether**

Adrian Wren, an anesthesiologist, gets insider information from the Chairman of the Federal Reserve while he’s slipping under sedation. He uses it in a get-rich-quick scheme. FBI agents pursue the fugitive in Europe, but they don’t know why this guy is a Bureau priority. The reason: The White House needs him alive.

David Sherer is an anesthesiologist and author of two acclaimed works of non-fiction. This is his first novel.

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**Bankhaus**

A Swiss banker who hates the wealthy and makes her living from them decides to skim—a decision that leads to deadly subterfuge. Her backstory allows her to remain sympathetic and alluring, even in dark moments.

Neil Giarratana built his reputation as a CEO and non-fiction author and is now venturing into fiction.

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**The Christ Box**

Rumors spread about a box passed down through the generations of a Jewish woman in Jerusalem who recently used the box to heal a friend on her deathbed. The maker is said to be Jesus Christ, carpenter. The story takes off when a threat is made on the woman’s life by a government official determined to get the box from her.

A thriller by a lauded author, M. Rutledge McCall.

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**Clean Break**

The US President dies during national election primaries. A new president is elected, yet just 90 days into his term, massive terrorist explosions wipe out billions of dollars’ worth of the nation’s petroleum supplies and the new president overreacts. Jake Irons is the right man for the job. And this if the first in a series of his adventures.

The author team is M. Rutledge McCall, an experienced and acclaimed non-fiction writer, and Eric Elmberg; this is the latter’s debut novel.

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**The Custodians**

The story opens with a midnight meeting in a local church. A group has gathered to combat a re-occurring problem coming from the tunnels under their old town in rural France. Soon after, a couple is driving down the hilly lanes in search of their rental property. The couple has been estranged but their troubles pale in comparison with what awaits them.

This is a debut novel by the experienced non-fiction author Jacalyn Burke using the penname V Martinez.

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**Only Make Believe**

When a woman and a man fall passionately in love on the stage is it ever just acting? Can love be performed? When the curtain falls, can love be shed along with a costume? Or do you carry it with you through the rest of your daily life? This isn’t a romance—it’s a Broadway showmanship!

Marty Bell spent 25 years producing on and off Broadway, focusing primarily on developing new musicals. The 20 shows in which he participated won 27 Tony Awards and received 88 nominations.

The book comes with a unique promotion plan for the launch involving stars of Broadway, known well to the author.
**Qwyrk**

Led by the shadow being, Qwyrk, a motley group of humans and otherworldly creatures tries to solve a murder mystery and save the world from a supernatural threat.

The first two in series of adventures involving Qwyrk by Tim Rayborn, who has produced a series of popular books on macabre tales from the performing arts world.

**Lluck**

The adventures of Qwyrk, Jilly Pleeth, Blip, and Star Tao continue when they meet a remarkable boy named Lluck, who seems to be able to bend events in his favor. But Lluck is on the run, and someone—or something—awful is chasing him. It is greater evil than they had encountered before, and it’s poised to menace the world.

We also wish to offer for your consideration, five works of non-fiction our authors have regained rights to as a result of the dissolution of the publishing company. In each case, the work will be updated/revised with a minimum of 25 percent new material. The properties, including updates and changes, are described in the one-page overviews in this catalog.

**Binoculars**
Masquerading as a Sighted Person

**Creating Capable Kids**
Twelve Skills that Will Help Kids Succeed in School and Life

**Deepwater Deception**
The Truth About the Tragic Blowout & Perversion of American Justice

**Forging Health Connections**
How Relationships Fight Illness, Aging and Depression

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Ahead of Our Time
The Journey of “The Weaker Sex”

Valerie J. Simonis
the one who pulled together six 17-year-old girls and went on the road in 1966

This book is more than “just” a funny, bumpy coming-of-age story about some cute teenaged gals from Chicago who could play instruments, sing, and rock the clubs. When they entered the music scene in 1966, they learned to deal with sexual harassment, social prejudices, and scrutiny of their moral character. They could handle that, but The Weaker Sex were unprepared for the danger, fraud, and threats they encountered around the country.

Of course, the adulation made up for some of the suffering.

Valerie’s sharp wit prevails throughout the book, but she also notes why, on a profound level, the story of the band will resonate for women, particularly Baby Boomer women and their daughters:

*When The Weaker Sex started, we didn’t even know what feminism and equality were. In our quest to play music, we had also been drafted as unwitting participants in the women’s movement. We had become trailblazers with an underdog story. While our journey didn’t bring us fame and fortune, it did provide The Weaker Sex with a special gift: knowing we had contributed to both music history and women’s history.*
As a bestselling author and international speaker, I’m constantly being asked to give book endorsements. When Darlene Parris Young asked me to endorse Unzipped: Chronicles of a Fashion Fit Model, I did not hesitate. I couldn’t put down the manuscript. Not only did I want to endorse it, but I wanted to make sure that the 100,000+ women in the online communities I facilitate know Darlene’s story. Darlene’s writing is mesmerizing, and her story is raw and honest.

Debra Poneman, Founder/CEO, Yes to Success, Inc. Co-founder, Your Year of Miracles

Unzipped
Chronicles of a Fashion Fit Model

Every time you zip up a dress, button a coat or pull a sweater over your head, you have a fit model to thank, and that model just might have been Darlene Parris Young, known in the trade as “The Coat Hanger with a Mouth.”

Darlene Parris spent her career as a fashion fit model, that is, a human being who defines a particular size. She serves as a mannequin who can tell designers what’s comfortable, what pinches, what rides up when she bends over.

Darlene has also been raped and nearly lost her life in freak accident, so she isn’t all glamour and fashion magazine covers. She is also a survivor of domestic abuse.

And she has a natural humor that is often outrageous and always contagious.

Unzipped is an inspirational, gripping, and entertaining memoir that will particularly appeal to women with interests in fashion, modeling, gender relations, women’s issues, and transcending abuse.
The GODFATHER of GREEN
What It Takes to Help the Earth Heal

Jerry Yudelson

Foreword
Ed Begley Jr.
Actor, Activist, Ed's World

A young environmentalist meets an Indian spiritual master who shows him how meditation and mindfulness go hand-in-hand with protecting the planet. He wants to charge ahead with changing the world, yet the master’s message is clear: first, change yourself.

The only person engaged with the first Earth Day, solar power, and green building movements, Jerry Yudelson is known today professionally as the “The Godfather of Green,” a leading authority on green building and sustainable cities and its most prolific author. Since the age of thirty, he has engaged in personal transformation through the practice of Siddha Yoga, an ancient meditation and mindfulness path taught by a living spiritual master. In The Godfather of Green, Jerry takes important lessons learned during his life and environmentalist career and shows how they are relevant for dealing with a 21st-century future characterized by looming, catastrophic global climate change.

Jerry has a large platform based on selling 50,000 trade and professional books during the past decade. He has more than 10,000 followers on social media, driven by more than 5,000 Tweets over the past decade and by regular blogging to 3,300 opt-in readers on reinventinggreenbuilding.com. Jerry’s YouTube videos have received more 24,000 views and he regularly has more than 100 weekly searches on LinkedIn, where he has more than 4,500 connections.

With the 50th anniversary of Earth Day coming up in April 2020 and dim prospects for containing climate change at tolerable levels—and 20 million people in the United States alone practicing meditation and mindfulness—the time is right to view environmental action through the lens of spiritual practices and show how one person has made a difference by combining them.
Once Lori decides to keep Jody at age ten, they live in a small Brooklyn apartment with cats, roaches, drugs, porn, and a constant parade of naked men, which the little girl thought was completely normal. Didn’t everybody’s mother try to lure men with her young daughter’s body at the nude beach, touch her sexually, and urge her to promiscuity? Wasn’t it normal to coach your daughter in the fine art of bulimia, or suggest that she prostitute herself to pay for her college education?

As Jody grows older, Lori veers wildly from a Joan Crawford-like shrew one day to the supposed victim of her evil daughter the next. When Jody finds herself on a self-destructive path Lori savors her every failure—the affair that destroyed her first marriage, her deep depression as a single mother. But whenever things begin to look up, Lori will abandon, disown, and seek to replace her daughter with a revolving inventory of other young women.

Only years later does Jody come to understand that all her mother’s madness, chaos, and terror had a name: borderline personality disorder. Instead of abandoning the mother whom she hated, when Lori is diagnosed with cancer at 66 Jody chooses to become her caregiver, all the while batting away the many circling vultures who prey on her mother’s desperate need for love and attention.

For all its seriousness and shocking revelations, the story is not without its lighter moments and quirky characters, from the curious incident behind the title, to Saul—Lori’s often-naked, pot-smoking, porn-obsessed boyfriend, who would prove the most loving, caring influence in Jody’s life, pet chickens, and homebirth. In the end, it is a hopeful tale: Jody breaks the pattern of abuse, remarried, raised a successful son, and became a professional hula hooper. (And, no, she did not steal the wheelchair.)
Finding Home Position

Home position is the first stance that dancers learn. It’s the safe place to come back to after a hard routine.

Suhaila Salimpour

with
Abigail Keyes and Tim Rayborn
Co-authors of Weird Dance

World renowned dancer, choreographer, and teacher Suhaila Salimpour tells a compelling story of one woman’s experience of being caught between two very different worlds: the conservative Iranian immigrant family she was born into in the 1960s, and the world of American belly dance that emerged from the counterculture of the same time.

From the isolated family life where she suffered restriction and sexual abuse, to being forced into an arranged marriage in Egypt at fifteen; from moving to Los Angeles and getting roles in a number of television shows, to befriending Jack Nicholson and Jeff Goldblum, and dating Danny Huston; from being romanced by a high-ranking Saudi prince, to living in war-torn Lebanon before returning to the United States and creating a ground-breaking dance school, this is her fascinating story.

A daughter of an immigrant family, she recounts her struggle against her background to survive and thrive in America, while searching for somewhere she could finally call home.
Jane Butler has a lyrical and therapeutic way of capturing loneliness and how a person gets over it. Give a look at these few words:

Most children grow up in a town or a city, with extended family and friends around them, not to mention siblings who bond together to fight the forces of childhood evil. Not me. I had 10,000 acres of trees out the back door, just outside of New York City, and it was a long-distance call to anywhere.

Even the people that were home weren’t home.

Dad was manager of the estate we lived on and, as a dairy farmer, milked cows seven days a week. Mom was an orphan, born to a fifteen-year-old high school girl in Tennessee, abandoned so much that by the time she’d had me she was shut down for good. When my older brother sexually molested me, even though she burst in on the scene, Mom never uttered a word.

Later my brother joined a cult. Then my sister ran away.

Together my parents raised their five children each to be orphans, just like Mom, each with a self-imposed isolation around us. We were all lost in the woods. But I found my way out.

The estate her father managed was the famous Arden, the private estate of E.H. Harriman, Union Pacific railroad magnate, and later his son, Averell Harriman, a US statesman. Today, the Harriman descendants are the owners of Arden and include David Mortimer and his wife Shelley Wanger of Knopf.

Jane Butler was lost in the woods in her childhood, but she found a way to replace the trees with people. She is a fascinating and gifted author and speaker, and a truly beautiful human being.
Of Their Own Accord
A Ranger’s Battle Before and After the Scroll

The War Story of SSF Byron Beplay

Christian Cianci

Foreword by General (Ret.) Stanley McChrystal
Former Commander, Joint Special Operations Command

Christian Cianci focuses on an underdog hero, former 3rd Battalion 75th Regiment Army Ranger, Staff Sergeant Byron Beplay. Go inside the complex and often confused mind of a soldier as he uncovers his true nature.

Cianci’s well-researched story spotlights the survival of an all-American golden boy broken and destroyed. Left to pick up the pieces from a bullied childhood, Byron Beplay struggles to mold himself into a man he is proud of. Born from a military family, he ascends to the heights of the Army in its most dramatic and demanding forms: Ranger school, Delta Force, Special Mission Units.

Byron has it all, but at the end of his last tour, stationed in the pit holes of Iraq, his mind begins to crack. He reminds himself “this is all I ever wanted to be.” But wrapped in a sandstorm, Byron just wants to go home. Discharged from the Army, his life spins out of control. Unable to hold down a job, Byron’s world crumbles when his wife leaves him and the courts take away his son.

Forge ahead. His hands won’t let him forget what he’s done with a rifle. The ghosts from his childhood dance in his head. A brain burned by war. A mind stuck in combat. All alone, the choice is of Byron’s own accord.

In a story that dives deep into the intricacies of one soldier’s life on and off the battlefield. Of Their Own Accord answers the question: “What happens when the bullets stop flying, the blades of the choppers stop churning and the Operations no longer involve you?” Byron learns, it’s not what happens on the battlefield that defines you, it’s how you handle it when you come home that does. War for Byron was transitory, but what he takes away from it is permanent. A man of his own accord, Byron will change how you look at real life heroes.
How does a young mother overcome an eight percent chance of living to raise her newborn son? With the genius of medical science, the power of family love, and faith in the grace of God.

In each person’s life there are events that forever change their course. Twenty-seven-year-old Stephanie experienced two of these events in fourteen days: the birth of her only child and discovery that she has an eight percent chance of living. She is haunted by the thought that this baby will only know her through pictures, until she makes that her motivation to survive.

**Daddy’s Girl**

Michael Schnabel

How does a father capture the courage and essence of his daughter to pass on to her newborn child? That was Mike Schnabel’s challenge and gift to his grandson. This story is not about disease. It is about survival and how three generations of a family respond to crisis and form a team to overcome it.

Stephanie’s courage is fueled by her son’s deep brown eyes and unconditional love. Her faith comes from the belief that something greater than ourselves provides what we need, when we need it. When things become unbearable, Stephanie simply gives it up to God. When things become the darkest, they are replaced with the best possible outcome.

*Daddy’s Girl* has emotion and humor, life and death, angels and private jets, but most of all it has love. Readers can quickly connect to the characters, if not to the crisis they are facing. Mothers will feel Stephanie’s fear of missing the everyday miracles a child brings to life. Parents will feel a daughter’s struggle and her renewed hope as she fights each close call with death. The newborn baby adds an element of pure emotion, provides the thread to tie the characters together, and gives his mother the ultimate reason to survive. This story is about the love of a close family and how they carry each other through this ordeal. Despite the horrific odds, Stephanie lives, is healthy and raising a healthy son within a joyous family.

This book is supported by Fauzia Burke, FSB Associates, through the full range of social media.
Managers in lawful companies face disruptive technologies, groundbreaking new products, and competition from new entrants that challenge their survival. Yet some organized crime (mob) syndicates survive decades despite massive law enforcement efforts and rival gangs directed at their daily demise. How can these criminal organizations survive, and even thrive, while lawful companies that play by the rules are often made obsolete? While never celebrating the violence espoused by mobsters, Jerry Zimmerman and Daniel Forrester pinpoint the distinct management practices mobsters deploy that allow them to flourish long term, thereby offering powerful lessons for lawful leaders and managers seeking to survive today’s tumultuous business landscape.

*Survival* identifies how organized crime syndicates create strong organizational cultures that foster incredible loyalty by assigning specific tasks to mobsters and then measuring and rewarding their performance. *Survival* focuses on four criminal organizations: the American Mafia, the Sinaloa Cartel, the Hells Angels, and the Crips and the Bloods. Each enterprise developed a unique management methodology consisting of carefully crafted cultural norms and management processes that recruited and retained criminals with the skills needed to maneuver through the underworld.

Although each success formula varies across the four crime syndicates, a close examination of them reveal five unexpected business secrets. They all

- create high-performance teams;
- build strong brand names;
- have fashion-enduring corporate cultures with unique norms, values, and behaviors;
- recruit the right people while purging underperforming people; and
- are resourceful, market obsessed, and relentless.

Relying on these business secrets, *Survival* lays out a memorable framework that lawful managers can follow to improve their organization’s performance and ultimately its survivability.

**Jerold L. Zimmerman** is a globally recognized microeconomist and author of seven books, one in its tenth edition, and another is in its sixth. He taught Organizational Economics, Accounting, and Finance at the University of Rochester’s William E. Simon School of Business for more than 40 years and consulted with numerous clients, including Fortune 500 companies and management advisory firms.

**Daniel P. Forrester** is the founder and CEO of THRUUE, Inc, an expert consultancy that assists leaders in bridging the gap between corporate culture and corporate strategy. He works with CEOs, boards of directors, and C-suite leaders.

The authors have long been supported in marketing and PR by Fauzia Burke, FSB Associates.
Motivations Matter

Why Consumers Buy in the Age of Connected Consumption

*Disloyal, Non-Linear and Non-Singular*

Shruti Saini

What is the role of a brand when brand loyalty has diminished? This book addresses the evolving landscape of consumer motivations and behavior in a marketplace of exponential product solutions. The focus is on understanding key consumer themes of Disloyalty, Non-Linearity and Non-Singularity and the implications these carry on brand selection and marketing strategy.

**Disloyalty** – Consumers are Disloyal in that “go-to” consistent behavior diminishes as consumers’ repertoires expand. Longitudinal and latitudinal product availability has rewarded consumers who exhibit curiosity. The quality of many offerings has risen prompting trust and trial barriers to lower.

**Non-Linearity** – Consumption is Non-linear in that brands are competing within a widened and expansive spherical landscape of varying product manifestations, all attempting to service the same motivations. Industry, sector, and product lines have become highly blurred.

**Non-Singularity** – Brand Relationships are Non-singular in that consumption is holistic. Brands are consumed expansively and experientially, which means brand consumption is not in a vacuum, it’s situational to other brands and can take on varied patterns and formats.

Readers will understand the human truths and consumer motivations that underpin brand selection so that brand strategies and implementation plans can be created and reframed to effectively capture consumer mindshare. Readers will learn how to apply these principles to develop their brand offerings and strengthen their marketing and sales strategies to allow their propositions to break through and drive relevance with consumers.

Shruti Saini is Senior Director, Strategy & Insights at Anheuser-Busch in New York. As such, she is responsible for identifying consumer-centric growth opportunities, translating these into key brand strategies, and developing portfolio wide innovation. She has worked on the brand positioning and integrated marketing & new product strategies for some of the world’s most iconic brands including Bud Light, Budweiser, Stella Artois, and Pillsbury. She was a featured brand and media strategy contributor for *The Huffington Post* and has a broad diversity of background, expertise, and industry knowledge in the realm of strategy and consumer design, with 10+ years of marketing experience at Fortune 500 companies. Shruti earned her MBA from Harvard Business School and a BA degree in Economics from Harvard.
Common sense: exercising sound and prudent judgment based on a simple perception of the situation of facts

Why does it disappear from decision-making? We’re human. Everybody lapses every now and again and does something irrational. The question is, “How often and how much?” Lapses are driven by emotions, beliefs, or simply by sloppy or auto-pilot thinking. This book provides tools for centering on common sense approaches to situations and problems.

Eckehard Betz has run operations for companies ranging from mid-sized to multi-billion-dollar enterprises in 24 countries across five continents. He has designed this book with an international audience in mind, with a special focus on manufacturing operations, although most lessons are applicable in any corporate environment.

Experience has shown him the population of internationally active operations executives is spread across nearly every country in this world, yet, the common language of all of them is English—a fact that makes the book an excellent candidate for audio.

Part 1 of the book focuses on daily operations and Part 2 is devoted to extraordinary challenges and projects. The guidance in Part 1 explores

- The working environment
- The choice of people
- Every word is a negotiation: Dealing with board members and shareholders
- Interfacing with other key departments
- The art of running a high-performance team
- An executive’s commitment—vision, mission, business plan
- Closing loopholes—performance review and control

Topics in Part 2 involve the challenges of managing extremely large projects, activities that occurring remotely, running out of money, and supply-chain optimization.
A new universe of opportunities is opening and providing answers to some of the most serious problems humanity is now facing. This is the vision behind the book—and the good news we offer is good business, based in science, not science fiction or speculation.

Beginning 200 miles up in low Earth orbit, and expanding to the Moon, near-Earth asteroids, and eventually Mars, this new world of space development exists not only to deal with the present problems with energy, climate change, resource shortages, pollution, economics, and even war, but also to again make humanity a thriving species, without the threat of extinction.

There is enough mineral wealth on the Moon and near-Earth asteroids to generate security and prosperity for the entire world, and to make war—at least for resources—unnecessary. There is enough land in space where humanity can settle, avoiding extinction should an Earth-wide catastrophe occur.

This book illustrates how space development affects the entire world in a profound way—money, politics, and environment—with the central focus on revenue-generation in space. Opportunities are now opening for existing companies that would never have thought of investing in space activities. New companies, seeing wealth in space, are also forming to create new jobs and careers.

The Earth’s resources are dwindling, its population is increasing, and the Earth cannot provide a decent quality of life for many more people. Space has infinite resources.

The narrative takes us from down here to Up There!
Crank Up Your Start-Up

A guidebook to start and run a thriving business with a conscience

Jeff Morrill

Jeff Morrill wanted a career in politics after college but saw an opportunity to start a business and seized it when he was 26. He turned around a company that was going bankrupt in less than a year. Now in his mid-forties, he’s enjoying the financial rewards of a $100 million enterprise called Planet Subaru.

Crank Up Your Start-Up has three main themes: how to start a business, how to get the most out of a business, and how to live your business life. Jeff draws readers in with memorable stories. He then follows through by illuminating the strategies they illustrate—strategies that he used to effect a dramatic new beginning for a company and then continue to accelerate its growth.

Some of the strategies that have served him best have their foundation in good corporate citizenship—and he has gotten outstanding media attention from USA Today, the Boston Globe and many other high-profile news organizations, as well as earned national awards, as a result of ensuring his company acts like it has “a conscience.”

Among the strategies are diversity in the workforce—half of the customers are women, so why wouldn’t half the workforce be women?—and environmental responsibility. Regarding the latter, USA Today noted that Jeff Morrill “implemented programs that reduced the dealership’s electric and gas consumption by 30 percent.” Having these practices in place and fully supported has, very simply, contributed to the desire of customers to do business with him again and again.

And then there are Jeff’s quirky, yet effective, tips on boosting the popularity of a business. Like “hiring” dogs. From the Boston Globe:

Canines first joined the team in 1998, when owner Jeff Morrill’s brother and dealership cofounder began bringing his dogs to work. Having the animals around was so well received, they decided to let employees bring in their dogs, too. Pet owners like the ease and companionship of having their dogs with them, while many of the dogless enjoy spending time with the animals, Morrill said. Any dog belonging to an employee is eligible for a greeter position, as long as they’re qualified. “We look for the same qualities we have in our human team members: People who get along with others and don’t bark or bite,” Morrill says.
PRACTICAL NEPOTISM IN HOLLYWOOD

How to Go from Outsider to Insider

Mathius Mack Gertz

Creative: a person characterized by originality and expressiveness.
Insider: an accepted member of a group.

Mathius Mack Gertz demonstrates how Creatives can reframe what they do well and apply their art to a successful business plan, using Hollywood insider methodology in order to join their ranks.

Nepotism exists in all walks of life. In Hollywood, being a son or daughter, or even a distant relative of a star, significantly increases the chances of you becoming a star yourself. Creatives who did not fall from the Hollywood family tree need more than talent, training and dedication to become insiders. Practical Nepotism takes a bold and practical look at how stars are made, and how to leverage this knowledge into a strategy that will open doors often left ajar only to the offspring and associates of Hollywood royalty.

Gertz teaches the steps to creating and capitalizing on your own nepotistic network. His message: embrace the way Hollywood actually works by making the insider rules apply to you.

He introduces the “Hollywood Iceberg”—a metaphor that explains why so few reach the top in Hollywood, while most slide down in repetitious failure. Like an iceberg, 90 percent of what happens in Hollywood is under the surface and behind the scenes, with few toe-holds. It is here, out of the spotlight, that careers are made or lost as would-be stars rise to the top or slide back down into obscurity.

Only the first of these four key aspects is one that most creative people grasp when they come to Hollywood:
1. You must be smart and talented to become a successful Creative Insider.
2. You must have the right support and resources to create your own Hollywood nepotistic system.
3. You must have direct contact and positive relationships with people in power.
4. You must not allow your amazing creativity to sabotage your plan.
Candice Bergen called him “the world’s best production assistant” in a Tweet. Daniel Scarpati is also a wealth of information about how to stay employed and rise through the ranks as a film and television production assistant (PA).

*Gofers* breaks ground in exposing the hectic lifestyle of the lowliest position on any set: the PA. This is not a textbook about a “lowly” job that many covet, however. It’s a retelling of both hardships and successes working with Hollywood producers and A-list actors on the streets of New York City. Daniel educates through entertainment, inviting readers onto the sets and behind the scenes of major network shows and multi-million-dollar films to hear about the crazy, sometimes dangerous things PAs are asked to do.

The major market for *Gofers* is all current and prospective students of film, television and mass media at the 100+ film schools across the United States. This also includes those studying performing arts, radio and communications. There are assistant and apprentice positions in all of these fields, so Daniel’s experiences finding work and creating opportunity in one translates to others. The job of a PA can also lead to work as a producer, director, actor or other crew member, all of which have rapidly growing employment rates according to the US Department of Labor.

Among other aggressive social media efforts used by the author, he is the owner and director of Passing Planes Productions, which hosts two YouTube channels. The channel focused on his PA experiences has gained nearly 9,000 subscribers and over 1 million views in under two years.

*Gofers* includes candid photographs, URL links, document templates, advice from other PAs, and “Pro Checklists” (etiquette, lingo and other things to remember).

Celebrities already committed to endorsing the book include:

- **Candice Bergen** (“Murphy Brown”, author of best-selling *Knock Wood* and *A Fine Romance*)
- **Kevin James** (“King of Queens”, Paul Blart: “Mall Cop”)
- **Leah Remini** (“King of Queens”, “Kevin Can Wait”, author of best-selling *Troublemaker*)
- **Tom Reilly** (Director’s Guild of America assistant director, author of *The Big Picture* and *The Hollywood MBA*)
- **Russ Woody** (Writer’s Guild of America, producer/writer of “Becker”, “Mad About You”, “Parenthood”)
The Gujarat region of western India is the home to Mahatma Gandhi and known for the sweet tasting dishes, such as shrikhand and ladoo. FROM GUJARAT, WITH LOVE celebrates authentic Gujarati food and cooking.

Vina Patel grew up watching her grandmother and mother cooking a variety of unusual and exciting food but didn't immerse herself in the kitchen until she had a family of her own. For the last thirty years, Vina has honed her skills and became somewhat of a cooking sensation in the Silicon Valley region of northern California where she currently resides. Just as Julia Child brought French cuisine to America, Vina brings Gujarati food to the American Kitchen.

In FROM GUJARAT, WITH LOVE Vina Patel presents 85 easy recipes, with chapters including the ever-popular Gujarati snacks and appetizers (like Spinach Dumplings, Methi Gota, Bhajiya), Curries, Chutneys, Dal, Salads, Rice, Desserts and Drinks. All the recipes are suitable for beginning and advanced cooks alike. Although some of the ingredients may be new and unfamiliar, they are all available online or at Indian grocery stores. Vina even includes an ingredient glossary with explanations of the flavors, possible substitutes, and other uses for the seasonings.

Since Patel’s main influence for creating FROM GUJARAT, WITH LOVE was born from her desire and attempts to feed nutritious meals to her large family, the dishes all have limited preparation time. It is perfect for busy mothers, single professionals, or simply those interested in wholesome, mouth-watering Indian food. Most of the recipes are highly nutritional, low in calories, high in fiber, and high in protein.

FROM GUJARAT, WITH LOVE is a cookbook that brings families together.
In his previous book, Ethan Gutmann exposed Chinese mass harvesting of dissidents and subsequently testified before multiple Western government bodies. *Complicit* brings the story of Beijing’s organ harvesting juggernaut, and its Western collaborators, to conclusion: millions of Uyghur Muslims incarcerated in camps, tortured, raped and blood-tested, on the edge of a human rights catastrophe.

*Complicit* spotlights notable people, corporations, and medical organizations who have contributed to the success of China’s organ tourism industry—an industry that is built on organ waiting times of two weeks or less, an industry that would rapidly collapse without the availability of young, healthy organs extracted from prisoners of conscience on demand.

Some of Ethan’s sources are physicians, some are reporters, some work for government organizations or NGO’s, and some are refugees from Chinese labor and re-education camps. All of them took a risk by divulging documents and inside information for this book.

*Complicit* will have a Foreword by renowned human rights lawyer David Matas, and nine chapters—roughly 80,000 words illustrated by approximately 15 photographs and graphs.
PRESIDENTS AND THE PROMISED LAND

From Carter to Trump, Begin to Bibi:
The Special Relationships that Saved the US-Israel Alliance

Lahav Harkov and Seth Mandel

Two extraordinary news editors vividly deliver the stories of six presidents and their personal relationships with Israeli prime ministers. The book shows how presidents have avoided, solved, or exacerbated crises.

This is particularly timely in light of Netanyahu’s election to a fourth term and Trump’s moving the US Embassy to Jerusalem.

**Jimmy Carter and Menachem Begin.** The most far-reaching and consequential agreement in the history of Arab-Israeli peace talks was accomplished by a president and prime minister who got along terribly.

**Ronald Reagan and Menachem Begin.** Reagan and Begin faced immense challenges that could have strained the US-Israel relationship even more at a time when it was already on shaky ground, yet the relationship came out stronger than it ever was.

**Bill Clinton and Yitzhak Rabin.** Clinton’s ambassador to Israel, Martin Indyk, echoed many other Clinton insiders when he said that Rabin “became something of a father figure to” Clinton.

**Bill Clinton and Benjamin Netanyahu.** Netanyahu’s tumultuous first term as prime minister was marked by his fraught relationship with Clinton—and how the two men rose above the tension to keep US-Israel relations and the peace process humming along.

**Bill Clinton and Ehud Barak.** Despite its success with Netanyahu, the Clinton team worked hard to ensure Bibi would lose the next election to Ehud Barak, a man of the left the White House assumed would be easier to “get to yes” on a comprehensive Israeli-Palestinian peace agreement.

**George W. Bush and Ariel Sharon.** Both Bush and Sharon were men of the right, so veteran peace processors were more than skeptical about the prospects for peace, especially coming on the heels of the deadly Second Intifada.

**Barack Obama and Benjamin Netanyahu.** Despite the presence of former Clinton administration officials around Obama—including Hillary Clinton serving as secretary of state—the president failed to learn the lessons of Bill Clinton’s success.

**Donald Trump and Benjamin Netanyahu.** Netanyahu waited his whole career for a Republican president to work with but is learning the age-old adage: “Be careful what you wish for.”

Lahav Harkov is the Senior Knesset Reporter and Analyst for The Jerusalem Post, and a sought-after speaker on Israeli politics and foreign relations. She has been recognized for her social media reporting by the Jewish Telegraphic Agency, naming her the fifth-most influential person on “Jewish twitter.”

Seth Mandel is the Executive Editor of The Washington Examiner Magazine, and former op-ed editor of the New York Post, where he was also a regular columnist. He served as a national-security fellow at the Foundation for Defense of Democracies and was an award-winning newspaper reporter and editor before that.
Don’t Call It A Revolution
What the World Can Learn from the Movements Shaping Modern China and Shifting the Global Balance of Power

John Pabon

China is undergoing massive changes. Living in Shanghai, John Pabon sees them firsthand.

Like Mao’s Cultural Revolution 50 years ago, today’s rapid evolution is shaping not only the future of China, but also the world. Alibaba and Tencent dominate the global technology field. Investments in infrastructure, green technology, and film making are pivoting the world towards Asia. Yet talking heads, politicians, and authors characterize this pivot as the end for North America and Europe, with China as the apocalyptic horseman leading the charge. But the pivot to Asia doesn’t have to mean the end of western competitiveness. There are lessons all sides can learn from one another.

Don’t Call it a Revolution is the first work to detail this global shift from the first-hand perspective of those undergoing change. Told through positive stories of success, innovation, and advancement, the book illuminates how much it can learn from the 1.6 billion who call China home.

The book follows a day in the life of Shanghai’s scavengers, whose work collecting thousands of tons of waste keeps the city from drowning in trash. It transports readers to sleek new train stations where high-speed rail is reconnecting families separated for decades.

These are the stories of the real China, missing from the news. The stories will intrigue readers—from the global citizen to policy makers. It will clear the fog on a misunderstood place, like Barbara Demick’s Nothing to Envy did for North Korea and Katherine Boo’s Behind the Beautiful Forevers did for Mumbai’s slums.

John Pabon has spent the past 15 years promoting sustainable development and exploring geopolitical change. His work for the UN exposed him to societies doing good in the most trying environments. At A.C. Nielsen, he analyzed the intersection between government policy and advertising. As a consultant with BSR, the world’s largest sustainability-focused business network, he advised Fortune 500 firms on environmental, social, and governance strategies across Asia-Pacific. Now, as the founder of Fulcrum Strategic Advisors, he deciphers Chinese Government policies to help western companies succeed in the region. He has been recognized as one of the world’s top 100 voices on modern China and speaks to global audiences on issues of sustainability, policy, and societal change.
Zero Tolerance

Challenging the Immigration Myths Driving Family Separations at the Border

Michelle Martin, PhD, MSc, MSW

Reports of children detained in cages in detention facilities at the U.S.-Mexico border, accompanied by heart-rending images of very young children being forcibly separated from their parents, have caused widespread outrage since May 2018, a month after former Attorney General Jeff Sessions announced the “zero tolerance” policy for migrants crossing into the United States illegally from Mexico. This policy of arresting every migrant crossing illegally, whether or not they were seeking asylum after being turned away at other ports of entry, led to more than 2,300 children being locked up by June 2018 because they were not allowed to be detained in the same facilities with their parents. By December 2018, the number of detained children had swelled to 15,000, along with reports of sexual abuse and other human rights violations.

Written by a political scientist, educator, and scholar in the area of social work and social welfare policy who has worked directly with displaced populations as a social worker and as a policy advisor in the area of forced migration and refugee resettlement, this book explains why the family separations at the border have galvanized so many Americans and others around the world, setting the record straight on immigration and family separation in a way that average Americans can understand and appreciate.

Michelle Martin exposes the pivotal anti-immigrant myths that are behind the zero tolerance policy, explains how they are used politically by the president to bolster his base, and asks whether these policies achieve their ostensible goals of increasing national security or whether they in fact contribute to less security. She tells the story of immigration and the stories of immigrants who are forced to leave their homelands, marrying the “macro” with the “micro,” because in the end, the story of immigration is really a story about humanity.

Michelle Martin, PhD is an Assistant Professor of Social Welfare at California State University in the Department of Social Work where she teaches social welfare policy, human rights, and advocacy. She has a Master of Social Work (MSW) from the University of Illinois, Chicago, a Master of Social Science (MSS) in policy studies from the University of Bristol (UK), and a PhD in peace studies from the University of Bradford (UK). She currently focuses on the politicization of cross-border immigration and human rights violations against immigrants and refugees. In 2018 Dr. Martin was elected to the Board of Directors for the United Nations Association, San Diego, UN Foundation, as the cross-border immigration expert.
People are baffled by gun control. This book is designed to be a guide to thoughtful discussion. Arming readers with facts and the logic behind conflicting arguments, it leaves emotional rhetoric to the pundits and focuses on the thorny issues of the debate.

For example, exactly what is a “gun death”? Depends on who is answering the question. Activists and politicos have been abusing the public for decades as they push for either more or less gun control. Different sides routinely take slices of data to support narrow aspects of what is a large and complicated topic. In the process, even the English language is victimized, as the sundry definitions for “gun deaths” show.

The net effect is that the public is underinformed, misinformed, or completely bamboozled.

_Guns and Control_ aims to end that information deficit.

What the public lacks is a clear, unbiased, broad perspective on the realities of guns, explained in simple, straightforward and even entertaining ways. This is the goal of _Guns and Control_: to demystify misunderstood aspects of who uses and misuses guns.

Readers will:
- Be guided step-wise through each of the major gun control topics (mass public shootings, assault weapons, street crime, and so on)
- Gain the broad perspective and the full set of important details.
- Acquire insight into some of the more egregious misinformation.
- Be supported in formulating their own conclusions.

Readers will not:
- Be misled, for the author is neither pro-gun nor anti-gun.
- Be bored, for despite all the normally mind-numbing statistical data, the author is a lucid and entertaining writer.

Most importantly:
- Recent events have moved guns and their control to the forefront of political discussion.
- One party in America will make this a central topic in the 2020 elections. The pushback is predictable.
- Hence, more people than ever will be looking for answers that are not pure propaganda.

Guy Smith is internationally known as a gun control policy analyst.
Are You the Product of a One Night Stand?

The Pandora’s Box of DNA Test Kits

Maria Leonard Olsen

Maria Olsen is a civil litigation attorney, the author of children’s books and non-fiction adult books, as well the host of radio show host in Washington, DC. She has wonderful, rich, life that she thought was rooted in her Catholicism that included a Jesuit college.

But at age 53, she learned that the father who raised her is not her biological father. She discovered this from a DNA test given to her as a gift.

Maria thought she knew her cultural heritage. When she nonchalantly opened the envelope containing the results of her DNA test, however, she was shocked to learn that she is genetically half Ashkenazi Jewish. The other half is Filipina. So, she now considers herself a “Jewlipina.” At the moment she read her tests results, her world view changed.

After confronting her mother with the DNA test results and learning that she was conceived during a party in Seattle, she set out to find her biological father. It took her nearly a year to find him, but she was able to visit with him and they now have a congenial relationship.

In sharing her story with others, Maria learned dozens and dozens of stories from people who have discovered life-altering news via DNA test kits, which are now widely sold in drugstores. The stories in this book will delight you, shock you, and may even disturb you. Science has opened a new vista for all of us. It also has raised thorny legal, privacy and health issues. Maybe you, too, will choose to open the Pandora’s box of your genetics. If you do, perhaps you should read this book first.

Please note: The author is supporting new book, 50 After 50 (Rowman & Littlefield) with 60 events in 14 states between June 29 and December 30, 2019.
Curing Cancer?

The Story of the Devastating Genetic Disease That May Hold the Answers

Sabrina Fuoco-Dunn and Katelyn Verstraten

What would you do if you were diagnosed with a disease that gave you a more than 90 percent chance of developing cancer in your lifetime—in any part of your body, at any age, and often multiple times—and treatment options were limited?

This is the impossible question posed by Li-Fraumeni Syndrome (LFS), also known as the “ticking time bomb” disease, a primarily inherited cancer predisposition syndrome that researchers believe may hold the key to curing all cancers.

It’s also the question that journalist Katelyn Verstraten asked Sabrina Fuoco-Dunn when she first spoke to her in 2015. Sabrina was a surprisingly optimistic 34-year-old lawyer who’d defeated cancer five different times. Just seven months before she was to marry the love of her life she had been diagnosed with her latest bout of the disease: a spreading bone cancer deemed incurable. The two women quickly became friends and then collaborators on this book; not long after that—nowhere near long enough—Sabrina died. Shortly before she passed away, Katelyn promised her that no matter what happened, she would finish telling her story.

In Curing Cancer? Katelyn tells two compelling stories in alternating chapters. The first is about Sabrina’s unique life and legacy, drawing on her popular “Cancer Girl Smiles” blog. The central character of the second story is Li-Fraumeni Syndrome itself, which wreaks devastation among the thousands of families unlucky enough to be living with it.

Researchers believe it is a disease that could one day lead to cures for all cancers. It’s been 50 years since Li and Fraumeni named the syndrome, and 40 years since the tumor-suppressing p53 gene, whose mutations cause the cancer, was identified, but 2019 could well be a breakthrough year in curing cancer. Why? Because 90 percent of all people who develop cancer have mutations in the p53 gene, and those with LFS live with permanently mutated genes, making them susceptible to developing cancer again and again.

Fix the broken p53 genes—or insert new, healthy ones in patients—and you could potentially stop cancers from occurring in the first place. Progress in this cancer-curing journey has been occurring rapidly in the last few years, culminating in a fascinating narrative that is waiting to be told.

Katelyn Verstraten is a journalist currently working as a science communications specialist for the Terry Fox Research Institute, which funds top-tier cancer research. Katelyn holds a Master of Journalism degree from the University of BC Graduate School of Journalism and an Honors Bachelor degree in Psychology from Queen’s University. She comes out of some of Canada’s top newsrooms—CTV Vancouver, the Globe and Mail, Vancouver Sun, and Toronto Star, where she has a weekly column.
THE FLUID MOTION FACTOR

THE SECRET OF SUCCESS IN ALL SPORTS

2019 Masters: Tiger wins. Molinari and Koepka don’t. Why?
2019 NCCA Basketball Championship. Virginia wins. Texas Tech doesn’t. Why?
2019 Australian Open. Federer wins. Why?

These questions are easily answerable on a surface level. Tiger, Virginia and Federer played better than the field, so they came out on top. Their ability to perform under pressure, their level of freedom, their skill, their focus, their concentration—all were just that much better than the field and they went home with the trophy.

But that is only half the story. And not even the most interesting half.

Sports is all about motion, motion is all about the muscles—and where is the operating system of the muscles? The brain. The athletes that win, in the final analysis, simply have a more efficient operating system that produces more effective motion.


Steven Yellin has developed a revolutionary sports program, the Fluid Motion Factor program that mirrors how the brain physiology produces fluid motion in every sport. He has isolated that one process in the brain that HAS to occur in order to be consistent; the Fluid Motion Factor. The athletes and team mentioned above experienced the Fluid Motion Factor more consistently than their opponents and that is why they won.

For years, he has proven the program’s effectiveness through on-on-one training. He has produced national champions in golf and in bowling and his program has been taught in 15 sports. He has worked with golfers that have won five major championships and over $80 million in prize money.

This book lays out in layman’s terms what must to produce fluid motion in any sport. The follow-on guidance includes practical techniques that can be used in any sport to produce fluid motion and become more consistent in performance.

No other sports book has described and taught this fundamental concept, although many have danced around it. It goes well beyond what Tim Gallwey did in his “inner game” books and has the potential to revolutionize, based on science, our understanding of all sports.

If you have ever had a “perfect moment” in playing a sport dancing, then you have experienced fluid motion. And you wished with all your heart that you could recreate it at will. With this book, you will learn how.
A Google search on *Christopher Byrne toys* yields 8+ million results. Chris is a favorite on TV shows like LIVE with Kelly and Ryan and is a popular international speaker.

*The Playful Life* starts with a book, but it is envisioned as a platform composed of multiple types of media—books, podcasts, events and potentially more. Intended to kickstart a revolution in how we approach our lives, it is designed to arouse people to use the principles of play to enhance their lives, leading to greater success, contentment and power. Like the best games, it is structured around a series of rules that can open the door to a richer more productive and satisfying life.

These 10 rules can be interpreted for everything from business to interpersonal relationships to parenting. Most importantly, they are intended as a guide. Chances are, as with many games, people will develop their own “house rules” as they become more playful.

*The Playful Life* offers how-to guidance, real world examples, stories of play in action, interviews with “Playful People” and gives readers permission to make up their most satisfying lives.

The current vision is that we begin with a general interest title called The Playful Life. It could launch a series to include titles such as:

- The Playful Manager/Leader
- The Playful Parent
- The Playful Relationship
- The Playful Student

The 10 rules that form the basis of this book have been developed over 30 years of corporate consulting, developing creative workshops and researching and play with kids. While inherently simple, they delve into the complexities of negotiating one’s way through the world by providing grounding principles that are easy to understand, relatable and unique to each individual in their application.

Chris brings a broad understanding of the dynamics of adults and children to this project. Through his career he observed and researched play among children and has shown how these principles can be successfully applied in creative processes for adults. Having worked with adults in creative and organizational capacities, he has had the opportunity to analyze what holds people back from getting what they want in a variety of situations, what stymies creativity and innovation, and these principles that form the basis for child development and individual expression can be adapted for adults so that they are practical and can be integrated into families, organizations and individual’s lives easily.
Prepare to be inspired.
—George Kourounis,
National Geographic explorer, host of Angry Planet

Jason Schoonover is incredible. He lives the most varied, fascinating life of anyone I know—
Daniel Bennett, President Emeritus of The Explorers Club

An Adventurer’s Eight Point Guide to Living an Interesting Life

Jason Schoonover
Author, Adventurous Dreams, Adventurous Lives and Fellow Emeritus of The Explorers Club

Jason Schoonover is uniquely qualified to write this book. He has been team leader on over 50 expeditions ranging from anthropology, paleontology, archaeology to geology, often with noted explorers as his field leaders and team members. As a paleontologist, he has been team leader on expeditions, four of which with famed dino bone hunter Dr. Phil Currie resulted in major dinosaur finds. He’s excavated Paleolithic caves with Sir Rodney Beattie along Thailand’s River Kwai, leading to the development of the Hintok River Camp Museum. The museum also displays their remarkable POW finds from the cave and nearby WW-II Death Railway made famous by Bridge Over the River Kwai. He’s also rummaged around South and Southeast Asian jungles and the Himalaya piecing together anthropological collections, under contract for major museums like the Smithsonian Institution. He’s led geological surveys into northern Canada seeking, and finding, long lost fur trading posts.

And he’s done all of this without a single university class in any of the disciplines.

He has been around the world four times and to 75 countries. Jason is a Fellow Emeritus and Stefansson Medalist of The Explorers Club, as well as having been awarded a Citation of Merit and is on the Honor Roll of that prestigious institution.

His writing background is equally impressive. All his of five books are in the adventure field. His 1988 international adventure-thriller Thai Gold (HC: The Bangkok Collection) sold 140,000 copies and has been continuously in print. Earlier, he was an announcer, writer and producer for radio and stage, a magazine columnist, has a widely published adventure travel writer since 1973.

In Guide, Jason uses not only his own long life as an example, but also those of his many famous adventurous friends who have also grabbed the brass ring. He lays out a complete roadmap, including a chapter on how to set yourself up financially fast. He did it in three years, three months and three weeks in and he describes exactly how. And how the reader can potentially do it too.
Agent’s Note: Two renowned chefs have afforded me the opportunity to serve with them for a day. Colleagues and friends asked, “What was the most important thing you learned?” I said, “Mise en place”—Everything in its place.

“Prep” is the culinary catch phrase used by chefs and kitchen professionals to emphasize the importance of ongoing organization and preparation.

PREP author, master chef, and leadership psychologist Edgar Papke provides a uniquely insightful and entertaining exploration into the journey of leading in any environment. He explores the unavoidable often-painful lessons chefs learn and defines the critical leadership characteristics that become the key ingredients to achievement. The resulting recipe defines and offers readers the path to more confidence and skill as a parent, a CEO, a teacher, a department head—anyone who needs to lead.

Passion
Resilience
Excellence
Practice

Through anecdotes, personal reflections, and insights from accomplished celebrity chefs (among them Daniel Humm (Eleven Madison Park); Thomas Keller (French Laundry); Alice Waters (Chez Panisse); Brian Lockwood (NoMad); Rachael Ray; and Emeril Lagasse), Papke delivers an entertaining and powerful set of discoveries and leadership lessons that any reader will enjoy and learn from. In addition to accolades from companies and media that he has earned for his coaching, he is an honored graduate of the Culinary Institute of America and recipient of CIA’s coveted Frances Roth Award.

The plan for book promotion includes the development of an app to go with and coincide with the release of the book and providing leadership, management, and life tips.
DEATH DID US PART

FINDING LOVE AFTER LOSS

A Relationship Roadmap for Widows

Marti Benedetti and Mary A. Dempsey

Every year, nearly 1.5 million Americans—a million of them women—experience the death of a spouse. They are a formidable demographic and what they do next is setting them apart from previous generations. In greater numbers than ever, they are seeking another go at romance, often in unconventional ways. Many are customizing these new relationships by skipping marriage entirely, by committing to one another but living apart, by spotlighting their exceptions to the traditional “for richer and poorer, in sickness and health” vows.

This isn’t your grandmother’s widowhood scene, not by a long shot.

Death Did Us Part: Finding Love After Loss, looks at the ways this growing population of widows is realigning the rules of engagement. The book, which grew out of co-author Marti Benedetti’s widowhood blog, plumbs research focused on people coming out of bereavement (“Study finds Widows and Widowers are resilient,” “Pew Concludes that More Older Couples are ‘Shacking Up’”), looks at what relationship thought leaders say about this demographic and, importantly, goes to the frontlines to talk directly to widows about how they are navigating the post-bereavement dating scene.

Death Did Us Part reveals the unusual, even heretical ways, romances are being created by an under-studied group and provides widows themselves with a roadmap for their journey forward. This book not only offers insights valuable to people who want to date after a partner’s death, it also crosses the aisle to share the experiences of women who dates widowers. And it challenges the families, friends, and new partners of widows to rethink their roles.

Why this book and why now? A million women are widowed every year. According to the US Census, there were 11.7 million widows in the United States last year. They account for almost 5 percent of the adult population and that figure is rising.
Speaking on The Late Show with Stephen Colbert, when asked about the trait that leaders can’t do without, acclaimed historian Doris K. Goodwin responded that it was empathy.

This can be taught!

Years ago, the common wisdom was that empathy could not be taught. But after more than 16 years as Executive Director of the Kidsbridge Tolerance Center in suburban Trenton, New Jersey, Lynn Azarchi knows it can be taught—and she has the evidence to back it up.

Kidsbridge is the only evidence-based center solely for youth in the United States. Lynne has taught empathy to more than 25,000 students and educators. Through Empathy Bridge, she intends to teach empathy to parents, too.

This book is a guide for even the busiest of parents (and educators as well). Whether they have twenty minutes a week or two hours, there will be something useful for everyone. And it fills a gap in the market. While there are plenty of self-help books on empathy, few are targeted directly to parents, and none truly show how to teach it in simple, easy language. And learning is more effective when it’s engaging and interactive: Lynne includes fun at no extra charge!

In addition to her credentials as an educator, Lynne earned an MBA in marketing from Columbia University and has numerous ties to educators nationally that will be useful in promoting the book. Kidsbridge’s website and social media will amplify the message: The center has more than 5,000 email addresses and 2,000 followers on Facebook and Twitter.
RELAX,
IT’S ONLY LIFE AND DEATH

Jeff Spiess, MD

We all know we are going to die, but on some level, we don’t believe it.

We avoid thinking about death because of fear of what we may encounter. As a result, too many people, especially in the Western world, spend the end of their lives with unnecessary suffering.

After three decades of caring for the dying—first as an oncologist and then as a hospice physician—Jeff Spiess argues that if we honestly face our mortality, we will make wiser decisions, die with less distress, and live the remainder of our lives, whether days or decades, more fully and with less anxiety. In this optimistic book, he illuminates the foreign world of pain, fear, advance directives, and hospice.

Through poignant narratives and guided exercise, he challenges us to experience our values, dreads, and emotions, and to incorporate those into making more authentic choices for our own lives.

Jeff is a physician who has cared for dying patients for over three decades, initially in the practice of medical oncology, then in hospice medicine. He is recognized in the field of hospice and palliative medicine, having been active at several levels in the American Academy of Hospice and Palliative Medicine (AAHPM), the professional society in the United States of physicians engaged in the care of the dying.
Learning to navigate and properly process emotions in healthy ways is vital to both personal and family development. Unfortunately, sometimes parents may not know they need these skills until a foster or adoptive child enters their family.

Due to histories of attachment disruptions and early trauma, these children are full of fear, sadness, and anger. When that fear goes unprocessed, the children will use their behaviors to express their emotions, and that can happen in destructive and painful ways.

The seven principles—interwoven with neurobiology, research, and powerful interventions—will help families build emotionally stable foundations. The principles are based on a workbook the authors developed for the families they counsel, and Faye and Jeff have presented them at professional conferences and in an article for the Adoption Council.

**Important Note:** The proposed book integrates some of the key points of *Healing Traumatized Children: Navigating Recovery for Children with Turbulent Pasts*, a finalist in the “Parenting & Family” category of the 2015 USA Best Books Awards. *Healing Traumatized Children* came out just days after publisher Joan Dunphy (New Horizon Press) passed away and rights quickly reverted to the authors. They have since been working on reframing the material in a more “how-to” approach based on its use in workshops. The result is a new book tentatively called *Increasing Permanency*. 
Evading the Storm

*Turning the Impulse to Run Away into a Resolve to Recover from Our Traumas*

Anne Redelfs, MD

Punctuated with illustrative stories from the author’s experience with a traumatized community—her community as a practicing psychiatrist—after Hurricane Katrina and the Levee Disaster, the book offers a gentle, humane approach to healing body, heart, and mind. This approach has the potential to help end disabling symptoms of post-traumatic stress (PTS).

The author deletes the word “disorder” from the official psychiatric diagnosis of PTSD (post-traumatic stress disorder) because most people with PTS don’t view themselves as psychologically impaired. They also do not recall the extent of their traumatic experience, which makes the diagnosis of post-traumatic stress disorder difficult. The official diagnosis largely ignores the more pervasive life-threatening trauma to the psychological body. These human-life-threatening traumas compound over time and can compel us to curb our human qualities to reduce the pain. As a result, we increasingly lose ourselves and regress in psychological age. *Evading the Storm* is a developmental book for anyone who wants to understand this dehumanizing current in our nation and turn this regressive tide around.

Anne Redelfs, MD is an expert in psychological trauma and its effects on human development. She survived and overcame a catastrophically traumatic childhood. The extensive inner work required for this achievement sets her apart from most of her colleagues who have not had such intense motivation and therefore have not dived as deeply inside their psyches. She has recently presented at numerous conferences and workshops on trauma, including Survivorship Conference, Trauma to Triumph Conference, Ireland Awakens Conference, Extreme Trauma Conference in London. She recently began hosting the “Trauma Talks” online TV show, where she interviews people about unresolved trauma.
Why Buy a Wig…When You Can Buy Diamonds!

Author, activist, and humorist Randi Rentz offers a guide to women trying to move past cancer in style. Randi valued her sex appeal, lost it during the “nuking” of chemotherapy and radiation, and then discovered how to physically and psychically reinvent herself.

Randi makes a bold assertion: “The story will swallow readers up and give confidence to women to uncover their own magnificence and bravery. For a little while, I will become the reader’s best friend.”

She inspires with laughter and candor. She helps women see themselves on the stage, starring in a drama in which they shift the odds in their favor—and triumphing.

In *A Christmas Carol*, Charles Dickens said, “There is nothing in the world so irresistibly contagious as laughter.” How true that is. *Why Buy a Wig…When You Can Buy Diamonds!* offers you access to Randi’s approach through an understanding of the process which led up to Randi’s warrior mentality and humorous outlook, and you will laugh. Her good humor will hopefully spread good vibes to you and yours.

Andrew S, Kirschner, D.O.
Founder & Medical Director, Back Together, LLC
Philadelphia College of Osteopathic Medicine
Medical Contributor for *Martha Stewart Living Radio*

Randi appeared on the award winning *On Call with Dr. Rob* show, which was featured in WebMD’s special breast cancer segment. She is a prominent volunteer for organizations that include *BreastCancer.org*, *Living Beyond Breast Cancer*, *Susan G. Komen*, and the *American Cancer Society’s Making Strides Against Breast Cancer*, where she assembled a team called, *The Pink Chicks*. She writes monthly for *Living beyond Breast Cancer* with comments from readers all over the world. Her articles have appeared in *More* magazine during Breast Cancer Awareness month, *Healthline.com*, and *Everyday Health*, among others. Fran Drescher’s website, cancerschmancer.org, has featured her work. Randi is a contributing writer for the *Bee Well for Life, Bumble Bee Tuna Health and Wellness Program*.

Randi graduated with honors from The Johns Hopkins University with a Masters in Special Education. She was an editorial assistant for a publishing company in Washington, DC before becoming a special education teacher in a school district outside Philadelphia, PA. Randi is an Asperger’s Support Teacher for grades kindergarten through fifth and also has her own consulting company for children on the autistic spectrum. She writes for the *Autism File*, speaks nationally on autism, and has been featured on *PBS NewsHour* for her work with children on the autistic spectrum. She has also been nominated for awards including *A Woman of Note for the Wall Street Journal*. She has appeared on *ABC News, NBC News* for her work in autism.
Inspired by true events, the novel centers on an idealistic young clandestine officer who falls in love as he gets caught up in the middle of a global military conspiracy that nearly destroys him. Tasked with authorizing the official certification of an agreement authored by the United States government and Egyptian Military Intelligence, the officer not only uncovers that contract violates international law, but supports scheduled terrorist attacks in the form of systematic bombings from anti-government “supporters” both against Egypt’s own citizens, while simultaneously targeting Tel Aviv.

Determined to thwart these mass atrocities, the officer attempts to engage in a multilateral negotiation to buy time - an attractive tactic but in no way feasible. Abandoning the agreement, the officer returns to D.C. with a benevolent agenda, yet the bureaucracy overwhelms him leading to an all-out race against time back to his love.

Seeking revenge for loss after loss, the officer devises a plan with the aid of his former service-members and international colleagues, taking the fight directly back to Egypt. Successful in his mission, albeit a hollow victory, he elicits a host of new information regarding the death of his fiancé, traveling to Tel Aviv and then China for his final standoff.

Once again, the officer is successful in his mission, as he’s able to extract information from his Chinese adversary and removes him from consideration. The officer boards his flight back home, but before takeoff, he meets a woman who reveals who’s at the root of all of his losses—the Russians.

Adam Wood is the COO of Harvard Innovation Lab’s Experfy. Formerly with NSA and the US Navy, he is an expert in international infrastructure, trade, sustainable technology, and governmental relations, he has served in India, Kazakhstan, Dubai, Egypt, Germany, France, Spain, Switzerland, UK, and Canada and brings that wealth of international experience to his writing.
Dr. Adrian Wren, an anesthesiologist in Washington, DC, gets insider information about a rise in interest rates from the Chairman of the Federal Reserve while he’s slipping under sedation. The doctor uses that information to exploit stock-market shifts and cash in big. He leaves his alimony payments behind and skips the country, taking with him only his newfound wealth, familiarity with exotic locations, strong sailing skills, and aching memories of his deceased sister.

FBI agents pursue the fugitive, but they don’t know why this guy whose crime yielded “only” $13 million is such a priority for the Bureau. The reason: The White House needs him alive and in a state of mind to cooperate on a top-secret plan of the President’s. The drama of the chase and apprehension involve a suspicious death that leads to the involvement of Scotland Yard. Wren—whose backstory and likeability have us reluctantly cheering for him—gets a new identity and protection from prosecution in the United States as long as he uses his skills secretly to turn the tide of public opinion toward lethal injection as a “humane” method of capital punishment. The suspicious death that occurred in Europe leads to Wren’s final undoing.

You think you know where the story is going but you will be surprised again and again along the way.

Dave Sherer is an anesthesiologist and author of the successful non-fiction title, Dr. Dave Sherer’s Hospital Survival Guide.
Anulka Lorenzini projects the image of an enlightened female bank executive, the head of Wealth Management at Bankhaus Suter in Zurich. Her father committed suicide when she was fifteen, driven to it by men who had loaned him dirty money so that he could pay off his gambling debts.

Her clients at the bank represent, in part, that world of secret, ill-gotten money, too often put to no use but personal gain. Anulka sees them for what they are, her inner world an entirely different one, partly due to her father’s advice to be a giver and not a taker. Her secret contempt for the dark underbelly of the banking business and for those who only screw others trumps her attempts to remain what she is on the outside, a successful and well-respected banker.

She falls hard for Giovanni Poggio, an egocentric Italian, who, using that deeply-anchored contempt in her, convinces her to facilitate the embezzlement of 14.5 million Euros at the bank. His plan: A false client, using legitimate credentials provided by Anulka and matching the appearance of an existing client, will periodically withdraw cash from the real client’s account. Half of the money taken will be hers. A small amount, really, when measured by the size of the client’s account of almost 100 million Euros. No one should notice since she as Director of Wealth Management always meets and handles the bank affairs of her top clients one-on-one.

Months later, she sees the inherent brittleness of her emotional decision. She fears discovery and stops. While funds totaling 13.8 million Euros have already been withdrawn, her decision does not sit well with her Italian partners. They want the rest of their share, murdering her new lover to increase the pressure. Struggling to end her nightmare, she decides she must initiate a second, and much riskier, round of embezzlement. Its success is contingent upon her seducing and involving Felix Hofmaier, a Frankfurt management consultant facing possible criminal charges—and financial ruin for defrauding the bank of one of his clients.

He has inherited money from his mother, a client of Bankhaus Suter and secretary/mistress to Peter Hunziker, owner of a financial management firm in Zurich. Hunziker poisoned her because she had discovered he was stealing the assets of his deceased A-list clients. When Felix finds a letter from his mother hinting at Hunziker’s role in her death, he becomes determined to exact revenge.

Anulka proposes a payment plan to her Italian partners. They in turn increase their demands, threatening to kill her if she doesn’t perform. Incensed by their callousness and greed, she gives her dark side full rein, plunging herself and her new accomplices into a deadly dance of betrayal, deceit, and retribution.
The Custodians is a character-driven thriller/horror about a small picturesque town in rural SW France that harbors a deadly secret from World War II. The story opens with a midnight meeting in a local church. A small group has gathered to combat a re-occurring problem coming from the tunnels that riddle the foundations of their ancient town.

Six months later, a British couple, Tom and Catherine Grayston, are driving down the hilly lanes of Rousinac, SW France in search of a rental property. This French vacation is much needed. The couple has been estranged for almost a year and the trip is a last-ditch attempt to save their marriage. Catherine suspects that her husband has been having an affair, and Tom is actually guarding a disturbing secret. These concerns will eventually pale in comparison with what awaits them.

Unwittingly, the couple find themselves in the middle of a conspiracy involving a secret network of locals known as The Custodians. When Scotland Yard’s forensics specialist David Frankel follows up on their disappearance a darker, tangled mystery begins to unfold. Monsters do exist and they are one vacation away.

Author Jacalyn Burke, writing here as V Martinez, envisions this as the first of a three-book series.
Only Make Believe

When a woman and a man fall passionately in love on the stage is it ever just acting?
Can love be performed?
When the curtain falls, can love be shed along with a costume?
Or do you carry it with you through the rest of your daily life?

Marty Bell

Mariana Savino and Aaron Schwartz meet when they play the romantic leads in a summer stock production of *Show Boat* in 1975. She has a history of falling for her leading men—and this show is no exception. He, too, is smitten. The production closes and they move on.

But this production launches them on successful careers and over the next 40 years they are cast opposite each other in six new musicals and become known as one of Broadway’s favorite couples.

While doing some of the shows together, they are in love both onstage and off. While in others they are anything but, yet still have to play in love. While in some they are in love with others, but still have to act in love with each other. They date, they go their own ways, they marry, they adopt a child, they succeed, they fail, they separate, they divorce, they’re poor, then rich, they’re chorus members, then above the title stars, then elder character actors; work offers are abundant, then rarer as they age.

The Broadway on which Mariana’s and Aaron’s story unfolds from 1975 through 2015 and the art form in which they participate (musical theatre) go through as many changes as the couple. They meet in the year in which *A Chorus Line* saves the dying New York midtown neighborhood and elevates ensemble singers and dancers to the forefront. We leave them in the year that *Hamilton* merges Broadway musical tradition with the most contemporary of music and attracts new generations of fans who previously did not pay attention to the musical theatre. They live and work through the era of the British musical invasion, the Disneyfication of the art form, times of conservative repetition of previous hits as well as times of braver artistic risk. On their journey they interact with many of Broadway’s actual star performers and creators of the past four decades.

*Only Make Believe* is a love story: between a man and woman, between an actor and actress both onstage and off, and between both of them and musical theatre.

* * *

Marty Bell spent 25 years producing on and off Broadway, focusing primarily on developing new musicals. The 20 shows in which he participated won 27 Tony Awards and received 88 nominations.

*Only Make Believe* will be the first novel with its own *Original Cast Album*. This is a marketing asset no previous novel has had. It has already created great anticipation within the Broadway community. Marty will stage the inaugural concert performance at 54 Below to coincide with release of the book.
Here are synopses of the first and second in a series of humorous adventures—with some serious, tense moments happening along the way . . .

Qwyrk

Tim Rayborn

Readers step into a real world in northern England where other-worldly creatures, quite naturally, co-exist with humans. For years to come, fans of Qwyrk will quote its droll lines the way Monty Python lovers toss “It’s just a flesh wound” into ordinary conversation. A fantastic plot and mix of witty human and ethereal characters make Qwyrk a page-turner for “children” aged fifteen to old-as-the-hills. Just as he did with his series that began with Beethoven’s Skull, was followed by Shakespeare’s Ear, and continues with Weird Dance, Tim Rayborn leaves his readers wanting more stories…and they will get them!

Qwyrk is having a bad day, several of them, in fact. One of the shadow people, tasked with looking after the vulnerable in the world of humanity, she’s been enjoying a break in the north of England, away from the overcrowding of her usual haunts in London. Except that problems seem to follow her. There are reports of a rose bush in the suburbs of the city of Leeds doing strange and unnatural things, and a visit to the idyllic Yorkshire town of Nettles brings eleven-year-old Jilly Pleeth crashing into her life, literally.

It turns out that while walking home, Jilly saw a shadowy creature kill someone, not your everyday occurrence in a small town (even an odd one like Nettles), but this is just the beginning. Qwyrk soon suspects that the murder and the supernatural events happening around her are connected. She’ll need expert help to unravel the mystery, but what she gets instead are Star Tao, a devotee of all things New Age, who offers his insights by (apparently) channeling galactic entities, and Blip, a long-time foil of hers who strongly resembles a two-foot tall bipedal frog with a handlebar moustache and mutton chops, a proper BBC accent, an opera-singing walking stick, and ambitions to join the House of Lords.

The four of them are soon thrust into a world of ancient evil, sinister conspiracies, an esoteric order of medieval knights, a mysterious prophetess, the likely end of the world, and an enchanted toilet plunger… not exactly the holiday Qwyrk was hoping for!

Qwyrk is the first in a series of novels about the comic misadventures of a group of misfits at the edge of normal reality in modern northern England, a world of shadows, Nighttime Nasties, magic, fairies, intergalactic councils, tacky nightclub attire, a hungry bulldog, an abundance of sarcasm, and even elves… though they are a bit silly.
All Qwyrk wanted was a few days of rest and relaxation in the small town of Nettles in Yorkshire, but of course it all goes wrong immediately. One of the shadow people, tasked with looking after the vulnerable in the world of humanity, she’s been busy searching for supporters of the medieval sorcerer William de Soulis, whom she and her friends defeated last summer. Now, with the winter holidays approaching, she’d just like to take a break and visit her young human friend, Jilly Pleeth, for her birthday. But things aren’t as happy and festive as they should be.

It turns out that Jilly and her not-so-imaginary friend Blip have met a remarkable boy named Lluck, who, as the name implies, seems to be able to bend events to his favor. But Lluck is on the run, and someone—or something—awful is chasing him. Actually, more than one someone is looking for him, including a mysterious woman who captivates Qwyrk and makes her begin to question what she’s been doing with her long (and frequently single) life. But there’s no time to consider such pleasant diversions, as Qwyrk and company soon learn of an ancient spirit trying to make a comeback to our world in a big, and very bad way. What’s Lluck got to with it? Everything, apparently.

Qwyrk, Jilly, Blip, and their channeling friend, Star Tao, are confronted with an even greater evil poised to menace the world, stupid goblins with an attitude and super powers, a hapless would-be guardian of the city of Leeds, decidedly odd private investigators, being forced to sing the Nighttime Nasty anthem, and… bloody hell? Does it ever stop?

*Lluck* is the second in a series of novels about the comic misadventures of a group of misfits at the edge of normal reality in modern northern England.
Published by New Horizon Press in 2015, the rights to *Creating Capable Kids: Twelve Skills that Will Help Kids Succeed in School and Life* reverted back to the authors June 2018. In the interim years, they developed new techniques through academic advancement and classroom experience and are proposing a revision of that book entitled *Reviving the Elementary Years: Developing Core Capabilities in Kids by Forging a Mutual Learning Relationship*.

Key differences between the original book and the substantial revision are as follows:

- Focuses on elementary aged children exclusively.
- Emphasizes seven core capabilities, not twelve.
- Has a clear developmental framework; features a boy and a girl as they develop capabilities in first, third and fifth grade.
- Focuses on parenting and less on teaching.
- Puts greater emphasis on current concerns and conflicts of parenting, including peer and online pressure, the effects of media and social, academic and psychological pressures that are stunting our children’s development. The dangers of popular parenting styles like helicopter and snowplow parenting are directly addressed.
- Reflects Caitlin Howlett’s recent PhD in Philosophy of Education that emphasized how children develop knowledge about themselves and social pressures that thwart their development.
- Reflects Bruce Howlett’s two projects since writing the first book, developing educational software for challenged learners and writing a research-based reading program that accelerates progress, so students spend less time learning to read and more time learning from reading.
Published by World Ahead Press in 2018, the authors secured a rights reversion March 2019 after the company went into financial distress. With April 20, 2020 marking the tenth anniversary of the Deepwater Horizon blowout there will be a resurgence of interest in this insider story.

This book is an adventure, an investigation and a manhunt. It divulges the real reason for the Deepwater Horizon tragedy and leads the reader toward identifying the people responsible for causing it. It is the story of an oil-rig supervisor on a five-day assignment being scapegoated by his employer, BP, as part of a corrupt deal the company made with the US Department of Justice. It was a deal that allowed BP to return to business as usual after the worst oil-spill disaster in the nation’s history and gave the accountable executives free passes. The narrative moves from the offshore rig to the courtroom, taking the reader on the life-altering journey of Bob Kaluza, an innocent man who was swiftly acquitted, yet carries the scars of being accused of causing the deaths of eleven men and the environmental catastrophe in the Gulf of Mexico.

Published by New Horizon Press in 2013, rights reverted back to the authors June 2018. Since then, they have incorporated substantial, new research and reached out to additional experts to develop new material to update the book.

From the moment of birth to the second we die, we need relationships. We get sick, mentally and physically, without the emotional and physical security that flows from positive connections to other human beings.

Trevor Crow and Maryann Karinch show how to build a healthy network of connections so we can create an emotional safe haven that directly and positively impacts our health. They examine why so many of us fail or lose relationships as we age, discuss the types of relationships we might be lacking, explore trust issues, explain the reciprocal effect and, most importantly, describe how to establish and practice empathy with friends, family and business associates.

Forcing Healthy Connections is a powerful resource for combating the loss of personal bonds in today’s impersonal digital age. It provides readers with the tools needed to achieve and maintain healthy personal connections that will ultimately lead to a lifetime of satisfaction, fulfillment and meaningful relationships.
Maryann Karinch founded The Rudy Agency in 2004 and has placed titles in the categories of business, performance improvement/self-help, relationships, sports/fitness, reference, military history, current events/history, medicine, mental health, memoir/biography, science, and true crime. She is also the author of 30 books, most of which focus on human health and behavior. She is a member of The Authors Guild and The Explorers Club. She holds Bachelor’s and Master’s degrees in Speech and Drama from The Catholic University of America in Washington, DC. A former competitive athlete in gymnastics, body building, and adventure racing, she is also a Certified Personal Trainer through the American Council on Exercise.

Hilary Claggett has worked in an editorial capacity in publishing for 25 years, specializing in politics, international affairs, current events, history, military studies, journalism, environmentalism, business, economics, and finance. She has a master’s degree in international affairs from Columbia University, where she specialized in Russian studies and national security, and a bachelor’s degree in politics and Russian studies from the University of California. She serves on the boards of PAWS Chicago, a humane society for homeless pets, and Back on My Feet, which uses running to help homeless people transition to permanent housing and jobs. An avid runner, she has completed 100+ races in the past five years. Hilary handles non-fiction, with a focus on whatever she likes.

Geoffrey Stone has more than twenty years’ experience in book publishing, working as acquisitions editor and editorial director for regional and major publishing houses (including Rutledge Hill Press, Thomas Nelson, and Perseus Books Group). He has worked on all sorts of genres from Civil War history to pop culture, from Christian living to cooking (including two New York Times bestsellers: Here’s Johnny by Ed McMahon and The Rick & Bubba Code by Rick and Bubba) and has had the privilege of working with notable authors such as Wolfgang Puck, Jane & Michael Stern, John Ash, Bradley Ogden, Ed McMahon, Eli Gold, Rick and Bubba, and Andy Andrew. He is looking for non-fiction in most genres (history, biography, memoirs, Christian living, sports, and cooking), but will consider fiction.