

Fascial Fitness Through Yoga

Katharina Brinkmann

Lotus Publishing • ISBN-13: 9781905367832 • Format: Trade Paper • Trim: 9.4 x 7.5 • Illustrations: 400 Color • Pages: 206 • Price: \$19.95 • Publication Date: February 1, 2018 • Category: HEALTH & FITNESS / Yoga

Fascial Fitness Through Yoga is an innovative combination of two major fitness trends – yoga and fascia training.

If you want to live a healthy, mobile and pain-free life, it is essential that you take good care of your fascia, otherwise it will become matted and stick together as you age as a result of repetitive one-sided stressors, making us immobile and stiff.

Yoga is an ideal form of fascia training, and renowned author and sports therapist Katharina Brinkmann has provided a dynamic, invigorating approach to it. The exercises in *Fascial Fitness Through Yoga* help to strengthen and stabilize the core, which is a central element in yoga. This improves posture and eliminates back pain.

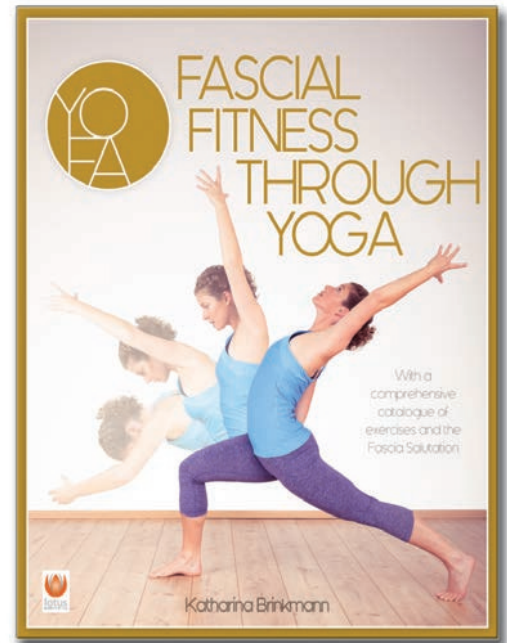
This fully illustrated book contains a comprehensive catalog of exercises and a sun salutation specially adapted to the fascia – the fascia salutation. Yoga fascia training is the ideal companion for anyone who wants to practice yoga and also stay supple, mobile and pain-free throughout their life.

About the Author

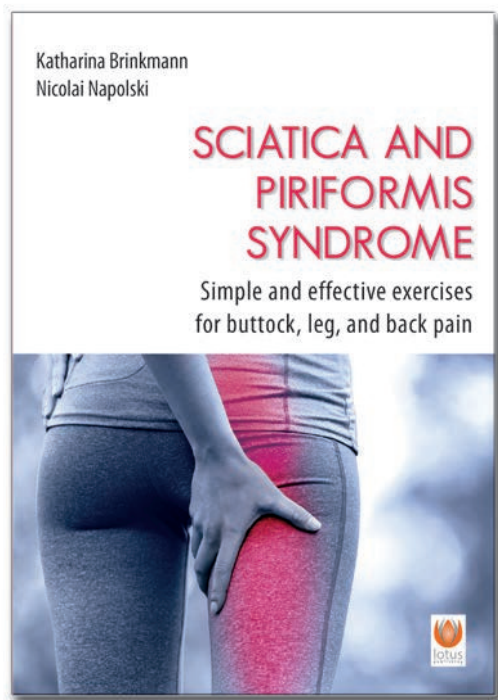
Katharina Brinkmann is the founder of YOU Personal Training. In addition to being a yoga instructor and personal trainer, she is also a sports therapist. Amongst other things, her work focuses on fascia and mobility training, which she successfully combines in her book *Yoga - Fascia Training*.

Marketing

- Electronic press releases to cities across the US
- Television, radio, print and online interviews
- Social media campaigns



If you would like to receive this catalog as an Edelweiss presentation, please email gbock@cardinalpub.com.



Sciatica and Piriformis Syndrome

Simple and Effective Exercises for Buttock, Leg and Back Pain

Katharina Brinkmann and Nicolai Napolski

Lotus Publishing • ISBN-13: 9781905367849 • Format: Trade Paper • Trim: 8.26 x 5.8 • Illustrations: 56 B&W • Pages: 112 • Price: \$11.99 • Publication Date: February 1, 2018 • Category: HEALTH & FITNESS

Sciatica and Piriformis Syndrome reveals the real cause of sciatica and how you can treat it simply and effectively at home. Do you suffer from back pain that radiates out into your legs? You are not alone. Roughly one in three people suffers from the same. Traditionally, doctors automatically suspect a slipped disc but intervertebral discs aren't always to blame. In many cases, there is an infection in the piriformis muscles that presses on the sciatic nerve that is causing the pain. If piriformis syndrome is recognized early, it can be much more precisely and effectively treated than, for instance, a slipped disc. Even simple stretching exercises have proven astonishingly effective.

About the Authors

Katharina Brinkmann is the founder of YOU Personal Training. In addition to being a yoga instructor and personal trainer, she is also a sports therapist. Amongst other things, her work focuses on fascia and mobility training, which she successfully combines in her book *Yoga - Fascia Training*.

Nicolai Napolski is Editor in Chief of trainingsworld.com, the largest German portal for sports experts. An enthusiastic snowboarder, mountain biker and climber, he is no stranger to injuries! After weeks of consulting doctors, he was diagnosed with piriformis syndrome by a physiotherapist. On realising that relatively little information was available on this topic, he was inspired to work with Katharina Brinkmann on this book.

Marketing

- Electronic press releases to cities across the US
- Television, radio, print and online interviews
- Social media campaigns

The Anatomical Tattoo

Emily Evans and Wendy Birch

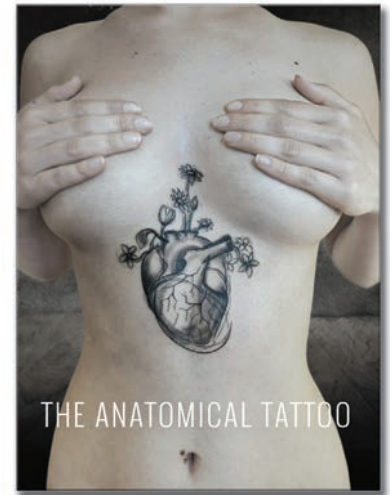
Lotus Publishing • ISBN-13: 9781905367825 • Format: Hardcover • Trim: 8.5 x 11.4 •
Illustrations: 224 Color • Pages: 224 • Price: \$34.99 • Publication Date: December 1, 2017
• Category: ART/Body Art & Tattooing

The Anatomical Tattoo is an introduction to the growing phenomenon of anatomical imagery in tattoos, and highlights some of the best examples in the world today. Illustrating the work of over 80 tattoo artists from across the globe, this book showcases this fascinating new trend by documenting more than 150 anatomical tattoos. From historical anatomical engravings to contemporary interpretations of medical illustration, the breadth of anatomical content and subject matter makes the collection of tattoos in *The Anatomical Tattoo* as unique as the tattoos themselves.

About the Authors

Emily Evans is a senior demonstrator of anatomy at the University of Cambridge. Emily is also a medical illustrator, author and publisher.

Wendy Birch is a forensic anatomist and manages the Anatomy Laboratory at University College London. Wendy holds an MSc in Forensic Archaeological Science and a PhD. and leads the BSc/MSc module on Forensic Osteology and Anthropology at UCL.



The Secret Language of Anatomy

Cecilia Brassett, Emily Evans, Isla Fray • Foreword: Alice Roberts

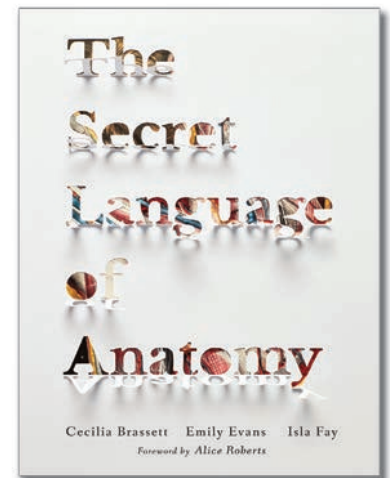
Lotus Publishing • ISBN-13: 9781905367795 • Format: Hardcover • Trim: 4.73 x 5.83 •
Illustrations: 241 B&W • Pages: 176 • Price: \$24.99 • Publication Date: September 1, 2017
• Category: MEDICAL / Reference

The Secret Language of Anatomy is an initiation into the mysterious subject of anatomical terminology. Beautifully crafted illustrations uncover the close relationship between the parts of the human body and the evocative names given to them by anatomists. Decoding the body's secret language brings to life the history of anatomical terms and explains why some words are used to describe very different organs and structures.

Complete with a guide to anatomical prefixes and suffixes, this book will appeal not only to medical students and practitioners, but also to readers interested in the history of anatomy, in the structure of the human body, and in medical etymology, as well as the history of language.

About the Author

Cecilia Brassett is a Fellow of Magdalene College, Cambridge, and Councilor of The Anatomical Society. **Emily Evans** is a senior demonstrator of anatomy at the University of Cambridge. Emily is also a medical illustrator, author and publisher. **Isla Fay** is the author of books and articles on the subjects of osteoarchaeology and of pre-modern environmental health and hygiene.

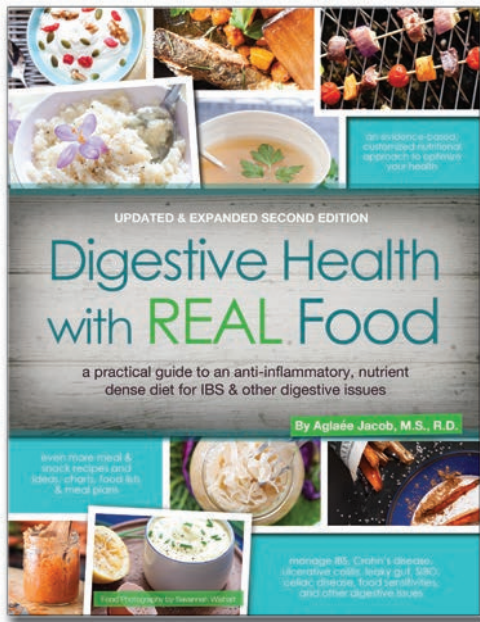


Digestive Health with REAL Food, 2nd Edition (Updated & Expanded)

A Practical Guide To An Anti-inflammatory, Nutrient Dense Diet For IBS & Other Digestive Issues

Aglaée Jacob, M.S., R.D. • Illustrator: Olivia Sheehan

Paleo Media, LLC • ISBN-13: 9780988717275 • Format: Trade Paper • Trim: 8.5 x 11 • Photos & Charts: 100+ Color • Pages: 396 • Price: \$34.95 • Publication Date: April 1, 2018 • Other features: Appendix, Resources, References, Index • Category: HEALTH & FITNESS/ Nutrition



Digestive Health with REAL Food, 2nd Edition provides a practical, step-by-step comprehensive guide to a REAL-food-based approach to help you recover your digestive health naturally and build the optimal diet for you. Unlike narrow

diets that tell you what to eat and what not to eat, this book explains why certain foods are problematic for some and how to determine if they are problematic for you. The approach in *Digestive Health with REAL Food, 2nd Edition* is effective because it guides readers in how to eliminate all processed and fake foods, which often contain irritants, allergens, and inflammatory and hard-to-digest ingredients that can contribute to digestive issues. The nutritional protocol in this book will help you reset your digestive system, regain control of your symptoms, give your gut the opportunity to truly heal, and allow your quality of life and health to reach a new level.

Praise for Digestive Health with REAL Food, 2nd Edition

"Knowledge of the importance of gut health has exploded in the past decade and is arguably the most important element one might consider for health and longevity. But how can one make sense of the vast amounts of information and conflicting clinical recommendations? My go to is the gut-health bible which also goes by the title *Digestive Health with REAL Food, 2nd Edition*. Whether you are a layperson looking to improve your health or a practicing clinician looking for insights to help your patients, this book is indispensable." ~ Robb Wolf, Former Research biochemist. 2 Times NYT/WSJ Bestselling author

About the Author

Aglaée Jacob, M.S., R.D., resides in Parksville, British Columbia Canada. She has had a lifelong interest in the connection between food and health, and her personal health struggles led her to deepen her knowledge in the field of digestive health. She offers personalized, holistic nutrition counseling to clients around the world, specializing in digestive health, blood sugar regulation and fertility, and is the author of www.RadicataNutrition.com. She obtained her Bachelor's and Master's degrees in Nutrition from Laval University in Québec City, Canada.

Marketing

- Advertising in *Paleo* magazine
- Promoted on author's social media with 15,000 followers
- Promoted on author's blog and website www.radicatanutrition.com

203 Travel Challenges

Travel the World. Explore Your Inner Self

Maria Angelova and Ivalina Nenova • Foreword: Lucy Mallows and Nick John-Wichberg • Illustrator: Irina Peneva

Dynamica LTD • ISBN-13: 9786197198997 • Format: Trade Paper • Trim: 4.60 x 6.90 • Illustrations: 20 Color • Pages: 215 • Price: \$14.99 • Publication Date: November 1, 2017 • Category: TRAVEL / Special Interest / Adventure

In today's world, we read more but learn less. We travel more but change less. We've seen all the tourist destinations thousands of times on the internet and therefore fail to be amazed when we actually visit a place. So why do we bother to travel at all?

203 Travel Challenges is different from any travel book you've read before. It's not just for reading, it's for taking action. It will give you ideas of destinations and new experiences but, above all, it will challenge you to do, see, hear and try things you've never thought of doing while traveling. It will make you open your mind to the exciting opportunities that you have but rarely use. It will give you useful information and advice. It will inspire you to transform every trip into your very own personal adventure.

This book is for anyone who thinks they have tried everything. For anyone who thinks they just can't. For any ordinary person who loves traveling, the new things in life as well as life itself. For any tired, busy, serious, conservative, disappointed or sad person - you're the person who needs a little change of scenery the most! We'll challenge you to change the way you travel in at least 203 different ways.

Take the ingredients of the challenges, stir them, move them and change them to create your own challenges.

About the Authors

We are the team who creates bestselling travel titles in Bulgaria. We have been managing the most popular travel website in Bulgaria – www.NasamNatam.com for more than 10 years. We have created travel social network on the Bulgarian market. Our next goal is to make the travel website www.203challenges.com popular on English-speaking markets.

Marketing

- Online campaign
- Advertising on publishers travel website
- Social media campaign

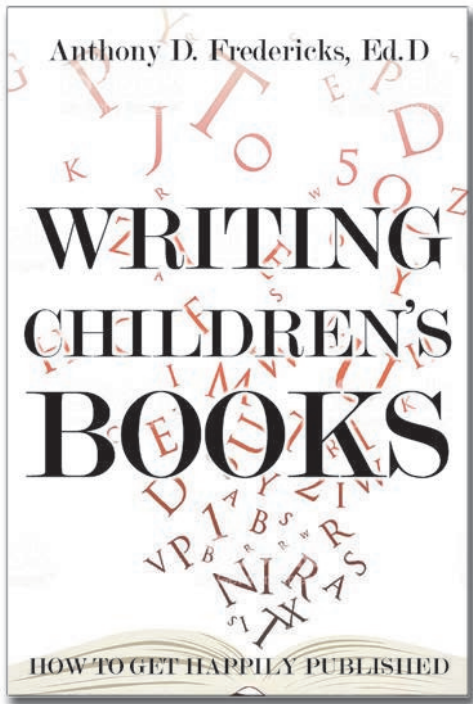


Writing Children's Books

How to Get Happily Published

Anthony D. Fredericks, Ed.D.

Blue River Press • ISBN-13: 9781681570815 • Format: Trade Paper •
Trim: 6 x 9 • Pages: 256 • Price: \$14.99 • Publication Date: July 1, 2018 •
Other features: Sidebars, Resources Directory • Category: LANGUAGE
ARTS & DISCIPLINES / Composition & Creative Writing



Far too many prospective children's authors get stuck on the fundamental (and universal) question of all writers—Where do I start? That's simply because they're unsure about the nature of the children's book market and the skills necessary for literary success. *Writing Children's Books* provides proven strategies and insider information. In eye-opening detail, exactly how children's authors, both beginning and novice, can have a productive and successful writing career. As the only book to deal exclusively with all the concerns, issues, and questions of prospective children's authors, it features simplicity, step-by-step directions; and offers strategies and data that guarantee literary success.

Written by award-winning children's author and writing instructor Anthony D. Fredericks, *Writing Children's Books* includes a plethora of techniques, strategies, and information to guide any potential children's author from blank sheet of paper (or computer screen) to viable, publishable manuscript.

About the Author

Anthony D. Fredericks, Ed.D. is a nationally recognized educator well known for his practical teacher materials and stimulating and engaging conference presentations. He is an award-winning and best-selling author of more than 150 books, including teacher resource materials, children's books, and adult non-fiction titles. His extensive background includes experience as a classroom teacher, reading specialist, professional storyteller, curriculum coordinator, educational consultant, and staff developer.

Award Winning Children's Books by Anthony D. Fredericks

- 2004 Teacher's Choice Award International Reading Association for *Around One Cactus: Owls, Bats and Leaping Rats*
- 2007 Bank Street College of Education Best Book of the Year and 2008 World Storytelling Award for *The Tsunami Quilt: Grandfather's Story*
- September 2017; Prepublication endorsement by Save the Redwoods League for *Tall Tall Tree*

Marketing

- Electronic press releases to cities across the US
- Author appearances
- Television, radio, print and online interviews
- Social media campaigns

Key West & the Lower Keys Travel Guide

Karuna Eberl & Steve Alberts

Quixotic Travel Guides • ISBN-13: 9780998858906 • Format: Trade Paper • Trim: 5 x 8 • Illustrations: 500 color photos & B&W line drawings • Pages: 288 • Price: \$19.95 • Publication Date: September 15, 2017 • Other features: glossary, TOC, resource directory • Category: TRAVEL / United States / South / South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)

"An essential guidebook that is actually fun to read." — Jon Turk, National Geographic Adventurer of the Year

Local, irreverent, humorous, and full of mostly pertinent information, this guide enlightens and entertains, whether you've escaped here for a weekend, a lifetime, or are simply planning an armchair journey from afar.

Comprehensive, local insights & information on:

- Planning, lodging, transport, gypsy roosters
- Local cuisine, 24-hour food, late breakfasts
- Nightlife, bars, drinking customs, rum
- Beaches, sunsets, snorkels, fishing, music
- Attractions museums, drunk poets, theater
- Marinas, RV & tent camping, local products
- Kids, dogs, freebies, the drive from Miami
- Nature, wildlife, tiny deer, big fish, hurricanes
- History, drugs, treasure, pirates, Conch secession
- Life wisdoms, hard lessons, achieving world peace
- Full color, hundreds of photos, a dozen maps

"It's an exceptionally eccentric and absolutely awesome piece of work," says eco-guide and author Captain Bill Keogh.

Each year 3 million people visit the tiny island to let the warm Keys breezes gently blow their troubles away. Help them make the most of their hard-earned vacation, with the best knowledge money can buy. Join us for a page-turning adventure to TripAdvisor's top 10 travel destination of 2017. Kick off your shoes, cancel the haircut, mix up a rum, and dive into an honest, unpredictable voyage set to the spirit of Key West.

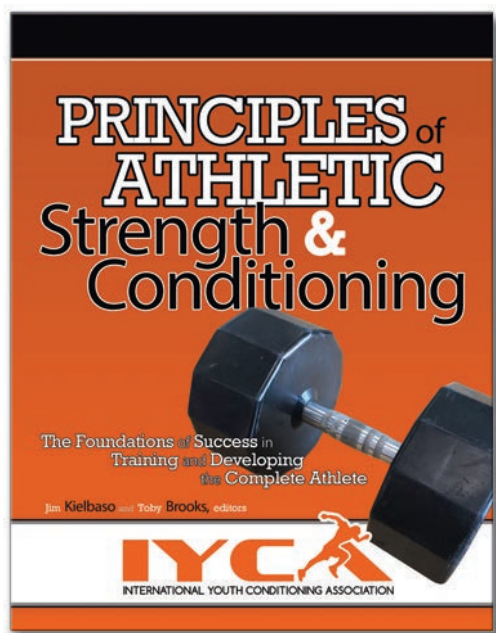
About the Authors

Karuna Eberl and Steve Alberts live on Cudjoe Key in the Lower Keys, where they write and photograph for local and national publications, with a focus on travel, nature, history, and the environment. Karuna's also has a background in documentaries, producing and writing for National Geographic, Discovery Channel and others.

Marketing

- Independent articles and blogs about Key West, with links to the book
- Authors write frequently for Keys travel websites, which link to the book
- Press releases to scuba, travel, and Parrothead (Jimmy Buffett) clubs
- Facebook and blog presence with Keys travel tips and stories
- Promotion through SATW, OWAA and other travel organizations
- Flyers distributed by Keys tourism organizations at trade and consumer events





Principles of Athletic Strength & Conditioning

The Foundations of Success in Training and Developing the Complete Athlete

Jim Kielbaso & Toby Brooks, Editor

IYCA / Crew Press • ISBN-13: 9781941549261 • Format: Trade Paper • Trim: 8.5 x 11 • Photos & Graphics: 160 B&W • Pages: 278 • Price: \$39.95 • Publication Date: February 1, 2018 • Category: SPORTS & RECREATION/ Training

Principles of Athletic Strength & Conditioning brings together 17 top strength and conditioning professionals to create a comprehensive and practical guide to athletic development. It includes detailed chapters on the most important aspects of training athletes including program design, warm-up and flexibility, in-season training, speed training, neck strengthening, injury prevention, plyometrics, explosive power de-

velopment, program administration, anatomy and physiology, conditioning, motivation, and making an impact on a young athlete. *Principles of Athletic Strength & Conditioning* includes sample programs, and many illustrations and photographs to bring the training concepts to life.

"This book is a must-read for those interested in the foundations of athletic performance. The all-star list of contributors to this book have a wealth of knowledge that is incomparable to any other book available in the strength and conditioning field!" – *Ted Rath, Head Strength & Conditioning Coach: Los Angeles Rams*

"In today's fast paced educational climate, it seems as if the deluge of information never stops coming. But there is a difference between information and wisdom: both provide value in their own right, but it is wisdom which is the most applicable within the world of performance. This book provides both in spades." ~ *Brett Bartholomew – Author of Conscious Coaching*

About the Authors

Jim Kielbaso is the President of the International Youth Conditioning Association and the author of *Ultimate Speed & Agility*.

Toby Brooks, Ph.D. is an associate professor at Texas Tech University and has published nine books. He is a regular presenter at national and international conferences, and has served as the Director of Education for the IYCA.

Marketing

- Promotion on website
- Social media campaign
- Author events and speaking engagements
- Academic promotions

The 50 Greatest Players in Indians History

Robert W. Cohen

Blue River Press • ISBN-13: 9781681570785 • Series: 50 Greatest • Format: Hardcover • Trim: 6 x 9 • Photos: 50 B&W • Pages: 400 • Price: \$24.95 • Publication Date: April 1, 2018 • Other features: Glossary of Baseball Terms, Honorable Mentions • Category: SPORTS & RECREATION / Baseball / History

The 50 Greatest Players in Cleveland Indians History examines the careers of the fifty men who made the greatest impact on one of the American League's most historic franchises. Using as measuring sticks the degree to which they impacted the fortunes of the team and the levels of statistical compilation and overall dominance they attained while wearing an Indians uniform, sports historian Robert W. Cohen ranks, from one to fifty, the top fifty players in the team's history.

Quotes from opposing players and former teammates are provided along the way, as are summaries of each player's greatest season, most memorable performances, and most notable achievements.

Do you remember why Shoeless Joe Jackson got that name? What started the Indians curse? What were they before they were the Indians? These questions and more are answered inside *The 50 Greatest Players in Cleveland Indians History*.

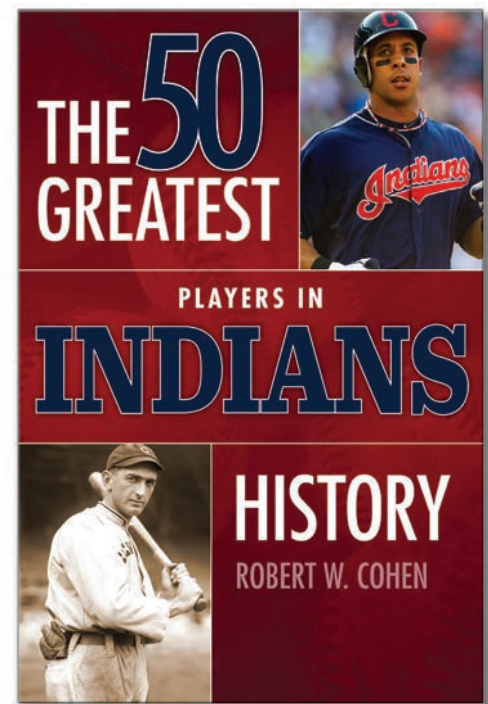
All the great Indians are here, from Tris Speaker to Bob Feller, to Kenny Lofton, to Jim Thome, to Corey Kluber. Robert W. Cohen ranks the best of the best in *The 50 Greatest Players in Cleveland Indians History*.

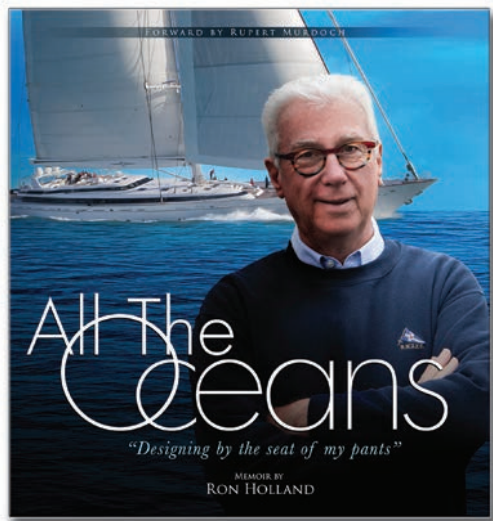
About the Author

Robert W. Cohen was born in the Bronx, New York in 1956. His first published work, *A Team For The Ages: Baseball's All-Time All-Star Team* clearly reflects his great love of the game of baseball, and also his vast knowledge of the sport. A sports historian, Robert has appeared on numerous sports-talk radio programs around the nation to discuss his previously published works. Robert's June 2009 release entitled *Baseball's Hall of Fame - Or Hall of Shame?* is the most comprehensive book ever written on the Baseball Hall of Fame. His next work, *MVP*, which provides an in-depth look at baseball's Most Valuable Player Award, was released in August 2010. Robert later assumed the position of Content Manager, Editor, and Contributing Writer at TheBaseballPage.com. He has since had eight other books published. Robert currently lives in Clifton, New Jersey.

Marketing

- Electronic press releases to cities across the US
- Author appearances
- Television, radio, print and online interviews
- Social media campaigns





All The Oceans

Designing by the Seat of My Pants

Ron Holland • Foreword by Rupert Murdoch

Ron Holland • ISBN-13: 9781775096801 • Format: Hardcover • Trim: 8.5 x 9
• Illustrations & Photos: 200+ Color • Pages: 384 • Price: \$45.00 • Publication Date: April 27, 2018 • Category: BIOGRAPHY & AUTOBIOGRAPHY / Personal Memoirs/Design

All The Oceans is Ron Holland's memoir which follows the trajectory of a small-town lad with a keen sense of adventure over all the oceans to an undiscovered world of SuperYacht design. "Just say yes!" Ron never let the fact it had not been done before get in his way. He started out racing small dinghies and went on to win races at an international level, sailing his own designs.

The autobiographical story or now his combination of talent and zest for adventure attracted fascinating clients who shared his same fearlessness when charting unknown territory make this a compelling saga and an engaging tale of success in a new frontier.

"Ron Holland's All The Oceans is exciting from page one; it pulls the reader through the pages, cheering Ron on all the way. An amazing life story from one of the world's greatest yacht designers!" ~ Stuart Woods, Author of 50 NYT bestselling novels

About the Author

Celebrated yacht designer Ron Holland drew his first yacht at 19 years of age. He rapidly made a name for himself as one of the most successful and sought-after designers in the highly competitive world of international ocean racing, before advancing to bigger things. His seminal influence on the then-new category of SuperYachts, those toys of the rich and super-rich, brought him fresh success, and an introduction to a world of fascinating personalities: business tycoons, royalty and rock stars.

For over 50 years Holland has developed unique relationships with his international clients, allowing him an intimate view of social and economic trends during the early days of the new millennium.

Marketing

- Author events and speaking engagements
- Social media campaign
- Advertising

Fighting For Life

The Story of Jake LaMotta

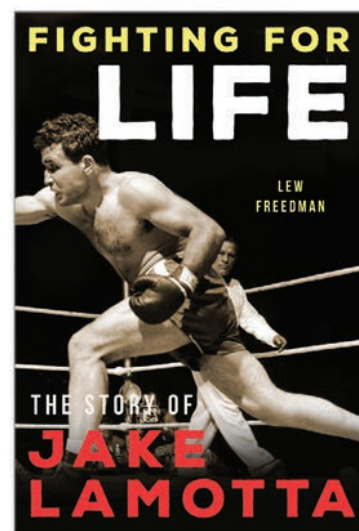
Lew Freedman

Blue River Press • ISBN: 9781681570228 • Format: Trade Paper • Trim: 5.5 x 8.5 •
Photos: 5 B&W Photographs • Pages: 192 • Price: \$16.99 • Publication Date: April 1,
2018 • Category: SPORTS & RECREATION / Boxing

Jake LaMotta is the one-time middleweight champion of the world who competed in more than a hundred professional fights. Forced as a youth to fight for money, LaMotta emerged to make boxing a profession. LaMotta was a wildly popular fighter in his home Bronx, New York. He was nicknamed the Bronx Bull for the heart he showed in the ring and his ability to go toe-to-toe with slicker boxers. When he stepped in the ring he had an indomitable nature, which he sometimes forgot to leave in the ring. His boxing mentality, which took over, inspired the Academy Award-winning movie, *Raging Bull*.

About the Author: Lew Freedman is a veteran newspaper sportswriter and experienced author of more than seventy five books about sports and Alaska subjects. He spent seventeen years at the *Anchorage Daily News* in Alaska and has also worked for the *Chicago Tribune* and *Philadelphia Inquirer*. He now resides in Columbus, IN.

Marketing: Television, radio and print interviews • Press release with review book offer • Social Media Campaign • Book reviews



The Medal Maker

A Biography of Victor Kovalenko

Roger Vaughan • Foreword: John Bertrand

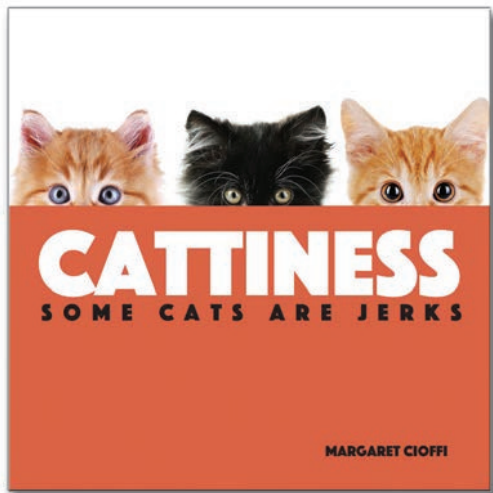
Altamira Creation AG • ISBN-13: 9783952217429 • Format: Hardcover • Trim: 5.50 x 10 •
Photos: 46 Color • Pages: 294 • Price: \$35.00 • Publication Date: July 1, 2017 • Category:
BIOGRAPHY & AUTOBIOGRAPHY / Sports

Victor Kovalenko, who's teams have won more Olympic medals in sailing than those of any other sailing coach in history, grew up in the Soviet Union in the 1950s and 60s. Victor's innate curiosity and broad philosophical outlook clashed with post-Soviet, Ukrainian politics. When Australia beckoned, he was ready. He turned what appeared to be a mission impossible into double gold at the Sydney Olympic Games in 2000. At the time he was dubbed "The Medal Maker."

About the Author: Roger Vaughan has written about a wide variety of topics over the past thirty years. His biographies include those of baseball star Tony Gwynn, media magnate Ted Turner, the late conductor Herbert von Karajan, and polio pioneer Dr. Hilary Koprowski. Vaughan has also written about the America's Cup, ocean racing, and NASCAR, and has co-authored *Wind*, a feature film. He covers yacht racing for ESPN.

Marketing: Promotion through QUINAG communications.





Cattiness

Some Cats are Jerks

Margaret Cioffi

Blue River Press • ISBN-13: 9781681570716 • Format: Trade Paper •
Trim: 6 x 6 • Photos: 120 Color • Pages: 128 • Price: \$14.99 • Publication
Date: March 1, 2018 • Other features: Glossary of cat terms • Category:
PETS / Cats / General

We all love cats.

Well maybe not all of us, probably about half the population, or a bit less, like maybe a quarter of the population loves cats, maybe not quite that many, but a bunch of people love cats. There's something about cats that folks who love them find very catty and cute, cute, cute.

No two cats are alike. Besides being adorably cute, every cat has its own catishes that are either delightful or obnoxious, or a combination of both. Most cats are a combination of lovey dovey and catanic all rolled into one adorable furry dickens. Sometimes they are absolutely wonderful and loving, and then other times they appear to be possessed by some sort of catevil.

Kittens, however cuddly and adorable, are just as prone to cat moods as grown-ups. One minute they are curled up in a fluffy ball on your lap, and the next minute they are racing past you like you never existed, heading for a place to claw, a tissue to tear, or something to knock off a table. They will do this without so much as a sideways glance at you, the purveyor of those loving pats and scratches and yummy food. Nope, cats do not say thank you, never ever. You, loving human, have served your purpose, done your duty and they, the kittens or cats, have places to go, food to eat, naps to take, and your personal property to destroy.

About the Author

Art Director, Writer, Creative Director and finally author. Margaret Cioffi spent her professional career working in advertising and marketing. Her career spans several years and several hundred ads in print, radio and broadcast. Margaret Cioffi has written ten books. She spends her free time writing, cooking, painting and hanging out with her husband and her family.

Marketing

- Electronic press releases to cities across the US
- Author appearances
- Television, radio, print and online interviews
- Social media campaigns

All About Helen Keller

Chris Edwards Ph.D. • Illustrator: Amber Calderon

Blue River Press • ISBN-13: 9781681570969 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: August 1, 2018 • Other features: Glossary, Index, World Timeline, Personal Timeline, Quotes • Category: JUVENILE NONFICTION / Biography & Autobiography / Women

Helen Keller was not always deaf and blind. She was born a healthy baby girl, but after a serious infection as a toddler, she lost both her hearing and sight. Doctors told her parents that she would never make anything of herself in a hearing and seeing world. Determined, her parents ignored the doctors and contacted Perkins School for the Blind, who sent Anne Sullivan to help. Anne Sullivan taught Helen to communicate and became her lifelong companion.

All About Helen Keller introduces middle-grade readers to one of the greatest inspirational personalities of our time. Helen Keller's life is described in detail so that fourth to eighth grade readers can get to know her through her life and accomplishments.

About the Author: Chris Edwards, Ed. D., has had his scholarship and teaching methodology published in journals produced by both the National Council for History Education and the National Council for Social Studies. He is a frequent contributor on topics of law, logic, and theoretical physics to the science and philosophy journals *Skeptical* and *Free Inquiry*. He proudly teaches world history and Advanced Placement world history at a public high school in Indiana.



All About Julia Morgan

Phyllis J. Perry • Illustrator: Kirsten Halvorsen

Blue River Press • ISBN-13: 9781681570952 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: August 1, 2018 • Other features: Glossary, Index, World Timeline, Personal Timeline, Quotes • Category: JUVENILE NONFICTION / Biography & Autobiography / Women

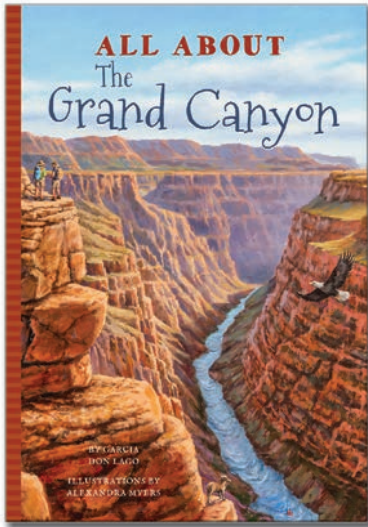
Julia Morgan was born into a world that doubted the ability of women, but her mother and grandmother taught her not to listen. Not only did she graduate college as the only woman in her class getting a degree in civil engineering, she went on to attend Beaux-Arts in Paris. As the best architecture school in the world, many were surprised when she passed the entrance exams, and even more so when she finished the five-year program in three years!

After becoming the first woman to receive an architecture license in California, she opened her own business and was quickly singled out by William Hearst, who admired her imaginative style and unique projects. With his funding, she built Hearst Castle, one of the most famous buildings in America.

About the Author: Phyllis J. Perry is a Boulder, Colorado author who has written more than 80 books of fiction, nonfiction, and poetry for children and adults. She enjoys talking with groups, attending school book fairs, and making school visits.

Series Marketing: Press Release • Author events with bookstores, schools, universities and educational organizations • Television, radio, print and online interviews • Social media campaign





All About the Grand Canyon

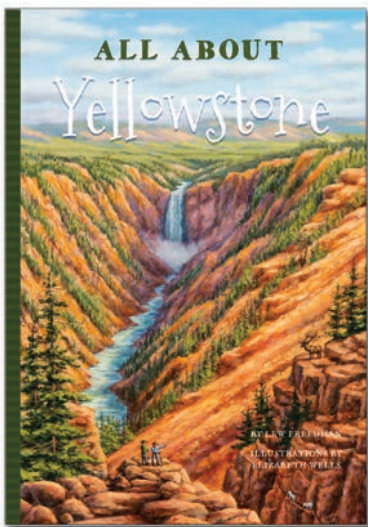
Don Lago • Illustrator: Amber Calderon

Blue River Press • ISBN-13: 9781681571003 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: August 1, 2018 • Other features: Glossary, Index, World Timeline, Local Timeline, Quotes • Category: JUVENILE NONFICTION / History / Symbols, Monuments, National Parks

The Grand Canyon is one of the most iconic tourist destinations in America and a testament to the power of nature. At its bottom, the Colorado River weaves its way through Arizona. The canyon is 277 miles long, 18 miles wide, and more than a mile deep. Native Americans have inhabited the walls of the canyon and the area around it for thousands of years, making it a location rich in human history as well as geological history.

In this young reader's book, the author lays out the history of the Grand Canyon in its many facets. He includes geological and volcanic history, ecological history, human history, and its history as an attraction. By weaving these all together, the author allows the reader to better understand the mile-deep canyon weaving its way through the Southwest.

About the Author: Don Lago is an award-winning writer who has published more than fifty nature and astronomy essays in national magazines and literary journals. He is the author of ten books, including most recently *Grand Canyon: A History of a Natural Wonder and National Park*. He lives in Flagstaff, Arizona.



All About Yellowstone

Lew Freedman • Illustrator: Elizabeth Wells

Blue River Press • ISBN-13: 9781681571027 • Series: All About • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations: 60 B&W • Pages: 128 • Price: \$5.99 • Publication Date: August 1, 2018 • Other features: Glossary, Index, World Timeline, Local Timeline, Quotes • Category: JUVENILE NONFICTION / History / Symbols, Monuments, National Parks

Yellowstone National Park is the notorious first national park in the country. It contains many different types of ecosystems and many animals call the park home. Yellowstone Lake, in the middle of the park, sits on top of the Yellowstone Caldera, North America's largest supervolcano. As an area of active volcanism, it is of extreme interest to geologists. In this young reader's book, the author lays out the history of Yellowstone in its many facets. He includes geological and volcanic history, ecological history, human history, and its history as a park.

About the Author: Lew Freedman is the author of more than ninety books including dozens of biographies for adult and school-aged readers. He also enjoyed a long career as a journalist and newspaper editor for the *Chicago Tribune*, *Philadelphia Inquirer*, and the *Anchorage Daily News*.

Series Marketing: Press Release • Author events with bookstores, schools, universities and educational organizations • Television, radio, print and online interviews • Social media campaign

Frederick Douglass

Voice of Freedom, Voice of Hope

Robin Condon

Blue River Press • ISBN-13: 9781681570723 • Format: Trade Paper •
Trim: 6 x 9 • Photos: 12 B&W • Pages: 256 • Price: \$14.99 • Publication
Date: February 1, 2018 • Other features: Index • Category: BIOGRAPHY
& AUTOBIOGRAPHY / Historical

Frederick Douglass was born Frederick Bailey on a plantation in Maryland. He grew up enslaved and illiterate, but quickly began remedying both of those things. His owner Thomas Auld loaned Frederick to the household of Auld's brother-in-law. There he would learn how to read and begin practicing speaking as well as learning the very desirable trade of boat caulking. Through his caulking and other jobs working on ships, Frederick was able to earn enough money to escape.

After making it to New York, Frederick set about speaking out against the evils he had experienced as a slave. When one considers that he had a relatively normal experience of slavery, it sickens one to think what a bad experience might have been. Frederick directly contested the supporters of slavery that claimed that slaves weren't smart enough to function independently. Frederick spoke and wrote so well that those who did not know him had a very hard time believing he had really been a slave.

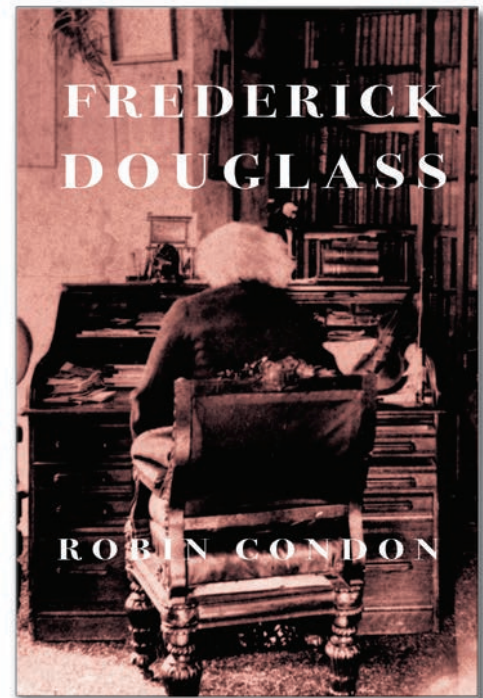
Frederick Douglass still influences present policies and life. President Barack Obama quoted him multiple times in various speeches he made. President Donald Trump mentioned Douglass's work for equality. Learning about his life and work will add a new layer of context to the current understanding of race, slavery, and equality in the United States and how we can all work together towards a common beneficial goal.

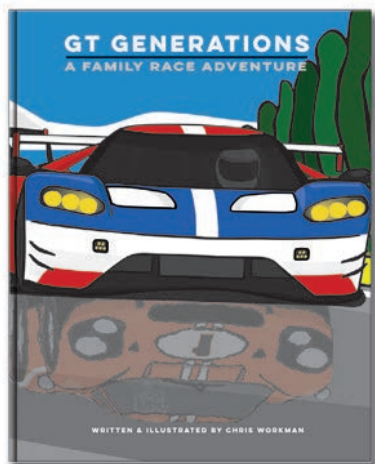
About the Author

Robin L. Condon earned her B.A. from Johns Hopkins University, her M.A. from University of Chicago, and is currently a Ph.D. candidate at the University of Chicago. Robin is the editor at the Center for Ray Bradbury Studies, and the Textual Editor for Institute for American Thought. Condon served for six years as an editor of the *Frederick Douglass Papers* project before joining the Bradbury Center. She authored the volume introduction for the critical edition of *Life and Times of Frederick Douglass* (Yale University Press, 2013). She is currently writing about Douglass as a reader, and her interests include Bradbury and race as well as Bradbury as a twentieth-century historian.

Marketing

- Electronic press releases to cities across the US
- Author appearances
- Television, radio, print and online interviews
- Social media campaigns





GT Generations – A Family Race Adventure

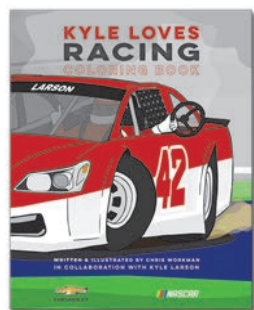
Chris Workman • Illustrator: Chris Workman

Apex Legends • ISBN-13: 9780996286978 • Series: Apex Legends • Format: Hardcover Picture Book • Trim: 8 x 10 • Illustrations: 60 Color • Pages: 56 • Price: \$19.99 • Publication Date: June 1, 2018 • Category: JUVENILE / Transportation / Cars & Trucks / SPORTS & RECREATION

GT Generations – A Family Race Adventure captures the magic of family bonding over shared interests and creating lasting memories together when a grandfather takes his grandkids to the amazing 24 Hours of Le Mans endurance race to relive one of his favorite childhood experiences.

In 1967, a boy named Jamison watched the Ford GT40 and two of the greatest racing drivers, Dan Gurney and A.J. Foyt, take on the world's best drivers and cars to win Le Mans. Now 50 years later, "Grandpa Jamie" is bringing his grandkids to cheer on the successor to the GT40, the Ford GT, as it tries to win the grueling race again. The kids will learn about Le Mans, see everything that makes the 24 Hours of Le Mans one of the greatest motorsports events, and have the experience of a lifetime in the process.

Ford Motor Company Trademarks and Trade Dress used under license to Apex Legends.

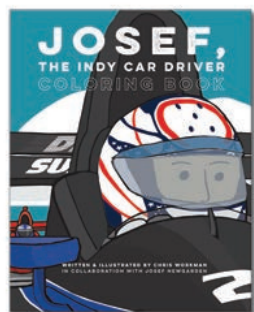


Coloring Books from Apex Legends

Format: Saddle Stitch • Trim: 8 x 10 • Illustrations: 24 B&W • Pages: 24 • Price: \$5.99 • Category: JUVENILE NONFICTION/Transportation/Cars & Trucks

Each book includes a simpler version of its matching hardcover (see catalog page xx) with text for younger readers so kids and their parents can enjoy following the story and coloring together.

Chris Workman's books have been featured in *School Library Journal*, *Children's Bookwatch*, *RACER Magazine*, *eKartingnews*, *Autoweek* magazine, *Automobile Magazine*, *NBCSports*, *Sports Business Daily*, *IndyCar* Radio network, and more.



Josef, The Indy Car Driver

ISBN: 9780996286992 / Publication Date: February 1, 2018

Racing fans young and old color a selection of illustrations features IndyCar star, Josef Newgarden. The 2017 IRL Champion from Tennessee.

Kyle Loves Racing

ISBN: 9780996286985 / Publication Date: February 1, 2018

Kyle Larson was NASCAR 2013 Rookie of the Year, and the California native quickly became one of the most popular drivers in the series.



The Spectacle: Celebrating the History of the Indianapolis 500

ISBN: 9780996286961 / Publication Date: February 1, 2018

The Indy 500 is the "greatest spectacle in racing" and now is your chance to get out your crayons and color racing history featuring cars and moments from 1909 through today.

Goodnight Sleeping Bear

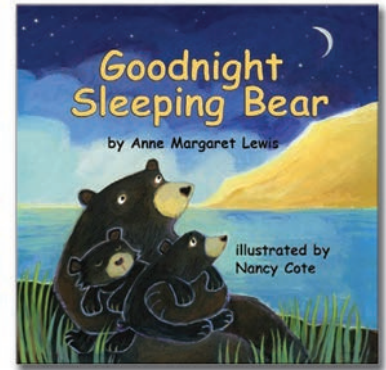
Anne Margaret Lewis • Illustrator: Nancy Cote

RUBBER DUCKY PRESS • ISBN-13: 9781947141001 • Format: Board Book • Trim: 7 x 7 • Illustrations: 32 Color • Pages: 32 • Price: \$11.99 • Publication Date: May 1, 2018 • Category: JUVENILE NONFICTION / Science & Nature / Environmental Science & Ecosystems

This deceptively simple bedtime book helps your child understand the lakeshore environment of Michigan and Sleeping Bear Dunes. As children say goodnight to the animals that call the beach home, they form lasting connections to the real-world environments and ecosystems around them. Sure to become your child's favorite bedtime story, *Goodnight Sleeping Bear* will lull your little one to sleep.

About the Author: Anne Margaret Lewis is an award-winning and bestselling author of more than 25 children's books. She enjoys working with fun characters and carefully weaving important lessons into her stories.

Marketing: Social media campaign • Author readings at schools and daycares • Author events • Press release to cities all over Michigan and the Midwest



Old Whiskers Escapes!

A True White House Tale

Donna Griffin • Illustrator: Gary Varvel

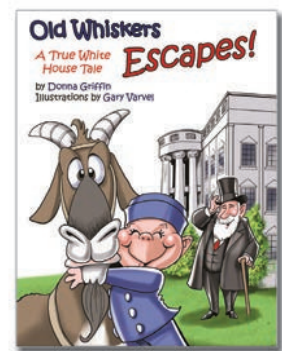
A Grandpa President Adventure • ISBN-13: 9780999457009 • Format: Hardcover • Trim: 8.5 x 11 • Illustrations: 20+ Color • Pages: 32 • Price: \$18.95 • Publication Date: June 1, 2018 • Category: JUVENILE NONFICTION/History

This is the rollicking true story – reported by newspapers of the day – of President Benjamin Harrison's pet goat that lived on the White House grounds. The goat often took the president's grandchildren on wagon rides on the lawn but one day escaped with grandson "Baby" McKee in tow. In a scene that would be impossible today, President Harrison — upon discovering the goat was missing — went running down Pennsylvania Avenue in hot pursuit, his top hat in one hand and cane in the other. This fun story will delight young readers and adults alike with the fast-paced writing and expressive illustrations.

About the Author: Donna Griffin lives in Greenfield, Indiana. She has been a writer, editor, and teacher for more than 30 years. Griffin is the author of *The Twelve Days of Christmas in Indiana* published in 2014 by Sterling Publishing, New York. The board book edition of *The Twelve Days of Christmas in Indiana* came out in fall 2017.

Award-winning illustrator Gary Varvel is a nationally-known editorial cartoonist, syndicated in over 100 newspapers.

Marketing: Special event programming, including back-to-school book parties hosted both at the Presidential Site and statewide featuring special VIP guests! • Email distribution • Author signings and events • Advertising • Social media campaigns



Henry Humming

Henry Saves Hanna

Irene W. Starlone • Illustrator: Eric Zeringue

Viceroy Press • ISBN-13: 9780999326503 • Format: Hardcover • Trim: 8.5 x 11 • Illustrations: 25 Color • Pages: 130 • Price: \$17.00 • Publication Date: January 1, 2018 • Other features: Fun facts • Category: JUVENILE FICTION / Family / Siblings

Henry Humming is a determined ruby-throated hummingbird that will do anything for his sick sister, Hanna, even if that means risking his own life. Henry takes on the role of being the caretaker for Hanna. Hanna encourages Henry to travel and gives him a list of ingredients that could provide a cure for her. Will Henry be able to find the items for the cure? *Henry Humming* takes you on a heartwarming journey filled with suspense, adventure, and comedic situations. It's a story about hope, love, and true friendship.

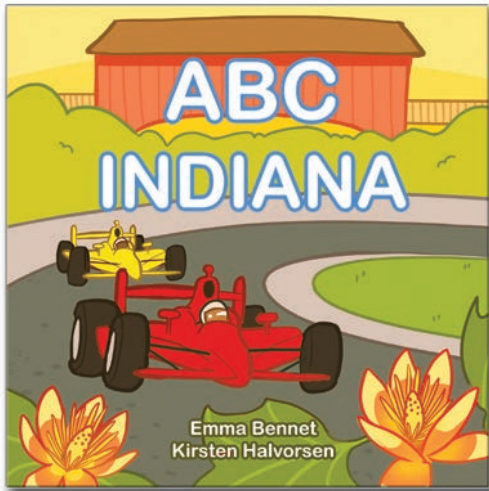
About the Author: Irene W. Starlone was born in South Carolina but was brought up most of her life in Louisiana. She currently lives in Gonzales, Louisiana with her husband of eleven years and their two daughters, Eliza Katherine and Madelyn Natalia. She is an avid reader and writer and has been fascinated by hummingbirds her whole life. Those three passions came together in *Henry Humming*.

Marketing: Social media campaign • Author readings at schools and daycares • Author events • Press release to cities all over Louisiana



ABC Indiana

Adriane Doherty • Illustrator: Kirsten Halvorsen



Rubber Ducky Press • Series: My First Alphabet Book •
ISBN-13: 9781947141049 • Format: Board Book • Trim: 6 x 6 •
Illustrations: 28 color • Pages: 28 • Price: \$9.99 • Publication Date: May 1, 2018
• Category: JUVENILE NONFICTION / Concepts / Alphabet

Have fun helping your child learn the letters of the alphabet with this Indiana alphabet book. This book introduces young readers to the shapes and sounds of the letters of the alphabet in a fun jaunt through the Crossroads of America. In *ABC Indiana*, children will build their vocabulary and learn about Indiana's state bird, tree, flower, and landmarks. A friendly ducky guides children through the book, hiding somewhere on each spread. With sturdy pages and rounded corners, *ABC Indiana* is durable and safe for lots of learning fun.

About the Author: Adriane Doherty is the mother of three children: two girls and a boy. Her love for children led her to write books that will help young minds grow and understand the places around them.

Marketing: Social media campaign • Author readings at schools and daycares • Author events • Press release to cities all over Indiana and the Midwest

ABC Ohio

Adriane Doherty • Illustrator: Kirsten Halvorsen



Rubber Ducky Press • Series: My First Alphabet Book •
ISBN-13: 9781947141056 • Format: Board Book • Trim: 6 x 6 •
Illustrations: 28 color • Pages: 28 • Price: \$9.99 • Publication Date : May 1, 2018 •
Category: JUVENILE NONFICTION / Concepts / Alphabet

Have fun helping your child learn the letters of the alphabet with this Ohio alphabet book. This book introduces young readers to the shapes and sounds of the letters of the alphabet in a fun jaunt through the Buckeye State. In *ABC Ohio*, children will build their vocabulary and learn about Indiana's state bird, tree, flower, and landmarks. A friendly ducky guides children through the book, hiding somewhere on each spread. With sturdy pages and rounded corners, *ABC Ohio* is durable and safe for lots of learning fun.

About the Author: Adriane Doherty is the mother of three children: two girls and a boy. Her love for children led her to write books that will help young minds grow and understand the places around them.

Marketing: Social media campaign • Author readings at schools and daycares • Author events • Press release to cities all over Ohio and the Midwest

ABC Michigan

Anne Margaret Lewis • Illustrator: Kirsten Halvorsen

RUBBER DUCKY PRESS • ISBN-13: 9781947141018 • Format: Board Book
• Trim: 6.00 x 6.00 • Illustrations: 28 Color • Pages: 28 • Price: \$9.99 •
Publication Date: May 1, 2018 • Category: JUVENILE NONFICTION /
Concepts / Alphabet

Have fun helping your child learn the letters of the alphabet with this fun Michigan alphabet book. While traveling through Michigan, this book introduces young readers to the shapes and sounds of the letters of the alphabet in a fun jaunt through the mitten state. Children will build their vocabulary and learn about Michigan's state bird, tree, flower, and landmarks. A friendly ducky guides children through the book, hiding somewhere on each page. With sturdy pages and rounded corners, this book is durable enough for lots of learning fun.

About the Author: Anne Margaret Lewis is an award-winning and bestselling author of more than twenty-five children's books. Children love to have these books read to them day and night. She enjoys working with fun characters and carefully weaving important lessons into her stories.

Marketing: Social media campaign • Author readings at schools and daycares • Author events • Press release to cities all over Michigan and the Midwest



ABC Yellowstone

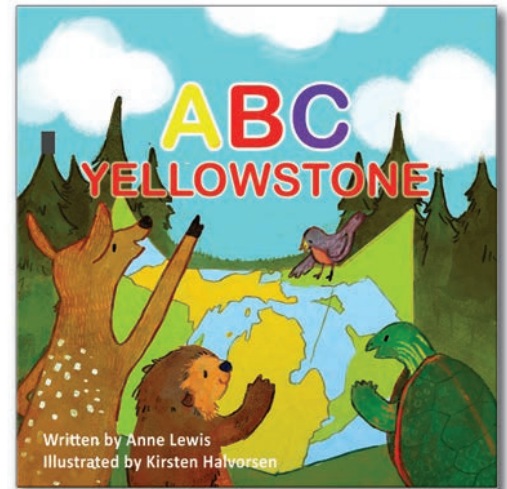
Adriane Doherty • Illustrator: Kirsten Halvorsen

Rubber Ducky Press • Series: My First Alphabet Book • ISBN-13:
9781947141087 • Format: Board Book • Trim: 6 x 6 • Illustrations: 28 color •
Pages: 28 • Price: \$9.99 • Publication Date: May 1, 2018 • Category: JUVENILE NONFICTION / People & Places / United States/General

Have fun helping your child learn the letters of the alphabet with this Yellowstone alphabet book. This book introduces young readers to the shapes and sounds of the letters of the alphabet in a fun jaunt through the United States' first National Park. In *ABC Yellowstone*, children will build their vocabulary and learn about birds, trees, flowers, and animals that call the park home. A friendly ducky guides children through the book, hiding somewhere on each spread. With sturdy pages and rounded corners, *ABC Yellowstone* is durable and safe for lots of learning fun.

About the Author: Adriane Doherty is the mother of three children: two girls and a boy. Her love for children led her to write books that will help young minds grow and understand the places around them.

Marketing: Social media campaign • Author readings at schools and daycares • Author events • Press release to cities around Yellowstone



Best of the Backlist

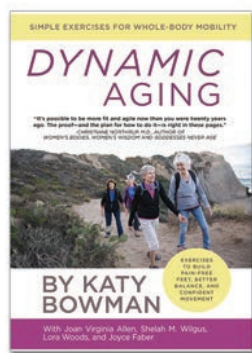
Dynamic Aging

Simple Exercises for Whole-Body Mobility

Bowman, Allen, Wilgus, Faber and Woods

Dynamic Aging is an exercise guide to restoring movement, especially for healthy feet, better balance, and the activities of daily life. Biomechanist and movement teacher Katy Bowman shares exercises and habit modifications for varying fitness and mobility levels.

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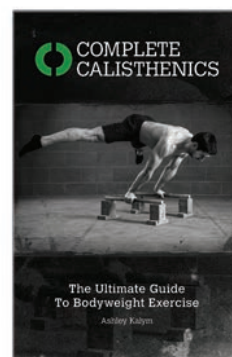


Complete Calisthenics

Ashley Kalym

Complete Calisthenics is the most detailed and comprehensive bodyweight exercise manual available on the market today. It is for anyone, male or female, beginner or advanced, who is interested in building complete strength and taking their workouts and themselves to the next level.

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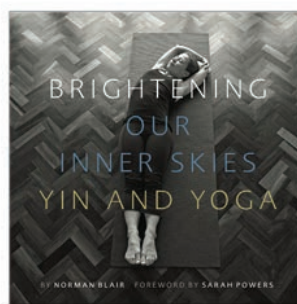
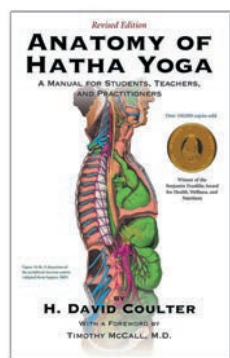
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The most comprehensive work available correlating the study of hatha yoga with anatomy. It's a must have for anyone serious about studying or teaching yoga. Revised and updated, this book has full color illustrations and photos.

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Brightening Our Inner Skies

Yin and Yoga

Norman Blair • Foreword: Sarah Powers

Beautifully written and designed, *Brightening Our Inner Skies: Yin and Yoga* practically and provocatively explores yoga, self-transformation and social responsibility.

This book takes the practice of yoga and self to profound levels through stories, images and well-researched debates.

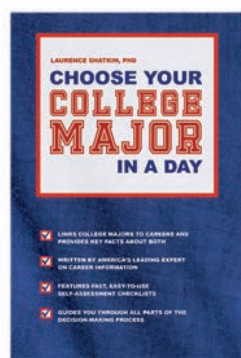
MI • \$22.95 • 240 • 8.86 x 8.86 • ISBN-13: 9780995547001 • TP

Choose Your College Major in a Day

Laurence Shatkin, Ph.D.

Spring is when high school graduates turn their sights on college majors. This book will help them determine their personality type and find the major that is right for them. Included are checklists to help understand strengths and common high school courses to help identify favorites.

ZM • \$12.95 • 280 pgs • 6 x 9 • ISBN-13: 9781782550679 • TP

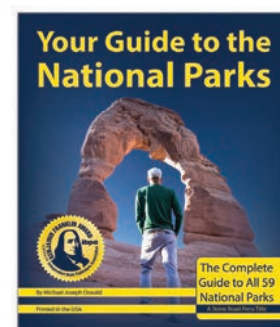


Your Guide to the National Parks, 2nd Ed.

Michael Joseph Oswald

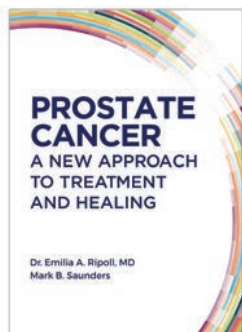
This book provides step-by-step itineraries, kid-friendly activities and the most popular ranger programs to help plan your family vacation. Thousands of hotels, restaurants and attractions beyond the parks are explored, including 11 suggested road trips. The best-selling book on national parks in 2015.

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Best of the Backlist



Prostate Cancer

A New Approach to Treatment and Healing

Emilia A. Ripoll, MD and Mark Saunders, MA

Written by a doctor-patient team, each chapter has a patient story, doctor story and interactive Toolbox section. The book also contains a Spouses Section (because no one goes through a prostate cancer diagnosis alone) and a Digging Deeper section for readers in search of more in-depth information.

VH • \$18.95 • 408 pgs • 6 x 9 • ISBN-13: 9780996256209 • TP

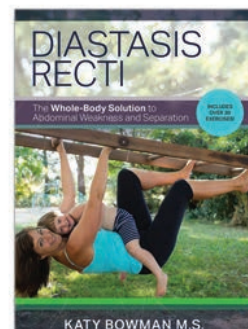
Diastasis Recti

The Whole Body Solution to Abdominal Weakness and Separation

Katy Bowman

Biomechanist, Katy Bowman, explains the larger picture when it comes to diastasis recti, including body alignment, frequency of movement, the effects of all-day forces and why a few exercises simply aren't enough for long-term success. You need to learn a new way to move for an improved set of core muscles.

PR • \$15.95 • 184 pgs • 5.5 x 8 • ISBN-13: 9780989653961 • TP



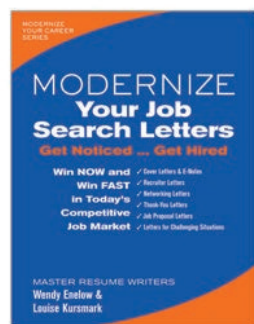
Modernize Your Job Search Letters

Get Noticed...Get Hired

Wendy Enelow and Louise Kursmark

This book includes 100+ samples and expert guidance for cover letters, e-notes, recruiter letters, networking letters, thank-you letters, and more.

EE • \$18.95 • 192 pgs • 8.5x11 • ISBN-13: 9780996680332 • TP



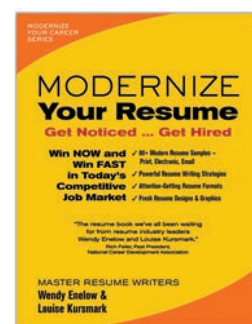
Modernize Your Resume

Get Noticed...Get Hired

Wendy Enelow and Louise Kursmark

Includes 80+ resume samples demonstrate 18 key resume strategies for real-life job seekers who've excelled in their search campaigns. "The resume book we've all been waiting for our resume industry leaders." — Rich Feller, Past President, National Career Development Assn.

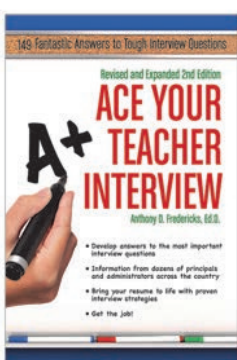
EE • \$18.95 • 224 pgs • 8.5x11 • ISBN-13: 9780996680301 • TP



Ace Your Teacher Interview, 2nd Edition

Anthony D. Fredericks, Ed.D.

This all-in-one sourcebook of teacher interview questions, in concert with the best responses, offers invaluable insights on what you need to succeed in a very competitive job market. This book provides you with inside information on how to prepare for interviews.



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Anthony D. Fredericks, Ed.D.

This book provides you with useful and effective teaching tools and strategies that will make your first year a success. Also included are self-assessments that will help you evaluate and develop your teaching skills, learning environment and student achievement.

BD • \$14.99 • 366 pgs • 6 x 9 • ISBN-13: 9781681570457 • TP

