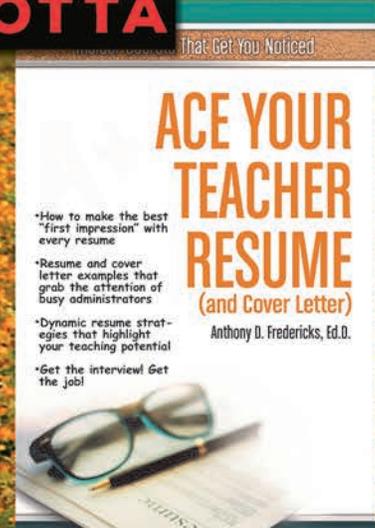
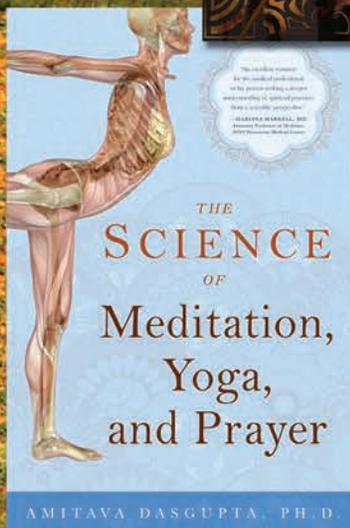
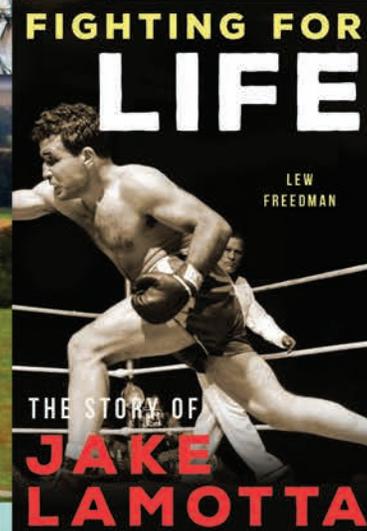
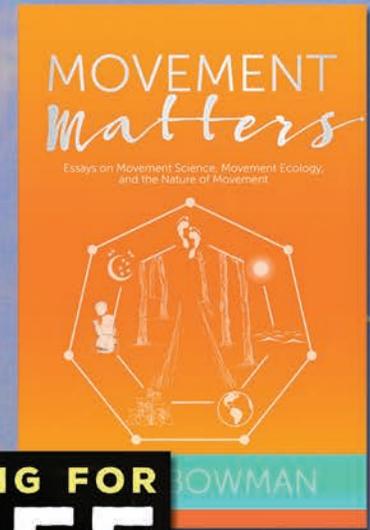
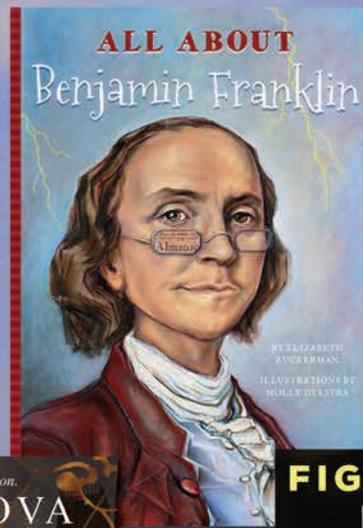
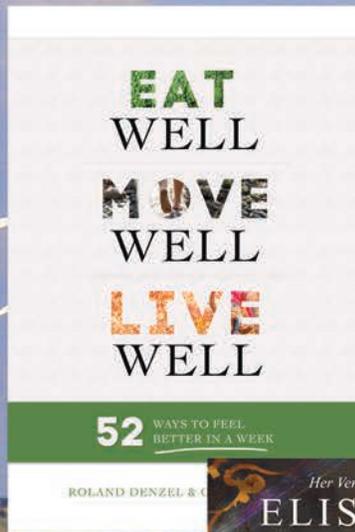


Cardinal Publishers Group Fall 2016 Books and Videos



Movement Matters

Essays on Exercise as Movement, Movement Ecology, and the Science and Nature of Movement

Katy Bowman

PROPRIOMETRICS PRESS • ISBN: 9781943370030 • Format: Trade Paper
• Trim: 6 x 9 • Photos: 40 B&W • Pages: 224 • Price: \$17.95 • Publication
Date: November 30, 2016 • Other features: Index, resources/references •
Category: Health and Fitness/Healing

What if, during a bout of running or cycling, parts of you were still sedentary? What if our entire model for “how a cell behaves” were based on cells immobilized in a petri dish? What if natural movement was more than barefoot running and tree-climbing, and required a group of people? Thought-provoking, inspiring, and always entertaining, *Movement Matters* is a deep exploration of movement beyond exercise via a compendium of essays from bio-mechanist and “movement ecologist” Katy Bowman.

Comprising her best essays from 2011 to 2016, organized by theme, *Movement Matters* explores the main areas in which she has focused her most recent work:

- Dismantling our current understanding of movement science
- Exploring movement ecology and the nature of movement
- Giving practical advice for creating a movement-based lifestyle

A companion to *Alignment Matters* (2013) 9780989653909, *Movement Matters* presents the deepening of Katy’s groundbreaking work, models that have evolved from thinking of the body as a single structure to considering it to be a cluster of a trillion bodies, and how those trillion bodies are being loaded by forces both inside (via muscular contraction) and outside (our cells are moved by the world around us). From movement nutrients to furniture-free homes to forest school to the problems with asking for scientific “proof,” our cultural bias against movement is explored from many angles. The reader is left with a deeper understanding of the challenges we face as a movement-starved culture—and of the absolute joy and freedom that natural, nutritious movement can bring us.

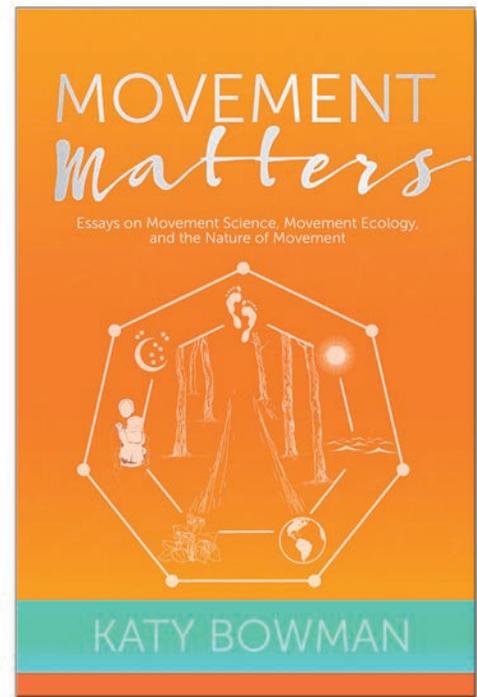
About the Author

A bio-mechanist by training and a problem-solver at heart, Katy has the ability to blend a scientific approach with straight talk about sensible solutions and an unwavering sense of humor, earning her legions of followers. Her award-winning blog and podcast, *Katy Says*, reach hundreds of thousands of people every month, and thousands have taken her live classes.

Her books, the bestselling *Move Your DNA* (2014) 9780989653947, *Diastasis Recti* (2016) 9780989653961, *Don’t Just Sit There* (2015) 9781943370009, *Whole Body Barefoot* (2015) 9780989653985, *Alignment Matters* (2013) 9780989653909, and *Every Woman’s Guide to Foot Pain Relief* (2011), have been critically acclaimed and translated worldwide.

Marketing

- National radio, podcast, print, television campaigns
- Social media campaigns: Facebook, Twitter, author’s blog and website
- Conference/lecture tour 2016
- Author’s website: nutritiousmovement.com

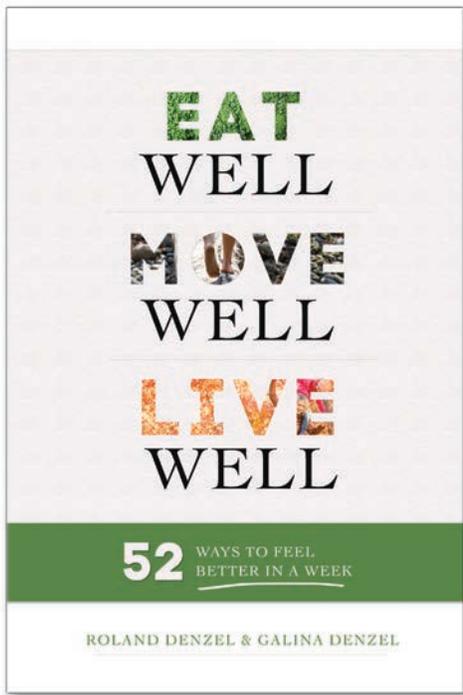


Eat Well, Move Well, Live Well

52 Ways to Feel Better in a Week

Galina Denzel and Roland Denzel

PROPRIOMETRICS PRESS • ISBN: 9781943370023 • Format: Trade Paper
• Trim: 6 x 9 • Photos: 50 B&W • Pages: 304 • Price: \$19.95 • Publication
Date: October 1, 2016 • Category: Health and Fitness/Healthy Living



International wellness coaches Galina and Roland Denzel, authors of *The Real Food Reset* and founders of EatWellMoveWell.com have helped many achieve healthier, happier, vibrant living through simple solutions based on small changes to diet, movement, and other physiological things like sleep. Arranged in 52 sections, start where you want and progress from there, whether it's cover to cover, theme by theme, or "choose your own adventure." Get better in a week, by following suggestions on movement, alignment, and walking; fish, fats, and ferments; sleeping, vacationing and working; and bad days, de-stressing, and building a support network.

Eat Well, Move Well, Live Well features interviews with wise and relatable experts, alongside Galina and Roland's personal anecdotes. The authors have extensive insight into habit-changing and human behavior gleaned from their collective experience working with the masses. Both inspiring and grounded, the book provides historical context for common health myths and ideas of "normal," helping you wade through fads to find the way toward lasting change. Each chapter includes tasks to enable you to embark on real, immediate change, and invitations to share your progress and ideas with a community of fellow readers. Everyone, even those already living healthy lives, will find a previously overlooked area. Whether your goal is to have more energy, lose some weight, reconnect with your kitchen, discover the lost art of walking, finally kick that nagging back pain, or simply get a better night's sleep, this is the place to get started.

About the Authors

Galina Denzel is a Nutritious Movement™ certified Restorative Exercise Specialist, personal trainer, nutrition coach, author, and educator. She specializes in chronic pain and return to functional movement after an injury or accident. She is the author of *The Art of Real Food* in Bulgarian, as well as co-author of *The Real Food Reset* and *Man on Top* in English. Galina is the go-to specialist in her community in Orange County, California. She maintains a private practice that you can visit online at movewellstudio.com, and blogs regularly at eatwellmovewell.com and artofrealfood.com.

Roland Denzel is a weight loss coach who used to be overweight himself. In 2003 he lost over one hundred pounds, and has kept it off. Roland is an IKFF trained Kettlebell Coach, a Certified Personal Trainer, and is a sports nutrition and weight loss coach through Precision Nutrition. Together with his wife, Galina, he has a health coaching practice, serving local and online clients in Orange County, California.

Marketing

- Podcast, blog-tour campaigns
- Social media campaigns: Facebook, Twitter, author's blog and website
- Health and fitness conference circuit
- Authors' website: EatWellMoveWell.com

The Science of Meditation, Yoga, and Prayer

Amitava Dasgupta

BLUE RIVER PRESS • ISBN: 9781681570211 • Format: Hardcover • Trim: 6
x 9 • Pages: 192 • Price: \$21.95 • Publication Date: November 1, 2016 •
Category: Health and Fitness/Yoga

The Science of Meditation, Yoga, and Prayer explores and explains the various, scientific health benefits of yoga and meditation. It merges eastern practices of well-being with western science.

Scientific research demonstrates that yoga is a superior form of exercise for overall well-being and combatant of stress. Everyone experiences stress daily, and chronic stress increases oxidative stress in the human body, which is related to many illnesses including heart attacks and strokes. Yoga and meditation are some of the most effective ways to relieve such stress.

Scientific research has shown that sometimes prayer can be effective in saving the life of a critically ill patient when all medical options are exhausted. Currently, some scientists attempt to explain the healing power of prayer and distant healing which cannot be explained from known theories of medical science by using quantum entanglement theory. Throughout the book Dr. Dasgupta has cited original peer reviewed publications in medical journals to convince readers regarding many health benefits of yoga and meditation as well as the potential power of prayer.

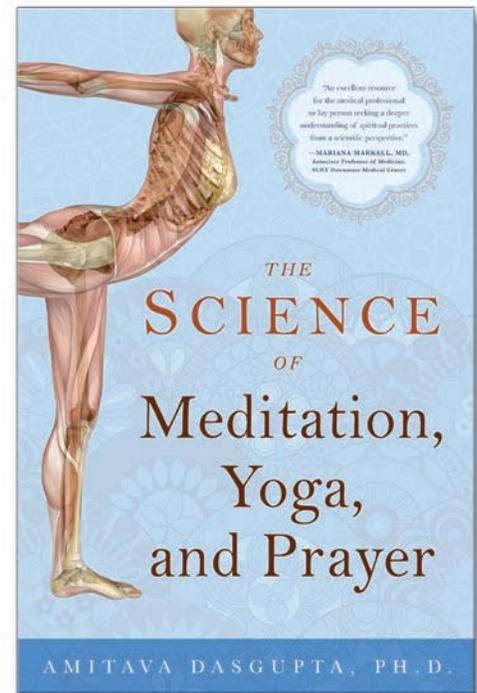
"This provocative and thought provoking book is an excellent resource for the medical professional or lay person seeking a deeper understanding of spiritual practices from a scientific perspective." – Dr. Mariana Markell, MD, Associate Professor of Medicine, SUNY Downstate Medical Center.

About the Author

Dr. Amitava Dasgupta was born in Calcutta, India and came to the United States and received his Ph.D. in Chemistry from Stanford University. He then completed his fellowship training in Clinical Chemistry from the Department of Laboratory Medicine at the University of Washington School of Medicine at Seattle. He is board certified in both Toxicology and Clinical Chemistry by the American Board of Clinical Chemistry. Currently, he is a tenured Full Professor of Pathology and Laboratory Medicine at the University of Texas Medical School. He lives with his wife Alice in Houston, Texas.

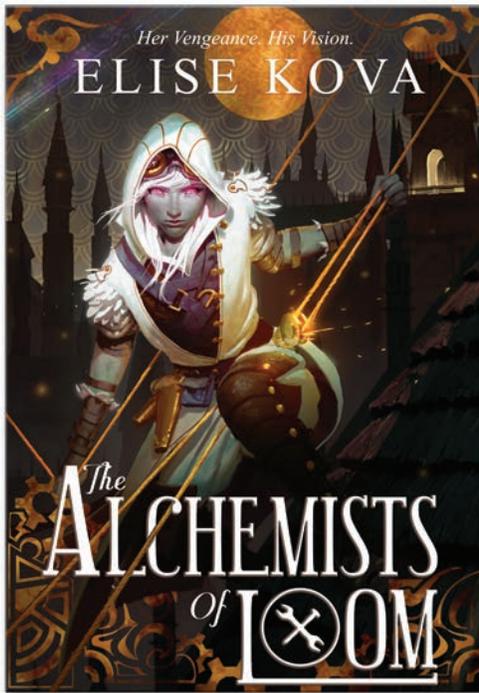
Marketing

- Press Release to cities all over the US
- Author appearances
- Television, radio, and print interviews
- Prepublication book reviews
- Online interviews
- Social Media campaign



The Alchemists of Loom

Elise Kova



KEYMASTER PRESS • ISBN: 9781619844414 • Series: The Loom Saga •
Format: Hardcover • Trim: 5.50 x 8.50 • Illustrations: 1 B&W Map of World
• Pages: 352 • Price: \$18.99 • Publication Date: January 10, 2017 • Category:
Young Adult, High Fantasy, Steampunk

Ari lost everything she once loved when the Five Guilds' resistance fell to the Dragon King. Now, she uses her unparalleled gifts for clockwork machinery – and unscrupulous morals – to contribute to a thriving underground organ market. There isn't a place on Loom that is secure from the engineer turned thief, and her talents are sold to the highest bidder as long as the job defies their Dragon oppressors. Cvareh would do anything to see his sister usurp the Dragon King and sit on the throne. His family's house has endured the shame of being the lowest rung in the Dragons' society for far too long. The Alchemist Guild, down on Loom, may just hold the key to putting his kin in power, if Cvareh can get to them before the Dragon King's assassins.

When Ari stumbles upon a wounded Cvareh, she sees an opportunity to slaughter an enemy and make a profit off his corpse. But the Dragon sees an opportunity to navigate Loom with the best person to get him where he wants to go. He offers her the one thing Ari can't refuse: A wish of her greatest desire, if she brings him to the Alchemists of Loom.

Praise for *Air Awakens* - Book One of the *Air Awakens Series* and Elise Kova's Debut Novel

"I love Air Awakens! It's Phantom of the Opera meets Cinderella in a wonderfully crafted world created by debut author Elise Kova." - Michelle Madow, Author of The Secret Diamond Series.

About the Author:

Elise Kova has always had a profound love of fantastical worlds. Somehow, she managed to focus on the "real world" long enough to graduate with a Master's in Business Administration before crawling back under her favorite writing blanket to conceptualize her next magic system. She currently lives in St. Petersburg, Florida, and when she's not writing can be found playing video games, watching anime, or talking with readers on social media. She is the author of the *Air Awakens Series* as well as the upcoming *Loom Saga* (Keymaster, 2016).

Marketing:

- Prepublication reviews
- National author tour, including multi-state signing tour on release week
- Promotions on Goodreads, Facebook, Twitter, Instagram, and to private mailing list of author's existing fan base
- Vetted marketing plans that launched Kova's debut series, *Air Awakens*, from nothing to a fan base of 8,000 followers and subscribers and tens of thousands of sales

Fire in the Water

James Alexander Thom

BLUE RIVER PRESS • ISBN: 9781681570280 • Format: Trade Paper •
Trim: 6 x 9 • Illustrations: 18 B&W Illustrations • Pages: 376 • Price: \$16.99 •
Publication Date: October 1, 2016 • Category: Fiction / Historical

For famous one-armed war correspondent Paddy Quinn, this is to be his final Civil War assignment: the funeral of the assassinated President Lincoln. Quinn and his new bride Felice are aboard the steamboat *Sultana* going up the spring-flooded Mississippi River toward Illinois to meet the Funeral Train, when their honeymoon vessel stops at Vicksburg and takes on a pathetic human cargo of 2,000 sick and ragged survivors of the hellish Andersonville prisoner-of-war camp, kept alive only by their desire to get home. Quinn's lot is now thrown in with some of the unluckiest veterans of that awful war.

Carrying five times its lawful number of passengers, the *Sultana* explodes. Quinn is blown overboard with the emaciated veteran Robb Macombie. In this narrative of America's worst maritime disaster, the deepest undercurrent is the spirit of the martyred President, whom Quinn and Macombie have vowed to honor by attending his funeral even if it kills them.

About the Author

James Alexander Thom is an Indiana-born Marine veteran, and was a newspaperman, magazine freelance writer, and Indiana University Journalism School lecturer before he became a full-time historical novelist, known for his thorough research in archives and in the field. His American frontier and Indian war novels have won national awards and sold more than two million copies. Two were made into television films, by Hallmark and Ted Turner.

Praise for *Fire in the Water*

"James Alexander Thom...is one of our finest and most entertaining historical novelists. His new Fire in the Water is a powerful recreation of the days after the death of Lincoln, and two men's commitment to go through fire and water to honor their fallen hero."

– Dan Wakefield, author of *Under the Apple Tree: A World War II Home Front Novel* and editor of *Kurt Vonnegut: Letters*

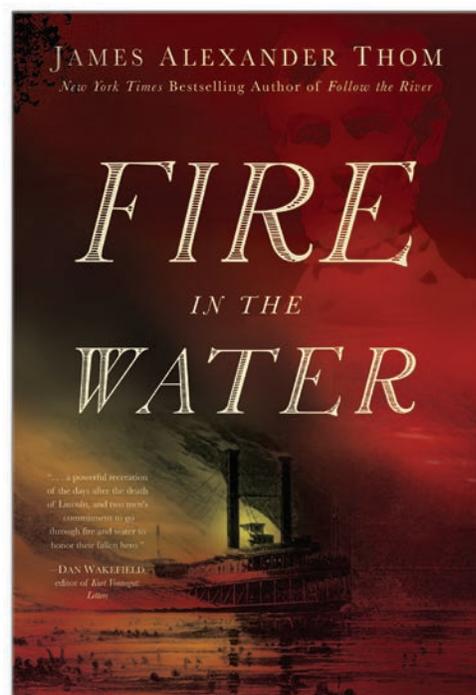
"Thom's keen blending of people and events brings us into another now forgotten incident—the explosion of the Steamboat Sultana with the resultant death of Union soldiers who survived the horrors of the Confederate Andersonville Prisoner of War Camp." – Rita Kohn, NUVU

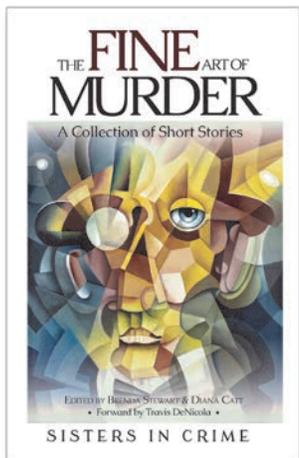
"My very favorite historical novelist, James Alexander Thom, always makes history vivid and entertaining. With Fire in the Water, he brings the past into the present and takes the reader along on that perilous riverboat journey. Outstanding. Riveting." – Lucia St. Clair Robson, author of *Ride the Wind*

"If Mark Twain could have imagined that the curse of slavery would still be tearing our nation apart a century and a half after the end of the Civil War, he might have written a book such as Fire in the Water. As in all of his masterful novels, James Alexander Thom evokes the past by making it present. He carries us into bars and back alleys, frontier outposts and swarming cities, steamboats and military prisons. He plunges us into the Mississippi River and draws us into the funeral cortège of Abraham Lincoln, bringing history to life..." – Scott Russell Sanders, author of *Divine Animal*

Marketing

- Press release to cities all over the US
- Author appearances
- Television, radio and print interviews
- Online interviews
- Social media campaigns





The Fine Art of Murder

A Collection of Short Stories

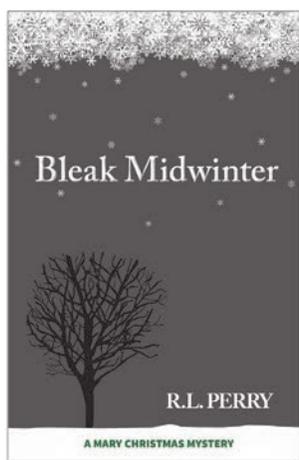
Edited by Diana Catt and Brenda Stewart • Introduction by: Travis DiNicola

BLUE RIVER PRESS • ISBN: 9781681570235 • Format: Trade Paper • Trim: 5.5 x 8.5 • Pages: 256 • Price: \$12.99 • Publication Date: October 1, 2016 • Category: Fiction / Mystery & Detective / Anthologies

The Fine Art of Murder is an anthology of twenty mysterious short stories revolving around fine art. From the Herron School of Art to the Penrod Art Festival to Picasso—the stories run the gamut of the art world. Dividing each story are fact sheets highlighting some of Indiana's most renowned artist. Discover pop art from Robert Indiana, the Impressionist landscapes of William Forsyth, and his student, Julia Graydon Sharpe's watercolor paintings.

About the Authors/Editors: *The Fine Art of Murder* is written by the Speed City Indiana Chapter of Sisters in Crime, Inc., the fourth anthology by this chapter. Editor and author, Editor and author, Brenda Robertson Stewart also edited *Racing Can Be Murder* 9780976336198. Her short story, *A Little Dab'll Do Ya* is featured there. Editor and author, Diana Catt also authored a short story in *Racing Can Be Murder* entitled *Photo Finish*.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Online interviews • Social media campaign



Bleak Midwinter

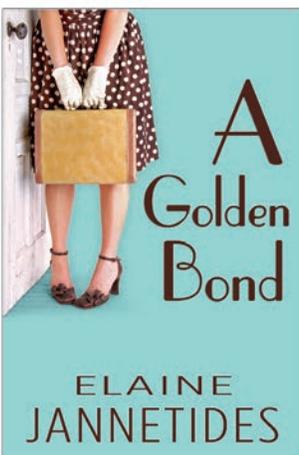
Todd Outcalt under pseudonym name R.L. Perry

BLUE RIVER PRESS • ISBN: 9781681570273 • Series: A Mary Christmas Mystery • Format: Trade Paper, Print on Demand Product • Trim: 6 x 9 • Pages: 224 • Price: \$12.00 • Publication Date: September 15, 2016 • Category: Fiction / Mystery & Detective / Women Sleuths

It's not every day you meet a female mortician, and especially not one who's both beautiful and single. In *Bleak Midwinter*, the second book in the *A Mary Christmas Mystery* series, Mary finds herself at the center of a troubling double-homicide investigation even as she falls headlong into romance with police officer, Lance Freeman. But Mary takes us, once again, on a heart-warming adventure through the darkest days of death to a marvelous Yuletide discovery.

About the Author: Todd Outcalt is the author of more than thirty books in six languages including the first book in *A Mary Christmas Mystery Series* *Slay Bells*, *Husband's Guide to Breast Cancer* 9781935628323 and *Indiana Wineries* 9781935628514. He has written for such magazines as *American Fitness*, *Cure*, and *Leadership*.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Online interviews • Social media campaign



A Golden Bond

Elaine Jannetides

BLUE RIVER PRESS • ISBN: 9781681570297 • Format: Trade Paper • Trim: 6.00 x 9.00 • Pages: 320 • Price: \$14.99 • Publication Date: October 2016 • Category: Fiction / Family Life

A Golden Bond follows the story of one high school class ring that falls into the lives of five different women around the world. The original owner, Angela Demetrious, is the daughter of Greek immigrants and loses her mother the summer of her senior year of high school in the 1950s. Angie's golden ring becomes a symbol of the independence she is forced to develop. As the ring journeys across decades and continents it shares a bit of knowledge not just with Angie, but the other unique women who wear it.

About the Author: Elaine H. Jannetides is the daughter of Greek immigrants, and a graduate of Shortridge High School and a student at Indiana University Purdue University of Indianapolis. While Elaine has had articles published, this is her first full length novel. Elaine has had a lifelong love of reading and writing. Work is underway for a follow up story. Elaine is the mother of four children and lives in Indianapolis, Indiana.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Online interviews • Social media campaign

Bullet in the Chamber

John DeDakis

STRATEGIC MEDIA BOOKS • ISBN: 9781939521637 • Series: A Lark Chadwick Mystery • Format: Trade Paper • Trim: 6 x 9 • Pages: 422 • Price: \$18.95 • Publication Date: October 1, 2016 • Category: Fiction

Gutsy reporter, Lark Chadwick once again finds herself at the wrong place at the right time: front-row center when the White House press briefing room is suddenly attacked. The president is missing, the first lady's life is at risk, and Lark's personal life is falling apart when the man she loves disappears.

In this story, author John DeDakis draws on his own personal pain – the sudden death of his twenty-two year-old son Stephen – in what promises to be a true page-turner. DeDakis also draws on his forty-five year journalism career (twenty-five years at CNN) to show the daily struggles that go on behind the scenes in day-to-day, deadline-a-minute journalism.

Praise for *Bullet in the Chamber*:

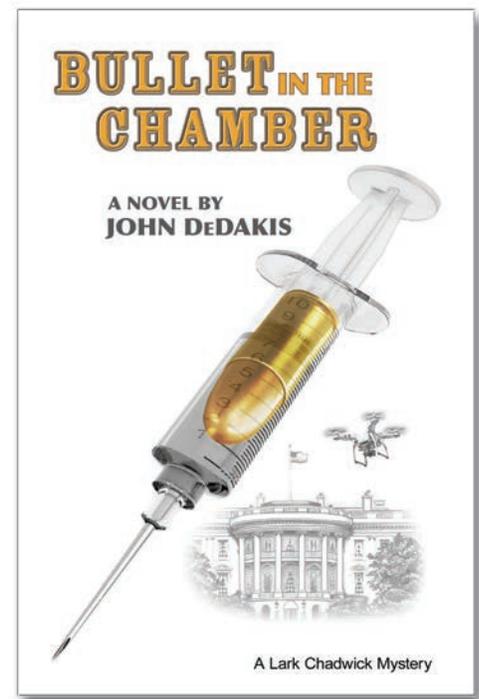
"Bullet in the Chamber manages to capture all of the intensity, grit and breathlessness of covering the presidency in an age of nonstop news and fierce competition. Lark Chadwick stands out as a protagonist who is at once compelling and compulsively true to form. John DeDakis gets inside the head of a modern-day White House journalist who has no idea what's in store for her when she begins this rollercoaster of a ride." — Josh Lederman, Associated Press White House Reporter

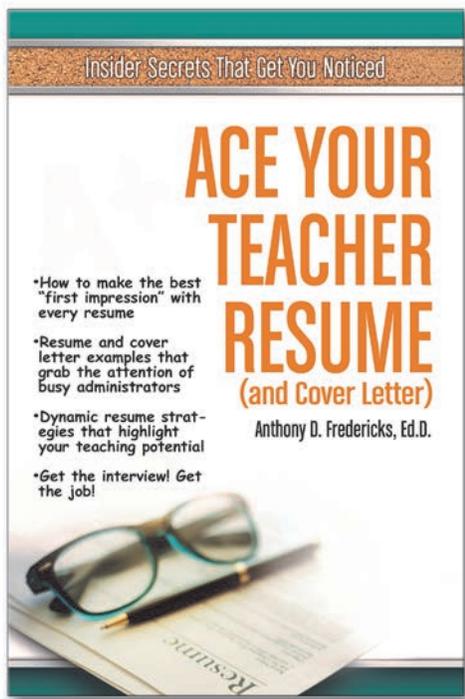
About the Author

Author, journalist, educator, and writing coach, John DeDakis is a former CNN Senior Copy Editor for the *Emmy* and Peabody-Award winning news program "The Situation Room with Wolf Blitzer." DeDakis is the author of three previous mystery/suspense novels, *Fast Track*, *Bluff*, and *Troubled Water* 9781939521071. DeDakis is a member of Sisters in Crime and Mystery Writers of America. In 2013, he served as a judge for MWA's Edgar Award for Best Mystery Novel (Hardcover). John DeDakis lives in Baltimore, Maryland.

Marketing

- Begin pre-launch buzz via email and social media (Facebook, Twitter)
- Prepublication reviews
- Schedule book launch party at a D.C. area bookstore
- A comprehensive USA book tour in 2017





Ace Your Teacher Resume (and Cover Letter)

Insider Secrets that Get You Noticed

Anthony D. Fredericks, Ed.D.

BLUE RIVER PRESS • ISBN: 9781681570204 • Series: Ace Your Teacher Series • Format: Trade Paper • Trim: 6 x 9 • Pages: 288 • Price: \$12.99 • Publication Date: January 1, 2017 • Category: Business & Economics / Careers / Resumes • Other features: Index, Web Resources, Sample Cover Letters and Resumes, Personal Checklist for Resume and Cover Letter Success

In this captivating and highly practical book, award-winning author and teacher, Anthony D. Fredericks offers real-world guidelines on how to build the perfect teacher resume (and cover letter).

Fredericks has compiled fresh advice and insightful tips from numerous principals and superintendents around the country. He provides insider knowledge about what types of vocabulary and key words/phrases administrators look for on resumes and cover letters and explains how teacher resumes differ from other business resumes.

Ace Your Teacher Resume (& Cover Letter) gives you proven strategies, winning guidelines, along with scores of sample resumes and cover letters. Also included are step-by-step writing instructions that help you rise to the top of the applicant pool. With this guide, you can create a dynamic resume, with a catching objective, and an incredible cover letter, all rooted in your own unique experiences and philosophy sure to impress any potential interviewer.

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. A professor of education at York College of Pennsylvania, he is an award-winning and best-selling author of more than 150 books, including teacher resource materials (*Guided Reading in Grades 3-6*), children's books (*Mountain Night*, *Mountain Day*; *The Tsunami Quilt*), and adult non-fiction titles (*The Secret Life of Clams*). *Ace Your Teacher Resume* is the second in a series, it follows *Ace Your Teacher Interview*. His extensive background includes experience as a classroom teacher, reading specialist, professional storyteller, curriculum coordinator, educational consultant, and staff developer.

Marketing:

- Press release to cities all over the US
- Author appearances
- Online interviews
- Television, radio and print interviews
- Social media campaign

Modernize Your Job Search Letters

Get Noticed ... Get Hired

Wendy Enelow & Louise Kursmark

EMERALD CAREER PUBLISHING • ISBN: 9780996680332 • Series: Modernize Your Career • Format: Trade Paper • Trim: 8.50 x 11 • Illustrations: 80+ B&W pages of letter samples • Pages: 192 • Price: \$18.95 • Publication Date: January 1, 2017 • Category: Business & Economics/Careers/Resumes

Based on today's real-world job search trends, this book shows job seekers how to craft winning letters to meet the complexities of today's highly competitive and technologically driven employment market:

- **Traditional Cover Letters:** Letters that job seekers write in response to job advertisements and postings, send directly to hiring managers, or present to human resource professionals.
- **E-Notes:** Modern and shorter cover letters used as the content for email messages, thereby eliminating the need to "click" to read an attached letter.
- **Recruiter Letters:** As either cover letters or e-notes – often including information that job seekers would not typically share at the onset with a prospective employer.
- **Thank-You Letters:** A must after every interview to ensure that job seekers stay "front of mind" and give themselves an instantly competitive edge.
- **Networking Letters:** Introductory letters to make connections with network contacts or referrals.
- **Job Proposal Letters:** Letters written to propose a specific job opportunity with a specific company to meet a specific organizational need.
- **Letters for Candidates with Unique Job Search Challenges:** Letters for job seekers facing specific search challenges, such as transitioning from military service to civilian work, returning to work after raising children, returning to work after incarceration, changing careers, or finding a new job despite a record of hopping from one position to another.

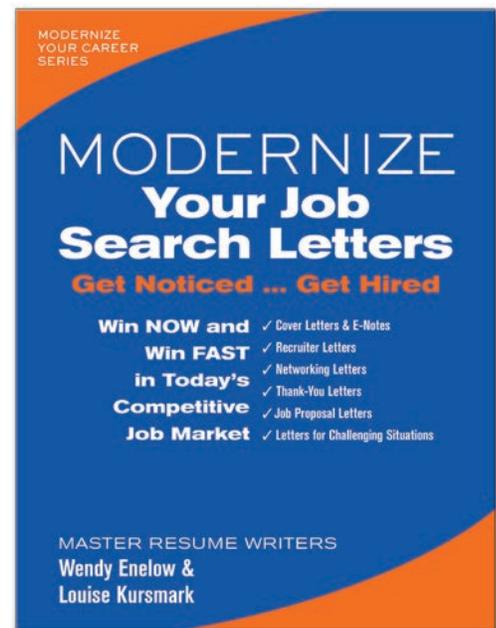
About the Authors

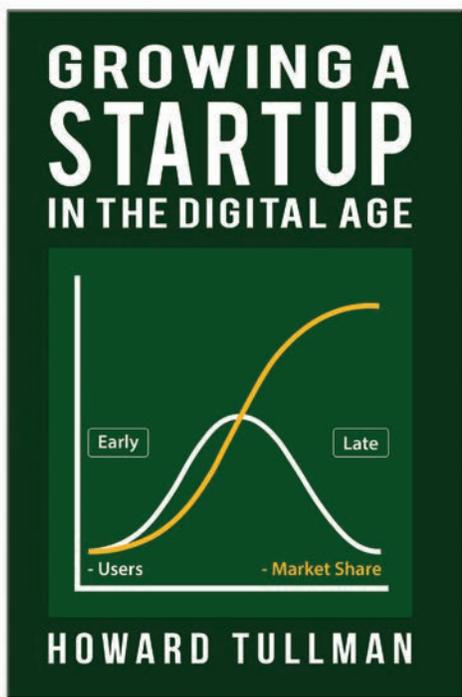
Wendy Enelow and Louise Kursmark are credited with creating, professionalizing, and elevating the resume writing industry worldwide. As professional resume writers for 30+ years, each has written thousands of resumes for job seekers around the globe. In addition, together they founded the world's premier resume training and certification company (Resume Writing Academy) and two high-profile organizations dedicated to the development of resume and career professionals (Career Masters Institute, Career Thought Leaders).

Both Wendy and Louise are Master Resume Writers, Certified Professional Resume Writers, Job and Career Transition Coaches, and Credentialed Career Masters.

Marketing

- Multiple email marketing campaigns
- Ongoing social media campaigns
- Marketing support and visibility from scores of industry-leading contacts
- Public speaking at colleges, universities, professional conferences, and other venues





Growing a Startup in the Digital Age

You Get What You Work For, Not What You Wish For

Howard A. Tullman

BLOG INTO BOOK • ISBN: 9781619849815 • Series: The Perspiration Principles • Format: Trade Paper • Trim: 6 x 9 • Pages: 192 • Price: \$14.95 • Publication Date: October 1, 2016 • Category: Business and Economics / Entrepreneurship

Howard Tullman has successfully founded more than a dozen high-tech businesses in his fifty year career and created more than \$1 billion in investor value as well as thousands of new jobs. He is currently the CEO of 1871 in Chicago where digital startups get their start.

Growing a Startup in the Digital Age is a collection of Tullman's straightforward, plain-spoken principles which are crucial to the successful growing and expanding a new start-up to-

day in almost any technology-driven marketplace.

"I've known Howard for at least 15 years ...he's about getting things done and executing with a vengeance." — Joe Mansueto, Morningstar Founder / CEO

"No matter how many operations a surgeon has watched, I'd rather have the guy who's done it be the one cutting on me. Howard Tullman has done it over and over again." — Mark Walsh, GeniusRocket CEO

About the Author

Howard Tullman is the CEO of 1871 in Chicago where digital startups get their start. He is also the General Managing Partner of two venture funds: Chicago High-Tech Investment Partners and G2T3V, LLC, which both focus on funding disruptive innovators. He is the former Chairman and CEO of Tribeca Flashpoint Media Arts Academy in Chicago. He is an active member of numerous city, state, and civic boards and organizations and a tireless supporter and mentor to many start-ups and other businesses and individuals.

Marketing

- Author book signings in Chicago
- Local media blitz with reviews in *Chicago Tribune*, *Chicago Sun-Times*, *Crain's Chicago Business*, as well as all local business and technology media
- Prominent display for the book at entrance of 1871
- Promoted on author's social media accounts (Facebook 5,000 friends, Twitter @tullman 11,000 followers, Google+ 3.5 million views plus.google.com/+howardtullman/, and author's blog)
- Advertising in various business blogs, publications
- Author speaks frequently to large groups, businesses, and universities

Life's a ROADTRIP

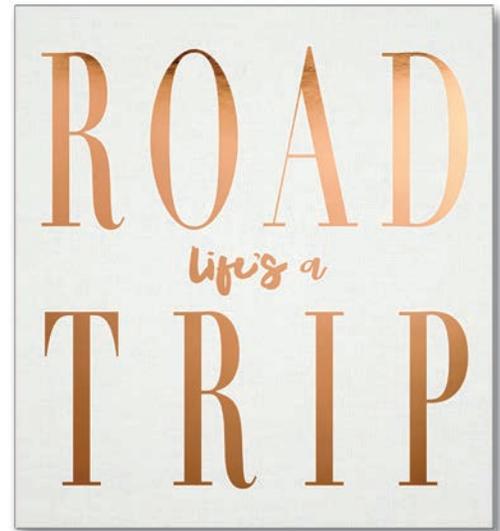
Axel & Ash • Illustrator: Emma Scott-Child

AXEL & ASH • ISBN: 9780987449320 • Series: Insert Your Story • Format: Hardcover • Trim: 7.10 x 8.20 • Photos & Illustrations: 80 Color • Pages: 264 • Price: \$34.99 • Publication Date: September 1, 2016 • Category: Travel/Reference

Whether you're cruising down California's Pacific Coast Highway, the Great Ocean Road, or the ever iconic Route 66, road trips are about singing at the top of your lungs, exploring local secrets, and creating memories that last a lifetime... *Life's a ROADTRIP* is the latest instalment in the *Insert Your Story* series, following *Swept Away* by WANDERLUST and *My BUCKETLIST*, it's here to inspire you to plan and kick start the road trip of your dreams. Filled with travel prompts, inspiring quotes, and stories from professional nomads this journal is made for you to scribble down your favorite sing-a-longs, stick in your own postcard worthy photos, and give you a place to keep your festival passes covered in mud. Build and record every second of your road trip adventures with a traceable world map, thought provoking questions and planning pages for all the places you'll go and the places you've yet to get to.

About the Authors: Axel & Ash (Hanna Axelsson Sahlen & Ashleigh Powell) are a design duo from Bondi Beach, Australia who create funky, stylish products full of happiness and inspiration for you to "Insert YOUR Story." Their books and products have pride of place in the trendiest concept, fashion, and book stores all around Australia, USA and Europe. While spending the days soaking up the sunny Bondi lifestyle, Axel & Ash are continuously working on exciting products and projects for free-spirited, stylish dreamers.

Marketing: For the U.S launch Axel & Ash is working with Olive PR Solutions Agency in San Diego to promote the books via Promotional Tour through the U.S doing book signings • Magazines, print, and online features • Holiday gift guides • TV & Radio interviews • Social Media campaigns • Collaboration with influential bloggers, Instagramers, and celebrities to endorse their creative journals



Sweets in the Raw

Naturally Healthy Desserts

Laura Marquis

Photography by Paulina LaScola and Mike Carpenter

Naturally Healthy Desserts • ISBN: 9780997104806 • Hard Cover • Trim: 8.50 x 8.50 • Pages: 135 • 68 Color Photos • Price: \$30.00 • Publication Date: September 1, 2016 • Category: COOKING / Courses & Dishes / Desserts

Sweets in the Raw: Naturally Healthy Desserts delivers 46 brand-new recipes designed to satisfy the most intense sweet tooth, minus the refined sugar, dairy, and grains. These carefully crafted recipes, including Apple Crumb, Chocolate Fudge, Strawberry Ice Cream, Mini Black Forest Cake Bites and Espresso Truffles, have endured rigorous taste-testing by a wide audience before being brought to you!

Sweets in the Raw is a must-have for anyone with an insatiable sweet tooth and the desire to eat healthy!

"A new approach to traditional desserts that achieves the impossible – delectable, truly healthy sweets made from simple, familiar, whole food ingredients! Easy to make, foolproof recipes ensure that you will look forward to sampling all of them." ~ Dr. Ryan D. Partovi, CEO & Chief Medical Officer, Aspen Wellness Institute

About the Author: Laura Marquis is a welcome and inspirational new voice from inside the world of health and fitness. In response to her own lifelong struggles with gluten and dairy intolerance, she researched and developed innovative nutrition programs to benefit her clients. In 2015, Laura shared her experience with sugar addiction in a brave and compelling TEDx talk at Loyola Marymount University. Creator of Naturally Healthy Lifestyle, Laura now shares these decadent desserts without the refined sugar or the guilt.

Marketing: Ollie Media marketing and publicity • Social campaign with Facebook, Instagram, Twitter, YouTube and Snapchat • Contributor for Blendtec, mindbodygreen, and more to promote book and recipes • Professional promotional videos • Monthly food demonstrations • Monthly food demonstrations • Giveaways with Blendtec and Sunfood • National print campaign • Southern California print TV and radio media campaigns • Southern California book signings and speaking events • Online media campaign • Book award submissions • Author well-connected in fitness and nutritional world.





Assata Shakur A 20th Century Escaped Slave

Barbara Casey

STRATEGIC MEDIA BOOKS • ISBN: 9781939521606 • Format: Trade Paper • Trim: 6 x 9 • Photos: 10 B&W • Pages: 210 • Price: \$15.95 • Publication Date: February 15, 2017 • Other Features: Index, Bibliography Category: True Crime/Organized Crime

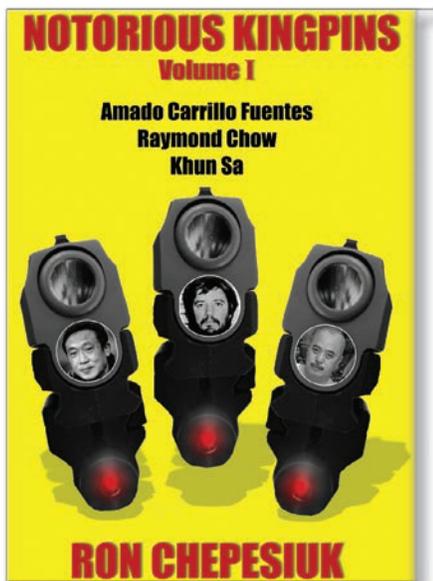
In May 1973, Assata Olugbala Shakur was involved in a shootout on the New Jersey Turnpike in which she was accused of killing New Jersey State Trooper Werner Foerster and assaulting Trooper James Harper. This resulted in her indictment of first-degree murder of Foerster and seven other felonies related to the shootout. A member of the Black Panther Party, she became a prime target of the Federal Bureau of Investigation's Counterintelligence Program. When she joined the Black Liberation Army and went into hiding, between 1973 and 1977, she was placed on the FBI's Most Wanted List for three bank robberies, the kidnapping and murder of two drug dealers, and the attempted murder of two New Jersey police officers.

In March 1977 Assata Shakur was convicted of murdering state trooper Werner Forrester and was imprisoned. Two years later she broke out of the maximum-security wing of Clinton Correctional Facility in New Jersey, pistol in hand, as she and three cohorts sped out of the prison grounds. In 1984 she was granted political asylum in Cuba where she has lived ever since. On May 2, 2013, the FBI

added her to the Most Wanted Terrorist List, the first woman to be listed.

About the Author: Barbara Casey is a partner in Strategic Media Books, and president of the Barbara Casey Agency, representing authors throughout the United States, Great Britain, and Japan. She is the author of nine award-winning books of fiction and nonfiction. She lives in northwest Georgia with her husband and three dogs. For more information, visit her websites: www.barbaracaseyagency.com and www.strategicmediabooks.com.

Marketing: Web Promotion • Radio • Advertising • Speaking Events • Book Signings



Notorious Kingpins, Volume I Amado Carrillo Fuentes, Khun Sa and Raymond Chow

Ron Chepesiuk

STRATEGIC MEDIA BOOKS • ISBN: 9781939521651 • Series: Notorious Kingpins • Format: Trade Paper • Trim: 6 x 9 • Photos: 24 B&W • Pages: 180 • Price: \$15.95 • Publication Date: January 15, 2017 • Other Features: Index, Bibliography • Category: True Crime/Organized Crime

Amado Carrillo Fuentes, Khun Sa and Raymond Chow are three of the most colorful gangsters of recent times. Carrillo Fuentes, arguably Mexico's biggest drug trafficker, was known as Lord of the Skies, and he pioneered the use of jumbo jets for the mass distribution of illicit drugs into the U.S. Khun Sa was a Burmese War lord and perhaps history's biggest heroin dealer who operated out of Southeast Asia. Raymond Chow, known as the Shrimp Man, is a Chinese gangster that dominated crime in the Chinatown of San Francisco. All three kingpins have impacted crime on an international level.

"We have all read the news headlines now read the real story of the war of the cartels. Only Ron Chepesiuk could write this book and get the real story. With his experience, meticulous research and ability to talk to those in the know Ron has written a great and thorough investigative book that gives up the inside info on the war for supremacy in the cocaine trade. This is an entertaining and informative read that must be on your shelf if you enjoy true crime tales." – Seth Ferranti, author of *Gorilla Convict and Rayful Edmond*

About the Author: A native of Thunder Bay, Canada, and based in Rock Hill, South Carolina, Ron Chepesiuk is an optioned screenwriter, award-winning author, documentary producer and director, publisher (www.strategicmediabooks.com), and radio host (www.artistfirst.com/crimebeat.htm). He's published thirty-five books and more than 4,000 articles that have appeared in 350 plus magazines and newspapers, including the *New York Times* and *USA Today*. For more information, please go to www.ronchepesiuk.com.

Marketing: Web Promotion • Radio • Advertising • Speaking Events • Book Signings

Notorious 92 2nd Edition

The Most Infamous Murder From Each of Indiana's 92 Counties

Andrew E. Stoner

BLUE RIVER PRESS • ISBN: 9781681570259 • Format: Trade Paper •
Trim: 6 x 9 • Illustrations & Photos: 25 B&W • Pages: 512 • Price: \$19.99 •
Publication Date: October 1, 2016 • Category: True Crime / Murder /
General

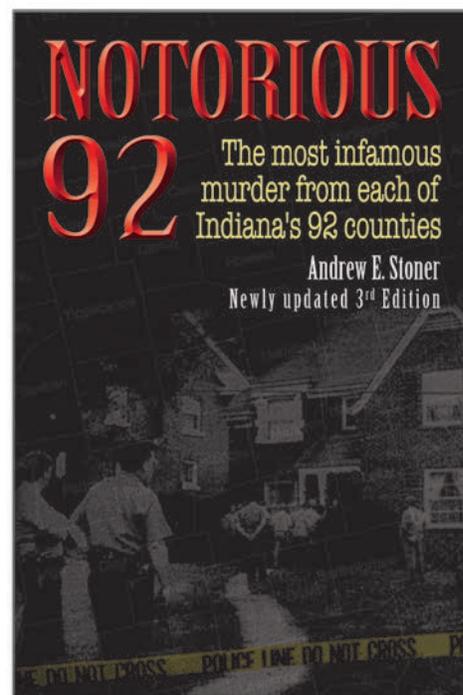
With almost one murder every day of the year in Indiana, violent crime is no stranger to the Hoosier state and has not escaped the heartland of America. And while Indiana is the nation's sixteenth largest state by population, it has often stolen national headlines with astonishing crimes that defy imagination. It seems it always has been so. *Notorious 92* looks back to crimes in each of the state's 92 counties as old as the nineteenth century to reveal a side of the state's history not taught in fourth grade history classes. *Notorious 92* also considers the suffering and the resolve of Indiana families and communities in responding to ugly incidents in their midst that are sometimes just too incredible not to talk about. From marital and financial problems to substance abuse and racial hostilities, generations of Hoosiers are linked by not only the lands they inhabit, but by the demons they face. The newest edition of *Notorious 92* offers updates about many of the more contemporary crimes, including the incredible story of a Decatur County woman who proved her innocence from behind bars, and has been set free.

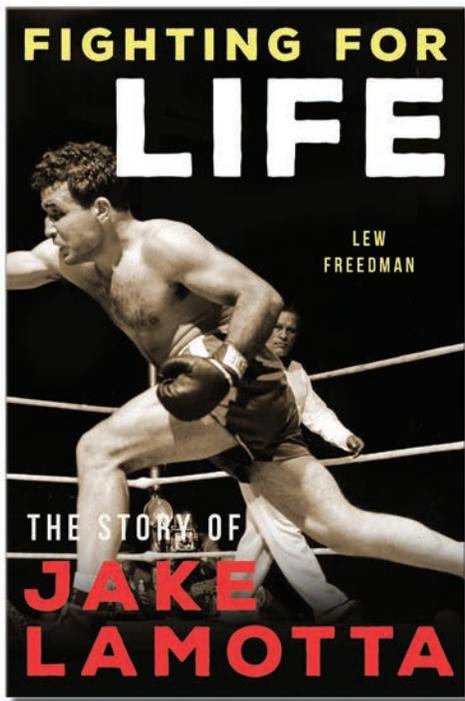
About the Author

Andrew E. Stoner, an Indiana native, writes on a variety of subjects from mass media, politics, history, true-crime, and popular culture. A journalist by training, he holds a Ph.D. in Public Communication and Technology from Colorado State University, a Master's degree in Journalism from Ball State University, and a Bachelor's degree in journalism from Franklin College of Indiana. He is an assistant professor of public relations at California State University, Sacramento, and Department of Communication Studies.

Marketing

- Press release to cities all over the US
- Author appearances
- Television, radio and print interviews
- Online interviews
- Book reviews
- Social media campaign





Fighting For Life

The Story of Jake LaMotta

Lew Freedman

BLUE RIVER PRESS • ISBN: 9781681570228 • Format: Trade Paper •
Trim: 6 x 9 • Illustrations or Photos: 10 B&W Photographs • Pages: 252 •
Price: \$16.99 • Publication Date: October 1, 2016 • 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*.

Fighting For Life remembers LaMotta and his matches against the legendary Sugar Ray Robinson. Their matches are regarded as one of the most spectacular series of bouts between two top fighters. LaMotta was enshrined in the International Boxing Hall of Fame. Still active in writing and film endeavors, LaMotta has remained in demand for sports autograph shows.

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 divides his time between Cody, WY and Columbus, IN.

Marketing

- Television, radio and print interviews
- Press release with review book offer
- Social media campaign
- Book reviews

The Rise of the Crimson Tide

Cecil Hurt

BLUE RIVER PRESS • ISBN: 9781681570242 • Format: Hardcover • Trim: 6 x 9 • Photos: 18 B&W • Pages: 224 • Price: \$24.99 • Publication Date: August 15, 2016 • Category: Sports & Recreation / Football

On January 7, 2013, Alabama routed Notre Dame in college football's BCS Championship Game in Miami, earning the Crimson Tide's second straight National Championship in a streak that, to all appearances, would extend indefinitely. Instead, it was three years before Alabama would win another title, it's fourth under head coach Nick Saban, by defeating Clemson for the 2016 title.

The Rise of the Crimson Tide covers the highs and lows of that three year stretch, the pressures that accompany the expectations placed on 18-21 year-olds, and the strategies and motivations that Saban used to hold the Alabama dynasty together and return UA to the top of the NCAA.

The story is told through fresh interviews with Saban and the Alabama coaches, as well as the Alabama players, including the three very different quarterbacks that led Alabama in that three-year span. The purpose of *The Rise of the Crimson Tide* is to look behind the scenes, to go beyond the play-by-plays and uncover the mentalities and discussions of the players and coaches.

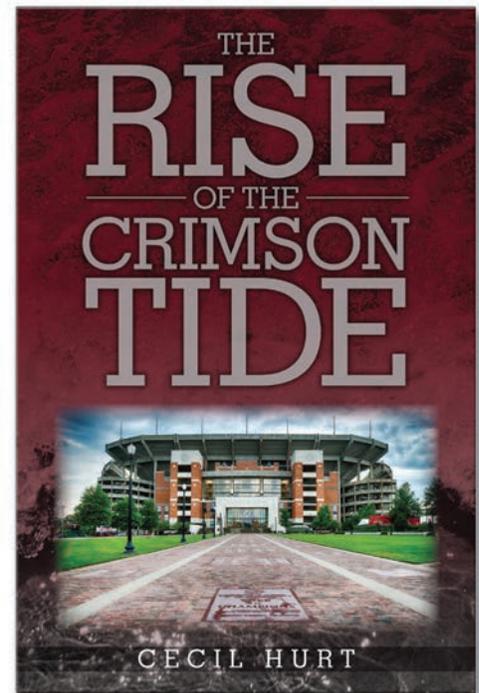
Author Cecil Hurt narrates how the national media proclaimed Alabama football as "dead" in the early days of the 2015 season and how Saban and the Crimson Tide players overcame the media and brought Alabama back to the pinnacle of the college football world. Roll Tide!

About the Author

Cecil Hurt has covered Alabama football for the *Tuscaloosa News* for 33 years. Prior to starting full-time at *The News*, he worked with the UA athletic department as an undergraduate and covered events as a stringer, giving him a close association with UA athletics for forty years. He has won over one hundred professional writing awards including a *Pulitzer Prize* in 2011 as part of the *Tuscaloosa News* staff covering the deadly tornadoes that struck the area that April. He is the author of *Tradition: The Pride of Bryant-Denny* (2008) and has been an annual selection of *Athlon's* "100 College Football Twitter Accounts You Must Follow" since the list's 2012 inception.

Marketing

- Press release to cities all over the US
- Author appearances
- Television, radio and print interviews
- Book reviews
- Online interviews
- Social media campaigns

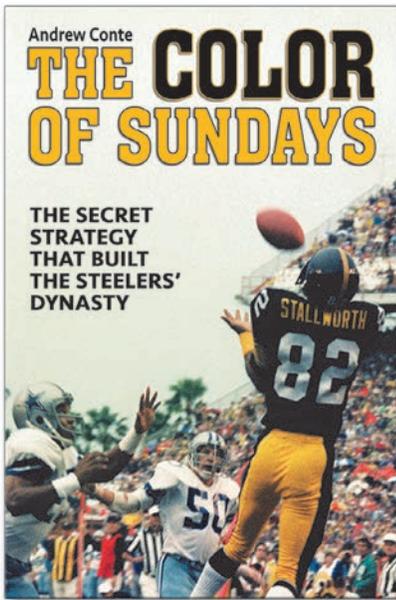


The Color of Sundays

The Secret Strategy that Built the Steelers' Dynasty

Andrew Conte

BLUE RIVER PRESS • ISBN: 9781681570266 • Format: Trade Paper • Trim: 6 x 9 • Photos: 22 B&W • Pages: 304 • Price: \$16.99 • Publication Date: September 1, 2016 • Category: Sports and Recreation/Football



Everyone knew the Pittsburgh Steelers needed a new strategy when team owners discovered Bill Nunn Jr. The Rooney family already had endured decades of losing by its football team. The Steelers had made the playoffs just once – and lost. But Nunn knew a secret that could change their fortunes.

Nunn could identify football players no one else could see. He had developed his eye as a pioneering athlete, breaking down barriers for African-Americans in high school and college. Then as a journalist, he had become the first black sports writer allowed to sit in the press box at baseball's Forbes Field.

The secret revealed itself as Nunn traveled the country each fall to find the best players at the nation's historically black colleges and universities. Most often the National Football League never noticed these men. Nunn knew they could play – if only given a chance.

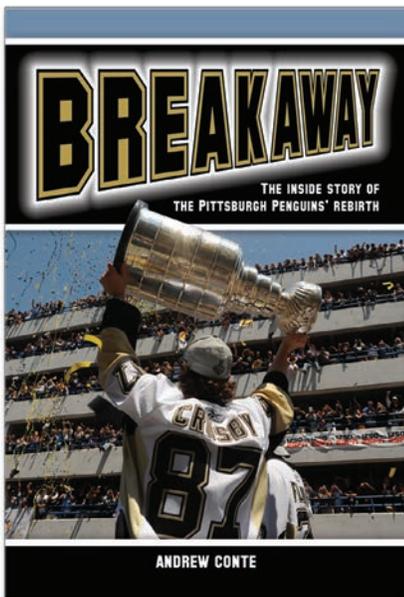
Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns

Breakaway

The Inside Story of the Pittsburgh Penguins' Rebirth

Andrew Conte

BLUE RIVER PRESS • ISBN: 9781681570389 • Format: Trade Paper • Trim: 6 x 9 • Illustrations or Photos: 20 B&W Photographs • Pages: 256 • Price: \$18.99 • Publication Date: October 15, 2016 • Category: Sports & Recreation / Hockey



Breakaway transcends Americans' passions for sports and casino gambling as it follows two professional hockey team owners and the most storied trophy in all of sports.

No one can lift hockey's Stanley Cup on his own. Winning a championship takes talented athletes, committed owners, creative executives, and enthusiastic fans. For the Pittsburgh Penguins, it also meant breaking away from tradition.

With team owners desperate to replace the league's oldest rink and leakiest arena, the Penguins win the rights to draft the hottest player in a generation. A Pittsburgh legend returns to the team on – and off – the ice to lead them into the future. But how to turn around the fortunes of this troubled franchise?

Breakaway tells the story of how the Penguins went from bankruptcy and last place to a profitable new arena and a championship by taking chances others never considered – and risking everything to win it all.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns

About the Author: Andrew Conte works as an investigative reporter for the *Pittsburgh Tribune-Review*, and has won multiple national and statewide awards for his work. The Pennsylvania Society of Professional Journalists has recognized Andrew three times with the *Spotlight Award*, its annual prize for investigative reporting, and the Press Club of Western Pennsylvania has given him its annual top reporting prize four times. Andrew teaches journalism at Point Park University as the founding director of its news service program. He is the author of the best-selling book *Breakaway: The Inside Story of the Pittsburgh Penguins' Rebirth* and *The Color of Sundays*. Andrew is a graduate of Dickinson College and Columbia University's Graduate School of Journalism. He lives near Pittsburgh.

So You Think You Know Indiana University Football

...We'll See About That

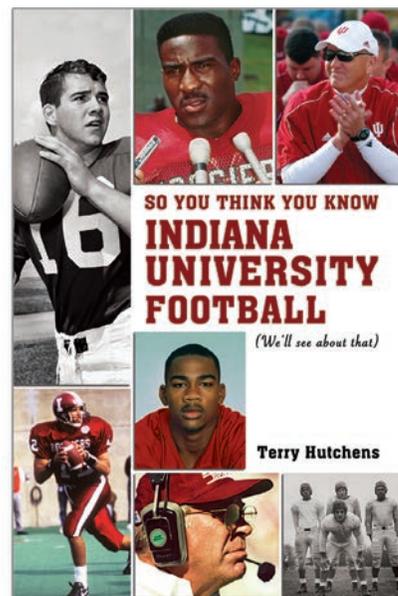
Terry Hutchens

TERRY HUTCHENS PUBLICATIONS • ISBN: 9780997396508 • Format: Trade Paper • Trim: 6 x 9 • Photos: 30 B&W • Pages: 256 • Price: \$14.00 • Publication Date: August 21, 2016 • Category: Sports and Recreation/Football

This book will cover every facet of Indiana University Football. Reading *So You Think You Know Indiana University Football* is a fun way for fans to test and increase their knowledge of Indiana's football program. This book will include:

- The traditions.
- The players.
- The coaches.
- The best of the best.
- Hoosiers by the number.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns



Hoo-Hoo-Hoo Hoosiers

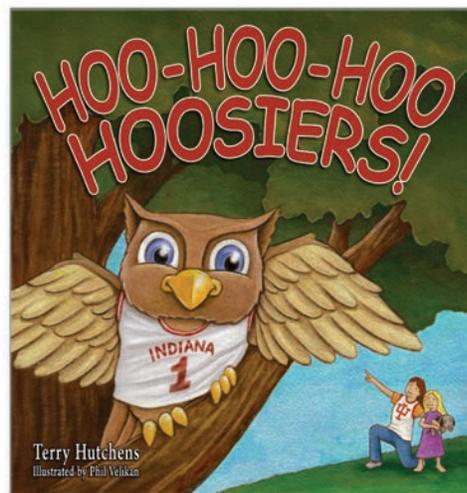
Terry Hutchens

TERRY HUTCHENS PUBLICATIONS • ISBN: 9780997396515 • Format: Hard Cover • Trim: 8.5 x 9 • Illustrations: Full-Color Throughout • Pages: 32 • Price: \$12.95 • Publication Date: October 15, 2016 • Category: Juvenile Fiction/Picture Book

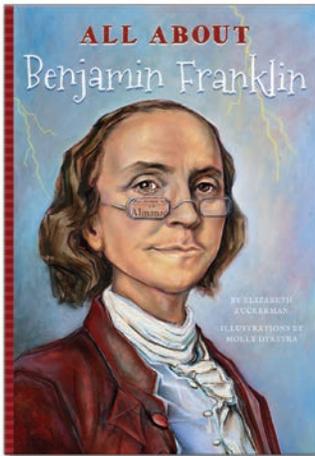
Hoo-Hoo-Hoo Hoosiers tells the story of a young girl who is awakened early in the night by a strange sound — *hoo-hoo-hoo*. She calls for her mother to help her figure out what the noise could be, and the two explore the family farm. None of the animals seem to be responsible, and no one in her family can guess what the source can be. Finally, the family realizes that the sound is coming from the living room and it is part of the cheer “Hoo-Hoo-Hoo-Hoosiers!”

Jenny's dad tells her that this is a sound she's going to be hearing a lot as she grows up because of how much her family loves Indiana Basketball.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns



About the Author: Terry Hutchens knows Indiana University sports. For the past 18 years he has covered IU sports including both IU football and basketball as the beat writer for the Indianapolis Star for 15 seasons, and the last three for both AllHoosiers.com and most recently, BtownBanners.com. He has worked as a sportswriter for more than 35 years. Five times, Terry has been honored as Indiana's Sportswriter of the Year by the National Sportscasters and Sportswriters Association. Terry lives in Indianapolis, IN. Previous titles include *Rising from the Ashes: The Return of Indiana University Basketball* (9781935628194), *Hoosiers Through and Through* (9781935628385), *Hep Remembered* (9780979924002), *Never Ever Quit* (9780981928968), *Let 'Er Rip* (9781570280962), *So You Think You Know Indiana University Basketball* (9781935628545) and *Missing Banners* (9780985802134).



All About Benjamin Franklin

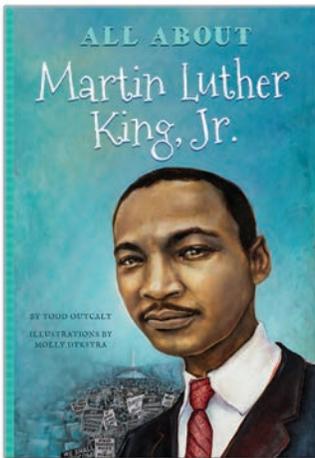
Elizabeth Zuckerman

BLUE RIVER PRESS • ISBN: 9781681570921 • Series: All About Series • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations or Photos: 50 B&W Illustrations • Pages: 128 • Price: \$5.99 • Publication Date: December 1, 2016 • Reading Level: Grades 4-8 • Category: Juvenile Nonfiction / Biography & Autobiography / Historical • Other features: Glossary, Index, World timeline, Benjamin's Timeline, Quotes, Available Common Core Compliant Teacher Guide

Benjamin Franklin was born with independence and leadership. He took over a printing press and helped the colonies defeat the most powerful military force in Europe during the American Revolution. Benjamin helped America gain independence, he was one of the most important and versatile of America's Founding Fathers. His scientific discoveries added to his world fame, and we still use his brilliant inventions today like the bifocal and the lightning rod.

About the Author: Born and raised in Philadelphia, Elizabeth Zuckerman was interested in Ben Franklin before she could spell her city's name. Her short stories have been published in *Footnote* and *Timeless Tales Magazine*.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns



All About Dr. Martin Luther King

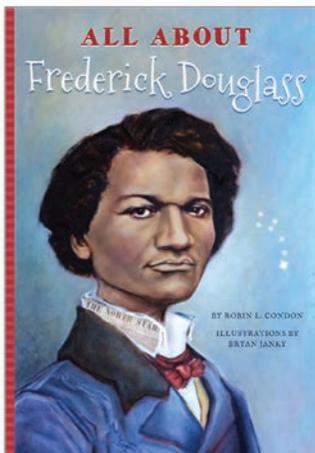
Todd Outcalt

BLUE RIVER PRESS • ISBN: 9781681570914 • Series: All About Series • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations or Photos: 65 B&W Illustrations • Pages: 128 • Price: \$5.99 • Publication Date: December 1, 2016 • Reading Level: Grades 4-8 • Category: Juvenile Nonfiction / Biography & Autobiography / Historical • Other features: Glossary, Index, World timeline, King's timeline, Quotes, Available Common Core Compliant Teacher Guide

Dr. Martin Luther King Jr. was one of the most influential leaders in American history. After completing his studies as a young adult, he began leading Civil Rights marches and giving powerfully influential speeches to Americans such as his "I Have a Dream" speech. Martin's hope was that all Americans would come together to work for freedom and equality. Through struggles and oppositions, Martin transformed his dream of equality into a law of equality and integration.

About the Author: Todd Outcalt is an accomplished author of more than a dozen non-fiction books and for youth ministry titles. Todd is a Methodist minister and lead pastor, bringing a great deal of passion to his writing.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns



All About Frederick Douglass

Robin L. Condon

BLUE RIVER PRESS • ISBN: 9781681570907 • Series: All About Series • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations or Photos: 65 B&W Illustrations • Pages: 128 • Price: \$5.99 • Publication Date: December 1, 2016 • Reading Level: Grades 4-8 • Category: Juvenile Nonfiction / Biography & Autobiography / Social Activists • Other features: Glossary, Index, World timeline, Frederick's Timeline, Quotes, Available Common Core Compliant Teacher Guide

Frederick Douglass was one of the best-known African Americans of the nineteenth-century. He was born into slavery but learned to read, write, and successfully escape. Frederick Douglass became a great orator, writer, and newspaper editor. He wrote his life's autobiography three separate times and went on to advise eight American presidents, including Abraham Lincoln. Frederick Douglass fought for the abolition of slavery and believed in social and political activism to better the lives of all Americans.

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 and authored the volume introduction for the critical edition of *Life and Times of Frederick Douglass* (Yale University Press, 2013).

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns

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All About Roberto Clemente

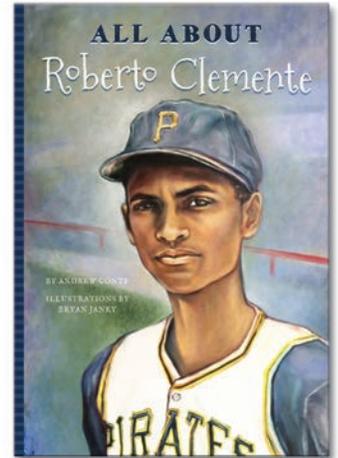
Andrew Conte

BLUE RIVER PRESS • ISBN: 9781681570891 • Series: All About Series • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations or Photos: 50 B&W Illustrations • Pages: 128 • Price: \$5.99 • Publication Date: December 1, 2016 • Reading Level: Grades 4-8 • Category: Juvenile Nonfiction / Biography & Autobiography / Sports & Recreation • Other features: Glossary, Index, World timeline, Roberto's Timeline, Quotes, Available Common Core Compliant Teacher Guide

Roberto Clemente was drafted from Puerto Rico by the New York Dodgers when he was just eighteen, and would later become one of baseball's most popular players while playing for the Pittsburgh Pirates. Even though Roberto could not speak English and was dark skinned, he proved himself by the way he played the game. And because of Roberto's success, baseball team owners were willing to draft more players from Latin America.

About the Author: Andrew Conte works as an award-winning newspaper reporter, and he teaches journalism. He has written two other sports books – *The Color of Sundays* and *Breakaway*.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns



All About Sir Edmund Hillary

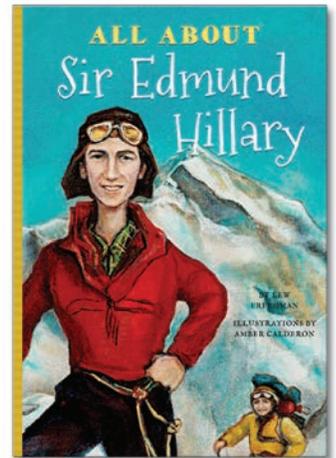
Lew Freedman

BLUE RIVER PRESS • ISBN: 9781681570877 • Series: All About Series • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations or Photos: 65 B&W Illustrations • Pages: 128 • Price: \$5.99 • Publication Date: December 1, 2016 • Reading Level: Grades 4-8 • Category: Juvenile Nonfiction / Biography & Autobiography / Historical • Other features: Glossary, Index, World timeline, Hillary's Timeline, Quotes, Available Common Core Compliant Teacher Guide

New Zealand adventurer, Edmund Hillary, spent his life exploring and climbing the tallest mountain ranges in the world. In 1953, Edmund Hillary and his Sherpa climbing partner, Tenzing Norgay, were the first climbers to reach the top of Mount Everest. The climbing of the Himalayan peak brought Edmund and Tenzing world fame and Hillary was knighted by the British crown to become Sir Edmund Hillary.

About the Author: Lew Freedman is the author of more than 90 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*.

Marketing: Press release to cities all over the US • Author appearances • Television, radio and print interviews • Book reviews • Online interviews • Social media campaigns



All About Amelia Earhart

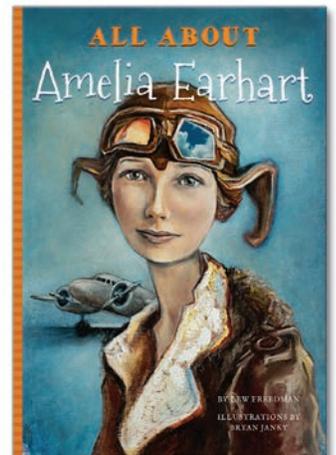
Lew Freedman

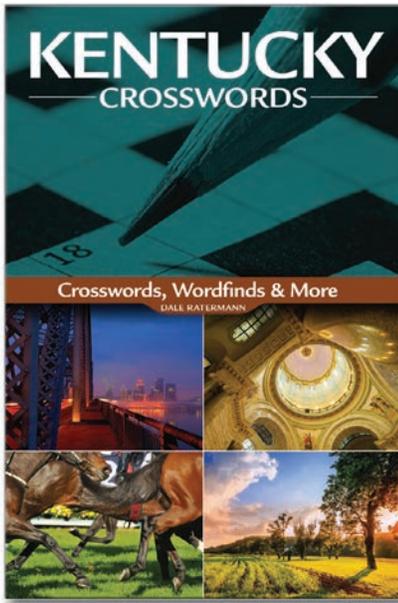
BLUE RIVER PRESS • ISBN: 9781681570860 • Series: All About Series • Format: Trade Paper • Trim: 5.31 x 7.63 • Illustrations or Photos: 55 B&W Illustrations • Pages: 128 • Price: \$5.99 • Publication Date: December 1, 2016 • Reading Level: Grades 4-8 • Category: Juvenile Nonfiction / Biography & Autobiography / Historical • Other features: Glossary, Index, World timeline, Amelia's Timeline, Quotes, Available Common Core Compliant Teacher Guide

Amelia Earhart was a pioneer pilot and was known as the best aviator of her time. She was a daring, skillful, and courageous woman who broke flight records of speed and distance. One of her greatest achievements was in 1932, when she became the first female pilot to fly solo across the Atlantic Ocean. She succeeded in a time when people believed that piloting was only for men, but Amelia proved that female pilots were just as capable and courageous. In all of her pursuits, Amelia worked hard to promote the rights of girls and women. Earhart always encouraged women to take charge of their own lives, and never to be discouraged by the doubts of others.

About the Author: Lew Freedman is the author of more than 90 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*.

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Kentucky Crosswords

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Dale Ratermann

BLUE RIVER PRESS • ISBN: 9781681570372 • Format: Trade Paper • Trim: 6 x 9 • Photos: 12
B&W • Pages: 160 • Price: \$7.99 • Publication Date: October 15, 2016 • Category: Games/
Crosswords / General

Test your knowledge of Kentucky and the people who made it famous — from President Abraham Lincoln to legendary Muhammed Ali to the sharp Diane Sawyer. Puzzles include crosswords, word searches, trivia and more, and are appropriate for all ages. The puzzles cover a range of topics including sports, government, big cities, rural hamlets, horse racing, bourbon distilleries, bluegrass music, and more. Whether you're a life-long resident of the Bluegrass State or just a curious tourist, this book will provide hours of enjoyment and entertainment and provide a fun, fact-filled look at Kentucky.

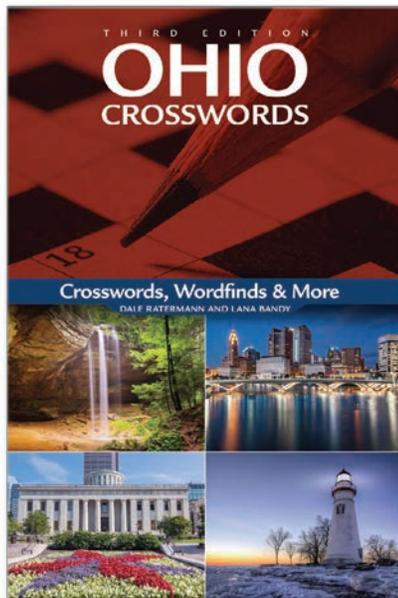
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Ohio Crosswords 3rd Edition

Crosswords, Wordfinds & More

Dale Ratermann and Lana Bandy

BLUE RIVER PRESS • ISBN: 9781681570365 • Format: Trade Paper • Trim: 6 x 9 • Photos: 12
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Crosswords / General



Puzzle fans across America have asked for more, so here it is: the third edition of *Ohio Crosswords*. This edition includes all new puzzles and trivia, plus more state history and fun facts than before. Puzzle topics include sports, government, big cities, rural hamlets, famous Buckeyes and more.

Test your knowledge of Ohio and the people who made it famous—from the six U.S. presidents who called Ohio home to legendary golfer Jack Nicklaus to the voice of Bart Simpson, Nancy Cartwright. Puzzles include crosswords, word searches, trivia and more, and are appropriate for all ages. Whether you're a life-long resident of Ohio or just a curious tourist, this book will provide hours of enjoyment and entertainment and give the readers a fun, fact-filled look at the Buckeye State.

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About the Authors

Dale Ratermann has written more than two dozen puzzle books and more than 50 total books on a variety of topics. He is the co-puzzle editor for a chain of

seven weekly newspapers in Indiana, as well as the crossword puzzle constructor for a weekly news magazine in Florida. A native of Illinois, Ratermann has traveled to all 50 states to research various puzzle books.

Lana Bandy spent 20+ years working in marketing and now concentrates on strategic management. She is the co-puzzle editor for a chain of seven weekly newspapers in Indiana and has co-written five puzzle/trivia books. Bandy received her undergraduate degree from Purdue and her MPA from Indiana University.

ALJ Writing Guide, 2nd Edition

Application Writing and Test Preparation for Federal Administrative Law Judge Candidates

Nicole Schultheis and Kathryn Troutman

THE RESUME PLACE • ISBN: 9780984667192 • Format: Trade Paper • Trim: 8.5 x 11 • Photos: 10 B&W • Pages: 64 • Price: \$49.95 • Publication Date: April 1, 2016 • Category: Business and Economics/Careers/Resumes

The 2016 ALJ Announcement is coming. Its precise contents are unknown. However, the qualifications for the position are known, as is OPM's history of screening ALJ candidates. We also know how positions requiring similar skills are screened and evaluated, across civilian government. The 2nd Edition of the ALJ Writing Guide reviews the changes in ALJ hiring since 2009, including the innovative 2013 ALJ exam. It includes:

- Sample federal resumes for ALJ candidates
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- Definitions for all 13 competencies tested in 2013 (OPM did not provide definitions in the 2013 announcement.)

Central to federal hiring is the testing of behaviorally-based competencies, typically by evaluating examples of a candidate's past performance. *The ALJ Guide, 2nd Edition*, walks readers through the process of accomplishment writing, helping candidates become their own best advocates in developing narratives that address the factors OPM is most likely to assess. These narratives provide rich source material and an opportunity to practice for written and oral questions that may arise in the ALJ assessment. *The ALJ Writing Guide 2nd Edition* is the best available resource for any attorney who would like to compete for a slot on the Administrative Law Judge register and ultimately be selected for an ALJ position.

About the Authors: Nicole Schultheis holds a B.S. in Biology (MIT) and a J.D. from Boston University. After completing an appellate clerkship, she practiced trial law for 25 years, with cases ranging from employment law to mass torts. In 2005, she began to engage in broader forms of advocacy and strategic communications. She has helped 100s of attorneys and other senior candidates compete successfully for federal positions, including many aspiring ALJs.

Kathryn Troutman is internationally recognized as the "Federal Resume Guru" by jobseekers and federal human resources specialists. She created the federal resume that became the accepted standard after the government application form (SF 171) was eliminated in 1995. Kathryn is a prolific writer, popular government agency trainer, in-demand consultant, and Founder and President of the Resume Place.

The Jersey Devil

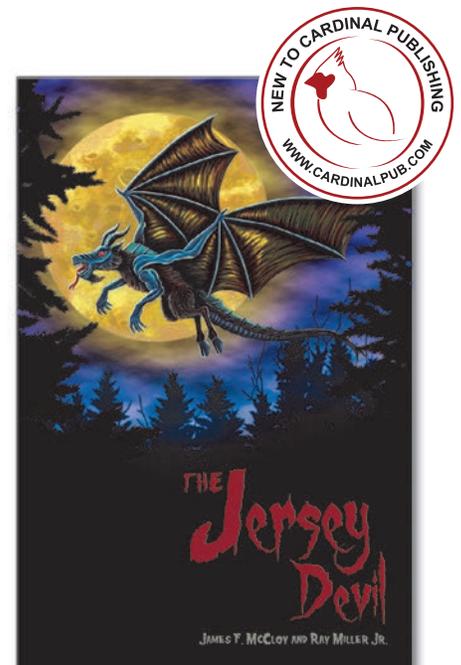
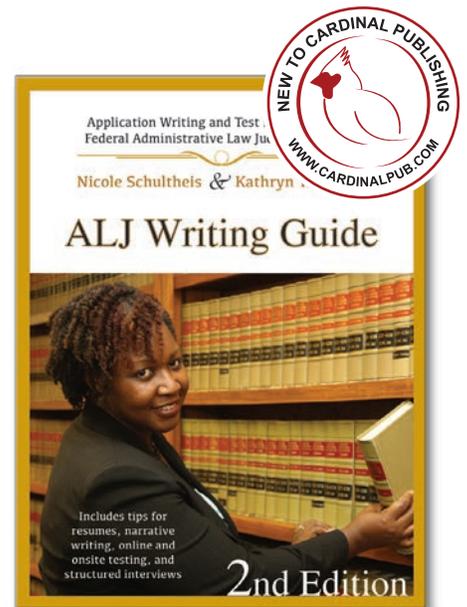
James McCloy and Ray Miller, Jr.

BLUE RIVER PRESS • ISBN: 9781935628439 • Format: Trade Paper • Trim: 6 x 9 • Illustrations & Photos: 25 B&W • Pages: 128 • Price: \$11.99 • Publication Date: October 1, 2016 • Category: Social Science / Folklore & Mythology • Other features: Bibliography and Index

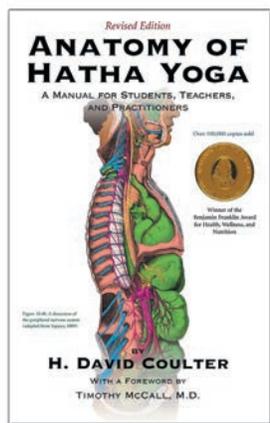
The Jersey Devil examines the mysterious creature thought to haunt the lonely sand trails and marshes of New Jersey, a creature worth fearing...if it actually exist. The Jersey Devil is said to emerge periodically to rampage the cities and towns of New Jersey. In its wake, it has left many communities in near-hysteria. McCloy and Miller uncover some of the deceitful and bizarre sightings of the beast and plant doubt in the stories and theories of many other sightings. However, the Jersey Devil has been seen by enough sane, sober, and responsible citizens to keep the possibility of its existence alive and tantalizing.

About the Authors: James McCloy has a B.A. and M.A. from Rowan University. He spent many years as an Adjunct Professor of History at Wilmington College. He has appeared on many radio and TV programs to discuss the Jersey Devil and has also given lectures at schools, colleges, libraries, historical societies, etc. Ray Miller, Jr. has co-authored two books on the Jersey Devil and has written numerous articles in various magazines and journals. Ray resides in New Jersey

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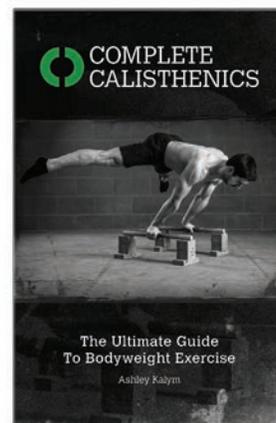
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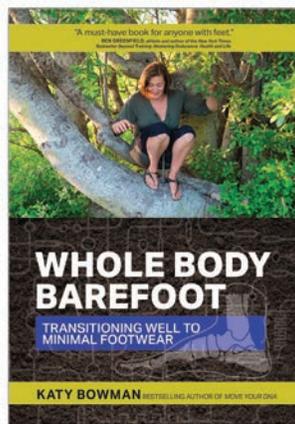


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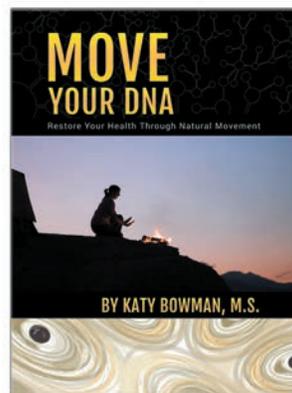
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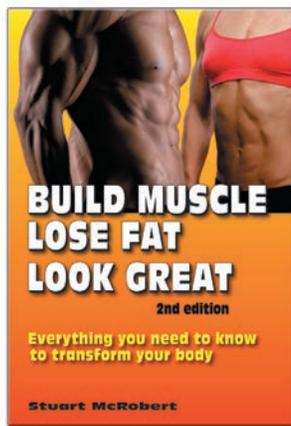


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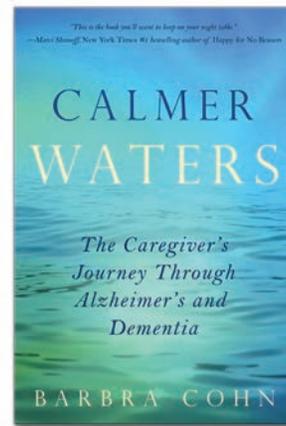
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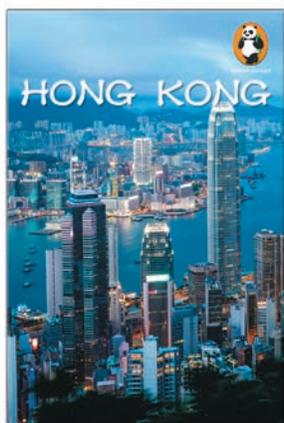
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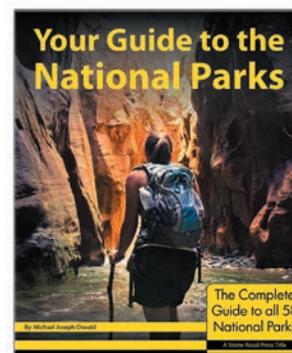
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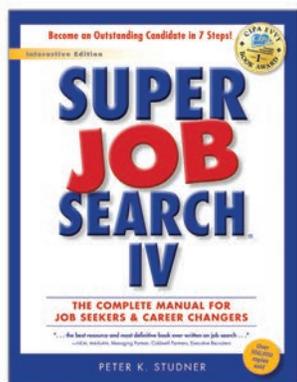
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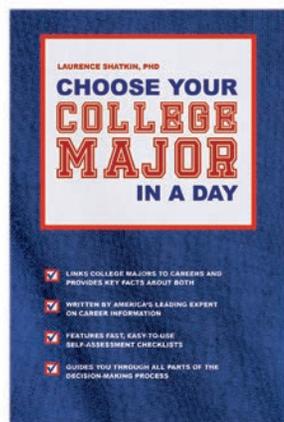
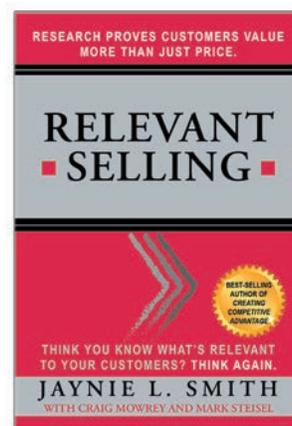
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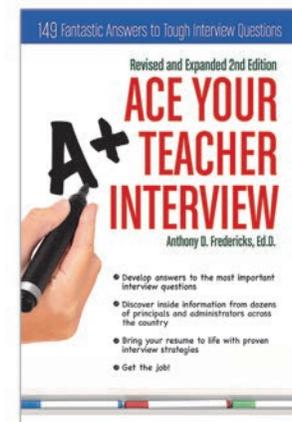
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