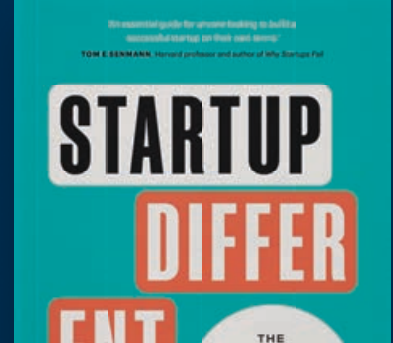
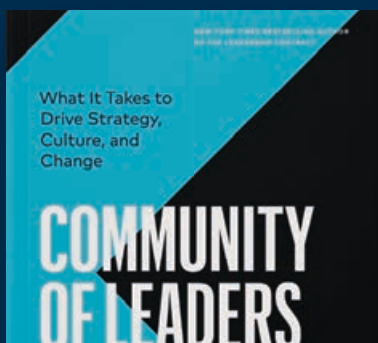
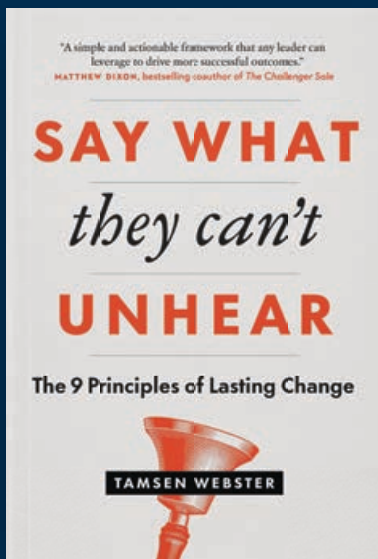


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FRANKFURT
2024



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The Audience
Is Listening

A Little Guide
to Building
a Big Podcast

Tom Webster



Business &
Marketing

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The Audience Is Listening

A Little Guide to Building a Big Podcast

Tom Webster

A successful podcast isn't just about grabbing attention, it's about sustaining it. Know who you're talking to and watch your audience grow.

You're a podcaster. You've nailed the tech, and you know your topic, but you're stuck when it comes to building an audience. There isn't a single, magical step you can take that will suddenly catapult your voice to the waiting ears of eager listeners. You have to know your audience to grow your audience.

With three decades in the radio and podcast industries, audio expert and researcher Tom Webster knows what it takes to earn listeners. In *THE AUDIENCE IS LISTENING*, he lays it all out for you in an actionable, repeatable process. While providing you with the data-validated tools you need to pick apart your podcast and rebuild it, Webster helps you to understand the importance of creating entertainment for your specific listener. Before you know it, Webster's proven techniques will have you earning an audience that not only listens but looks forward to tuning in to each episode.

Tom Webster is Partner at Sounds Profitable, where his body of work includes dozens of the most influential reports in podcasting. He has thirty years of experience in streaming, podcasting, audiobooks, terrestrial radio, and other audio platforms. Previously, with Edison Research, Webster was co-author of the annual Infinite Dial® study, the longest-running study of consumer media habits since 1998, as well as the Share of Ear® and Edison Podcast Metrics studies. He is one of the most widely cited audio researchers in the world.

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Contact: evan@transatlanticagency.com

"TOM WEBSTER'S UNDERSTANDING OF THE AUDIO INDUSTRY FROM EVERY PERSPECTIVE MAKES EVERYTHING HE WRITES A MUST-READ."

—**HERNAN LOPEZ**, FOUNDER OF WONDERY

"GOT AN IDEA FOR A PODCAST? ALREADY MAKING ONE BUT NOT SURE HOW TO GET IT OUT THERE? THIS CLEAR, CONCISE GUIDE IS A GREAT WAY TO MAKE THE MOST OF YOUR EFFORTS."

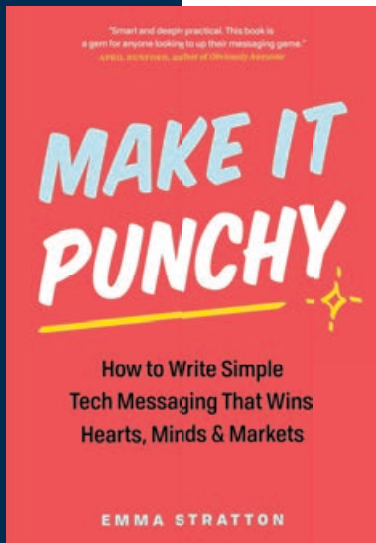
—**MANOUSH ZOMORODI**, HOST OF NPR'S TED RADIO HOUR

"WEBSTER DOES A MASTERFUL JOB OF TAKING WHAT HE'S LEARNED IN THIRTY YEARS OF PODCAST AUDIENCE RESEARCH AND EXPLAINING IN CLEAR, SIMPLE TERMS HOW PODCASTERS OF ANY SIZE CAN USE HIS INSIGHTS TO GROW."

—**DENNIS CLARK**, EVP OF TALENT DEVELOPMENT, IHEARTMEDIA NATIONAL PROGRAMMING GROUP

"DISCOVER HOW TO DO YOUR BEST WORK INSIDE THIS TROJAN HORSE OF A BOOK. YES, IT'S ABOUT PODCASTING. BUT WHAT TOM WEBSTER HAS DONE (THAT SLY DOG!) IS GIVE YOU A BLUEPRINT TO CRAFTING WORK YOU'RE PROUD OF AND THAT YOUR AUDIENCE WILL LOVE."

—**ANN HANDLEY**, CCO AT MARKETINGPROFS, WALL STREET JOURNAL BESTSELLING AUTHOR OF EVERYBODY WRITES



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Make It Punchy

How to Write Simple Tech Messaging That Wins Hearts, Minds & Markets

Emma Stratton

Learn proven techniques to share a simple, concise story about your tech solution, stand out from the competition, and sell your tech (without getting technical) to buyers everywhere!

B2B tech marketing can so often leaves buyers confused by technical jargon and meaningless buzzwords. When everyone's using the same tired lingo, how do you cut through the noise and show buyers your value? You get punchy.

In MAKE IT PUNCHY, Emma Stratton shows you why you need to leave all that jargon behind and get real with buyers about why your technology matters to them. Using language that resonates on a human level, discover how to move away from how your tech works, and focus in on how it can solve your buyers' problems.

This practical guide is full of helpful frameworks and real-world examples that break down the process of B2B messaging step by step—from the first strategy session to writing to implementation. Emma leads you through exercises that help you understand your customers, engage your creativity, and get your team involved. She shows you how to break down your messaging into a clear, concise format that works for everything from a single product launch to a large-scale initiative.

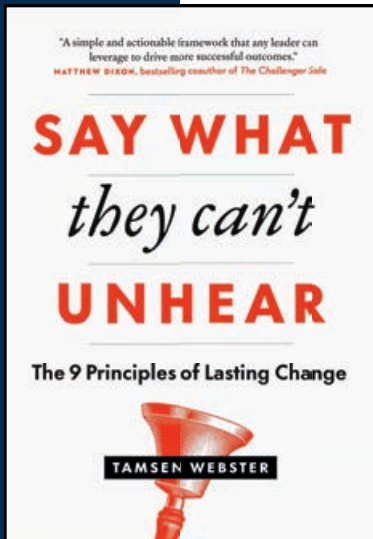
Emma Stratton is a messaging expert and Founder of Punchy, a training and consulting firm that helps tech companies win hearts and minds through simple, human messaging. Since 2016, Emma has developed messaging strategies for leading companies like Loom, Outreach, Miro, and Uber. Marketers from around the world have trained with Emma to learn how to write punchy messaging, including teams at Salesforce, Atlassian, and Oracle.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"SMART AND DEEPLY PRACTICAL. THIS BOOK IS A GEM FOR ANYONE LOOKING TO UP THEIR MESSAGING GAME."

—APRIL DUNFORD, AUTHOR OF OBVIOUSLY AWESOME



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Say What They Can't Unhear

The 9 Principles of Lasting Change

Tamsen Webster

A must-have resource for business leaders, communicators, and change-makers; for anyone looking to excite and motivate their audience, empower rather than manipulate, and push beyond temporary action to achieve lasting success.

Change isn't an easy sell. In business, successfully pivoting in a new direction requires teams to work cooperatively. If you want to initiate lasting change that creates sustained action, you need to give your audience a reason to believe.

This compact and actionable guide will get you thinking differently about where change comes from and how to initiate it. By introducing and exploring nine "persuasion proverbs," Tamsen Webster highlights the behavioral, cognitive, and psychological principles that underpin lasting change, and offers a powerful alternative to the standard tactics of influence and persuasion. The concepts are easy to remember and simple to implement and will give you the tools to transform any audience of lukewarm prospects into passionate believers.

Tamsen Webster helps impact-focused leaders build buy-in for big ideas. As a message designer, strategist, and highly regarded speaker, she has helped organizations, including nonprofits and startups, craft their case for change. She spent over nine years as an executive producer and idea strategist for TEDxCambridge and was named to the Thinkers50 Radar in 2022. Her trademark Red Thread storytelling approach was the subject of her first book, Find Your Red Thread, available in multiple languages and territories worldwide.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"I'VE LONG ADMIRED TAMSEN WEBSTER'S UNIQUE PERSPECTIVE ON DRIVING CHANGE. SHE'S A BRILLIANT STRATEGIST AND COMMUNICATOR, AND HER WORK NEVER FAILS TO PUSH MY THINKING IN NEW DIRECTIONS."
—ALISON LEVINE, BESTSELLING AUTHOR OF ON THE EDGE

"NOBODY UNDERSTANDS THE PSYCHOLOGY OF BUY-IN QUITE LIKE TAMSEN WEBSTER. HER UNIQUE PRINCIPLES WILL TURBOCHARGE YOUR ABILITY TO CREATE TRUE BELIEVERS IN YOUR VISION."
—DORIE CLARK, BESTSELLING AUTHOR OF THE LONG GAME

"AN INDISPENSABLE MANUAL FOR LEADERS, THIS BOOK TEACHES THE FOUNDATIONAL PRINCIPLES OF THE VITAL, YET RARELY TAUGHT, SKILL OF SECURING SUPPORT FOR TRANSFORMATIVE CHANGE."
—NIDO QUBEIN, PRESIDENT, HIGH POINT UNIVERSITY

"IF YOU'RE A CHANGEMAKER, YOU KNOW JUST HOW HARD IT CAN BE TO HAVE AN IMPACT. THIS BOOK WILL MAKE YOUR JOB 10X EASIER... AND MAKE THE WORLD BETTER."
—MICHAEL BUNGAY STANIER, BESTSELLING AUTHOR OF THE COACHING HABIT

"A TOUR DE FORCE. TAMSEN WEBSTER HAS MANAGED TO DISTILL A COMPLEX IDEA—HOW TO USE LANGUAGE AND MESSAGING TO MAKE BEHAVIOR CHANGE STICK—INTO A SIMPLE AND ACTIONABLE FRAMEWORK THAT ANY LEADER CAN LEVERAGE TO DRIVE MORE SUCCESSFUL OUTCOMES."
—MATTHEW DIXON, BESTSELLING CO-AUTHOR OF THE CHALLENGER SALE AND THE JOLT EFFECT

"SAY WHAT THEY CAN'T UNHEAR PRESENTS CLEAR AND ACTIONABLE SOLUTIONS FOR SHIFTING OUR FOCUS FOR CHANGE FROM VICTORY TO ACTUAL IMPROVEMENT AND ALIGNMENT."
—DENISE HAMILTON, AWARD-WINNING SPEAKER



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Earn It

Unconventional Strategies for Brave Marketers

Steve Pratt

Discover the strategies and techniques you need to change the way you market your brand and your business, create value for your consumers, and have you reaping the benefits.

Consumer attention is a valuable commodity. But content is everywhere, and every marketer, creator, and communication professional is in competition to get eyes on their brand. Old marketing techniques just aren't cutting it anymore, making it harder than ever to get the attention you require to grow your business.

In EARN IT, entrepreneur and innovator Steve Pratt's unconventional approach to today's marketing challenges will show you why your strategy needs to be as unique as your business. Drawing on his own expertise, as well as insights from other leading experts in creativity, marketing, and media, Steve outlines the reasons you need to abandon the status-quo and get creative. There is no shortcut and no hack, but if you're ready to do the work and find the sweet spot between your Commitment and Creative Bravery, then your audience is waiting.

Steve Pratt is the founder of The Creativity Business, offering consulting, workshops, and keynotes to help companies develop differentiated content, marketing, and messaging that earns attention. He also co-founded the world's first branded podcast agency, Pacific Content. Named one of Entrepreneur's 100 Brilliant Companies, Pacific Content worked with major brands including: Ford, Audible, BMW, the New York Times, Dell, Facebook, Slack, Shopify, Zendesk, Morgan Stanley, Charles Schwab, Prudential, Adobe, and more. Previously, Steve was director of digital audio at the CBC, where he ran a content innovation lab, launched one of the world's first legal music podcasts in 2005, and grew a highly engaged online community at CBC Radio 3.

Represented by: Evan Brown

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"EARN IT IS LIKE SETH GODIN MEETS STEVEN PRESSFIELD. STEVE PRATT GIVES US AN INSIDER'S PERSPECTIVE ON THE CRITICAL MISSION OF EARNING AND SUSTAINING AN AUDIENCE'S ATTENTION. THIS BOOK IS A WINNING COMBINATION OF PRACTICAL AND PLAYFUL—IT'S SURE TO EARN A LARGE FOLLOWING AMONG MARKETERS."

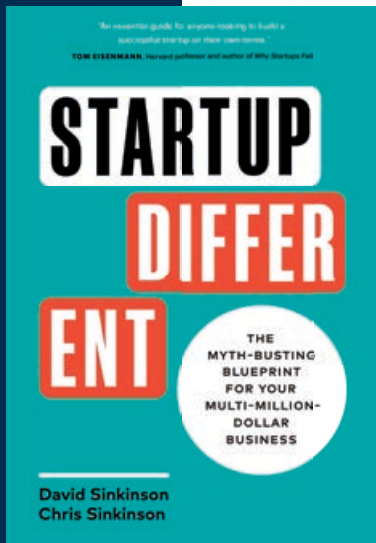
—DAN HEATH, CO-AUTHOR OF MADE TO STICK, SWITCH, AND THE POWER OF MOMENTS

"WHO WOULDN'T LIKE A MORE EFFECTIVE WAY TO MARKET THEIR STUFF? EARN IT IS A BOLD MANIFESTO AGAINST MIEDIOCRITY IN MARKETING AND A POWERFUL PATH TO TRANSFORMING YOUR APPROACH."

—JONAH BERGER, WHARTON PROFESSOR, AUTHOR OF CONTAGIOUS AND THE CATALYST

"WHAT IF YOUR PROSPECTS AND CUSTOMERS WANTED TO HEAR FROM YOU? WHAT IF THEY GREW TO ANTICIPATE YOU IN THEIR INBOX, ON SOCIAL MEDIA, IN A STREAMING PLATFORM? HOW? WELL, FRIEND... STEVE PRATT HAS THE ANSWERS FOR YOU."

—ANN HANDLEY, CCO AT MARKETINGPROFS, WALL STREET JOURNAL BESTSELLING AUTHOR OF EVERYBODY WRITES



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Startup Different

The Myth-Busting Blueprint for Your Multi-Million-Dollar Business

David Sinkinson & Chris Sinkinson

Discover a different way to build your business. Debunk the biggest myths, tackle the toughest challenges, and acquire the tools you need to get your successful startup started.

Startups are sexy. From revolutions to disruptions to pivots, running your own business is appealing but also full of myths and misnomers. Will early funding actually help your business in the long term? Should you hire a bunch of staff? Do you need to take big gambles to get ahead? Making the wrong call on questions like these can actually crush your dream rather than get you closer to it.

Brothers David and Chris Sinkinson, who built, scaled, and exited their business differently, want the same success for you. In *STARTUP DIFFERENT*, they provide you with a chronological framework for building your business—everything from idea generation to selling for millions and moving on—that dispels the pop-culture fiction and assumptions that come with starting your own venture. Join *Startup Different* podcasters and authors David and Chris to push through the noise and make your startup different.

David Sinkinson and Chris Sinkinson are proven SaaS entrepreneurs. Their bootstrapped startup, AppArmor, helped keep people across the globe safer with innovative mobile apps and emergency notification solutions. In February of 2022, their company was acquired by US competitor Rave Mobile Safety for tens of millions of dollars. Later in 2022, Rave and AppArmor were acquired for over \$550 million by Motorola Solutions.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

“STARTUP DIFFERENT IS A MUST-READ FOR FIRST-TIME FOUNDERS. THE SINKINSONS PROVIDE INVALUABLE INSIGHTS, BLENDING PRACTICAL ADVICE WITH RICH EXAMPLES FROM THEIR OWN ENTREPRENEURIAL JOURNEY. THEIR FRESH APPROACH AND ACTIONABLE STRATEGIES MAKE THIS BOOK AN ESSENTIAL GUIDE FOR ANYONE LOOKING TO BUILD A SUCCESSFUL STARTUP ON THEIR OWN TERMS.”

—**TOM EISENMANN**, PROFESSOR AND HEAD OF THE ENTREPRENEURIAL MANAGEMENT UNIT AT HARVARD BUSINESS SCHOOL, AUTHOR OF WHY STARTUPS FAIL

“DAVID AND CHRIS SINKINSON SHOW HOW THEY BUILT A GREAT COMPANY WITHOUT BEING JERKS. ANY ENTREPRENEUR CAN LEARN FROM THEIR HUMILITY, WISDOM, AND SCARS. THEY ARE OFF THE CHARTS WHEN IT COMES TO SELF-AWARENESS AND SHARING LESSONS FROM THEIR FAILURES. AND THAT’S THE REAL SECRET TO THEIR SUCCESS—AND YOURS.”

—**BARRY NALEBUFF**, CO-FOUNDER OF HONEST TEA, YALE PROFESSOR, AND CO-AUTHOR OF MISSION IN A BOTTLE

“STARTUP DIFFERENT IS A REVEALING ACCOUNT OF WHAT IT TAKES TO BUILD A SELLABLE BUSINESS. EQUAL PARTS FUNNY AND HARROWING, IT’S A FIRST-HAND ACCOUNT OF BUILDING A VALUABLE COMPANY.”

—**JOHN WARRILLOW**, FOUNDER AND CEO OF THE VALUE BUILDER SYSTEM, AUTHOR OF BUILT TO SELL, THE AUTOMATIC CUSTOMER, AND THE ART OF SELLING YOUR BUSINESS

“YOU WILL NEVER BE THE SAME AFTER READING STARTUP DIFFERENT. DAVID AND CHRIS SINKINSON’S DIFFERENT APPROACH EMPOWERS YOU WITH THE DIFFERENCE-MAKER MINDSET YOU NEED TO THRIVE AS A MODERN ENTREPRENEUR.”

—**LOU DIAMOND**, ENTREPRENEUR AND PODCASTER, AUTHOR OF SPEAK EASY

THE EMPATHY DILEMMA

How Successful Leaders Balance Performance, People, and Personal Boundaries



MARIA ROSS

Coaching & Leadership

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September 2024
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The Empathy Dilemma

How Successful Leaders Balance Performance, People, and Personal Boundaries

Maria Ross

Lead with compassion without compromising high performance or financial success. Protect mental health at all levels and see your organization and team come out on top.

In the new world of work, successful leaders embrace a human-centric approach, prioritizing the mental health and personal responsibilities of their employees alongside their professional ones. But in the aftermath of the global pandemic, a dark side to this empathetic workplace has emerged and many well-intentioned business leaders are struggling to keep both productivity and morale high.

In *THE EMPATHY DILEMMA*, author, speaker, and empathy advocate Maria Ross explores the difficulties organizational leaders are having today and provides the solutions they need to get back on track. Drawing on her decades of experience, thorough research, and extensive interviews, Ross goes back to the basics of what empathy is, and what it isn't. She details where leaders are going wrong and explains how to navigate complicating factors, such as differing generational and philosophical mindsets and diverse life experiences, all while getting the job done.

Maria Ross is a speaker, facilitator, and empathy advocate who believes cash flow, creativity, and compassion are not mutually exclusive. She is the author of multiple books, including The Empathy Edge, which made Forbes' list of "Books That Will Change the Way You Think About Leadership." She has written articles for Newsweek and Huffington Post and has appeared on MSNBC, NPR, ABC News, and more, and is the host of The Empathy Edge podcast.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"A REFRESHING AND PRACTICAL GUIDE FOR LEADERS WHO WANT TO MAKE EMPATHY MORE THAN JUST A BUZZWORD. BY FOCUSING ON SELF-AWARENESS, SELF-CARE, CLARITY, DECISIVENESS, AND JOY, ROSS PROVIDES A HOLISTIC APPROACH TO EMPATHETIC LEADERSHIP THAT IS BOTH INSPIRING AND ACHIEVABLE."

—**DANIEL H. PINK**, #1 NEW YORK TIMES BESTSELLING AUTHOR OF *DRIVE*, *WHEN*, AND *THE POWER OF REGRET*

"ROSS EQUIPS THOSE OF US MANAGING WORKPLACE STRESS AND BURNOUT WITH THE TOOLS TO DEVELOP AN EMPATHY PRACTICE THAT EMPHASIZES MUCH-NEEDED SELF-CARE."

—**TERRI GIVENS**, PROFESSOR AT MCGILL UNIVERSITY, AUTHOR OF *RADICAL EMPATHY*

"A VITAL, TIMELY EXAMINATION OF MODERN WORKPLACE (DYS)FUNCTION, WITH REAL-WORLD RECIPES FOR GETTING AND KEEPING YOUR TEAM ON TRACK. SHOULD BE REQUIRED READING FOR EVERY MANAGER."

—**JAY BAER**, FOUNDER OF *CONVINCE & CONVERT*, AUTHOR OF *THE TIME TO WIN*

"MARIA ROSS SMASHES THE PERCEPTION THAT EMPATHY AND HIGH PERFORMANCE CANNOT COEXIST. SHE SHOWS YOU HOW TO BALANCE EMPATHY AND ACCOUNTABILITY TO FOSTER ENGAGED, COLLABORATIVE TEAMS THAT DELIVER LONG-TERM RESULTS."

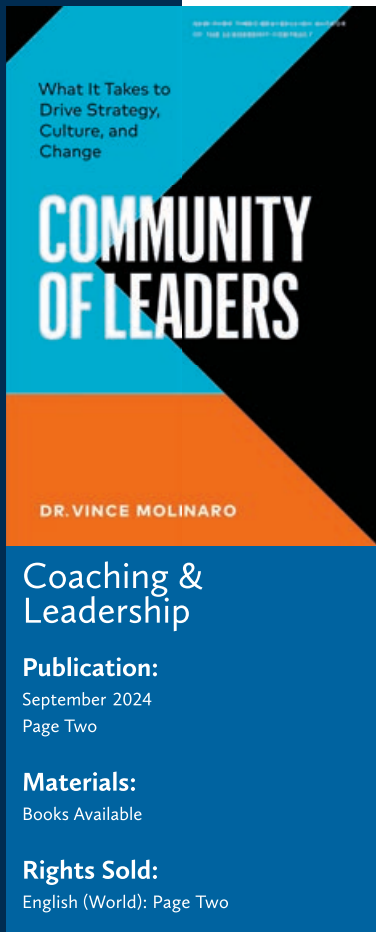
—**DORIE CLARK**, EXECUTIVE EDUCATION FACULTY AT COLUMBIA BUSINESS SCHOOL, WALL STREET JOURNAL BESTSELLING AUTHOR OF *THE LONG GAME*

"[A] COMPELLING ROAD MAP FOR EFFECTIVE EMPATHETIC LEADERSHIP THAT ANYONE CAN FOLLOW. THIS BOOK IS AN ESSENTIAL GUIDE FOR ANY LEADER WHO WANTS TO BUILD A THRIVING, CONNECTED, AND HIGH-PERFORMING ORGANIZATION IN THIS NEW ERA OF LEADERSHIP."

—**RICH HUA**, WORLDWIDE HEAD OF EPIC LEADERSHIP, FOUNDER OF EQ@AMAZON

"LEADERSHIP IS FINALLY WAKING UP TO OUR ROLE AS MOTIVATORS AND MENTORS. WHEN OUR PEOPLE THRIVE, SO DO OUR BUSINESSES. OUR PEOPLE COME TO WORK FROM DIFFERENT GENERATIONS, ETHNICITIES, AND ABILITIES. THE EMPATHY DILEMMA SETS LEADERS UP TO SUCCESSFULLY SUPPORT ALL THOSE NEEDS AND PERSPECTIVES WHILE DELIVERING RESULTS—AND WITHOUT SACRIFICING THEIR OWN MENTAL HEALTH."

—**CHIP CONLEY**, FOUNDER OF MEA, NEW YORK TIMES BESTSELLING AUTHOR



Community of Leaders

What It Takes to Drive Strategy, Culture, and Change

Dr. Vince Molinaro

If you're ready to transform the leadership culture in your organization, foster a strong community, and accelerate success, then this is the place to start.

Do the leaders in your company work together towards a common goal? Do they trust one another? Are they accountable individually and as a team? These are just a few traits found in community-minded leaders, the kind of leaders essential to grow your organization.

In *COMMUNITY OF LEADERS*, Dr. Vince Molinaro, *New York Times* bestselling author of *The Leadership Contract*, breaks down why having a strong leadership culture in your organization is critical, how to build it, and how to sustain it for long term success.

Detailing accessible strategies as well as common complications, *COMMUNITY OF LEADERS* gives you the practical tools you need to help accelerate the creation of community in your organization. With real-world stories and researched statistics, you get a glimpse into community-based leadership in action and will understand exactly how it can benefit your team and your business.

Vince Molinaro, PhD, is the New York Times bestselling author of five books, a strategic leadership adviser, speaker, and a global expert on leadership accountability. As founder and CEO of Leadership Contract Inc., Vince has worked with organizations from start-ups to Fortune 500 in 25 countries and more than 80 cities, equipping leaders to navigate critical strategic leaps in their companies through award-winning training programs. He was named a Top Business Speaker of 2023 by All American Speakers Bureau.

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Contact: evan@transatlanticagency.com

"WHEN LEADERS DECIDE TO STEP UP AND LEAD, THEY OFTEN FEEL ENERGIZED BY THAT DECISION. BUT WHAT COMES NEXT? VINCE MOLINARO BRINGS A PRACTICAL APPROACH AND REALISTIC ADVICE TO HELP LEADERS BRING THAT COMMITMENT TO LIFE."
—**DR. MARTHA MAZNEVSKI**, PROFESSOR OF ORGANIZATIONAL BEHAVIOUR AT IVEY BUSINESS SCHOOL, WESTERN UNIVERSITY, ON THE LEADERSHIP CONTRACT

"MOLINARO IS BOTH PRACTICAL AND INSPIRATIONAL IN HIS BOOK AND IS CLEAR IF YOU ARE NOT READY TO MAKE A CONSCIOUS CHOICE TO LEAD THEN STAND ASIDE FOR THOSE WHO WILL."
—**MICHELLE DIEMANUELE**, PRESIDENT AND CEO OF TRILLIUM HEALTH PARTNERS

"THROUGH COMPELLING STORIES, FIRST-HAND EXPERIENCES, AND THOUGHTFUL STRATEGIES, VINCE MAKES A DIRECT LINK BETWEEN ACCOUNTABILITY AND HIGHER PERFORMANCE. IGNORE THIS BOOK AT YOUR OWN PERIL."
—**DAN SCHAWBEL**, AUTHOR OF *BACK TO HUMAN, PROMOTE YOURSELF, AND ME 2.0, ON ACCOUNTABLE LEADERS*

RICH LITVIN
AUTHOR OF THE PROSPEROUS COACH,
OVER 120,000 COPIES SOLD

\$100K Clients

How to Find Them,
Coach Them, and
Keep Them

"Rich Litvin has figured out how the minds
of the world's top performing individuals work."
YVESER LARILLIANG, Founder and CEO of Mindbrat

Coaching & Leadership

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\$100K Clients

How to Find Them, Coach Them, and Keep Them

Rich Litvin

Where do top clients—\$100K clients—come from? You don't find them. You create them.

To attract and cultivate the very best clients, coaches need to know how to speak truth to power, celebrate their own different kind of smarts, and embrace what is special about themselves. But top leadership consultant Rich Litvin, co-author of the acclaimed bestseller *The Prosperous Coach*, knows that most coaches lack the confidence to step into their power and claim this elite coaching identity as their own.

Through stories, videos, and insight-to-action questions, in *\$100K CLIENTS* Litvin shows you how to uncover your unique coaching identity. In Part 1, the reader's own journey serves as a model for the insights, actions, and exercises that shape the \$100K coaching experience. Through signature provocation, Part 2 shows the reader how "a little scary is good," and in doing so pulls back the curtain on what high-level clients want and expect from the transformation a \$100K coach can inspire. Parts 3 and 4 lay out for the reader how to deliver the value of a \$100K coaching experience and the secrets to keeping those clients astonished and delighted.

*Rich Litvin runs a leadership consultancy for world leaders, based in Los Angeles and London. His clients have included Olympic athletes, presidential candidates, Hollywood film directors, special forces operatives, serial entrepreneurs, PhDs, and Harvard Business School alumni. A thought leader in the coaching world and the founder of 4PC—a community of the top 4% of coaches and leaders—Rich is co-author of *The Prosperous Coach*, which has sold more than 120,000 copies and was a top 20 Coaching title on Amazon for 7 years. Rich has a background in Behavioral Physiology and Psychology. He trained to teach at the University of Oxford and holds a master's degree in Educational Effectiveness & Improvement.*

Represented by: Evan Brown

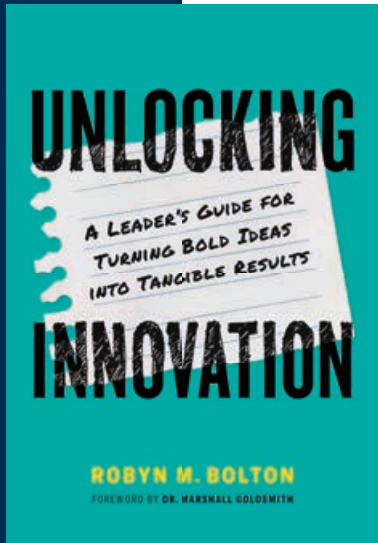
Contact: evan@transatlanticagency.com

"A MUST-READ FOR EVERY COACH."
—**MARCI SHIMOFF**, #1 NEW YORK TIMES
BESTSELLING AUTHOR OF HAPPY FOR NO
REASON, ON THE PROSPEROUS COACH

"A FANTASTIC FIELD-GUIDE FOR
CREATING A SUCCESSFUL COACHING
PRACTICE."
—**JAMIE SMART**, AUTHOR OF CLARITY,
ON THE PROSPEROUS COACH

"RICH LITVIN AND STEVE CHANDLER
ARE BUSINESS THOUGHT LEADERS WHO
COUNT. THEY SHATTER THE MYTH THAT
YOU CAN'T CREATE WEALTH WHILST
MAKING A BIG IMPACT ON PEOPLE'S
LIVES."
—**CHIP CONLEY**, FOUNDER OF JOIE DE
VIVRE HOTELS, AUTHOR OF PEAK, ON
THE PROSPEROUS COACH

"LITVIN IS A RARE BREED: A WORLD-
CLASS COACH WHO IS ALSO AN EXPERT
AT UNDERSTANDING THE BUSINESS OF
COACHING."
—**DR. SEAN STEPHENSON**, AUTHOR OF
GET OFF YOUR BUT



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Unlocking Innovation

A Leader's Guide for Turning Bold Ideas into Tangible Results

Robyn M. Bolton

Only one in every 50,000 incubated ideas reaches a million dollars in profit. Make yours one of them with UNLOCKING INNOVATION—the essential strategy guide to innovating inside an established organization.

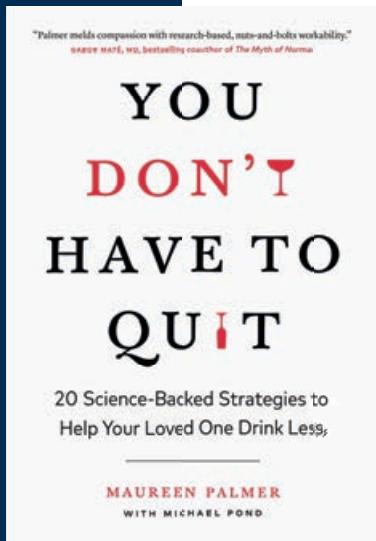
Why do most corporate innovation efforts fail? Most executives will tell you the problem is a lack of ideas, or too few big ideas. But innovation expert Robyn Bolton knows that innovation isn't an *idea* problem, it's a *leadership* problem. To drive real innovation, executives must learn to defy the very instincts and behaviors that made them successful operators in the first place.

In UNLOCKING INNOVATION, Bolton draws on her twenty-five years of experience advising leaders to provide a practical and holistic strategic framework for successful innovation. Her ABCs of Innovation shows leaders how to reshape their roles, teams, and organizations to create new value and catalyze corporate renewal from within. Using stories drawn from real life, Bolton follows innovation leaders' trajectories from heading up a new team and generating first results to navigating the inevitable crosswinds, complications, and conflicts, and ultimately delivering success that transforms people and organizations.

Robyn M. Bolton is an assistant professor at the Massachusetts College of Art and Design, and the founder and chief navigator of leadership and innovation consultancy MileZero. She previously worked at Innosight, the innovation and strategy firm founded by Clayton Christensen; the Boston Consulting Group; and Procter & Gamble, where she helped develop and launch Swiffer. Bolton holds an MBA from Harvard Business School and a BS in marketing from Miami University. Her writing has been featured in Fast Company, Harvard Business Review online, the New York Times, and NPR's Marketplace.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com



Self Help & Wellness

Publication:

October 2024
Page Two

Materials:

Books Available

Rights Sold:

English (World): Page Two

You Don't Have to Quit

20 Science-Backed Strategies to Help Your Loved One Drink Less

Maureen Palmer with Michael Pond

Help your loved one drink less, reduce your stress, and save your relationships. **YOU DON'T HAVE TO QUIT** is your road map out of combat into collaboration, reduced consumption, and harm reduction.

In a world that glorifies alcohol, helping a loved one with a drinking problem can feel like a losing battle. You've begged, bargained, and demanded they stop, only to see consumption ramp up and your relationship break down. This approach enforces a vicious cycle of confrontation, shame, and inevitably, more drinking. Author and filmmaker Maureen Palmer has been there, and she's found a better way.

In **YOU DON'T HAVE TO QUIT**, Palmer shifts the conventional abstinence-only mindset to one that encourages positive change and harm reduction. With refreshing candor, Palmer shares her hard-won experience to debunk powerful myths that breed shame and secrecy and lead to relationship-killing conflict. She interviews world experts who've created successful tools, techniques, and resources to help reduce or stop drinking entirely. Her twenty practical, science-backed strategies operationalize compassion and empathy—and healthy boundaries—to help your loved one drink less.

*Maureen Palmer is an award-winning former Canadian Broadcasting Corporation journalist and filmmaker. She writes extensively on substance use treatment, including evidence-based harm reduction approaches for alcohol. With her partner, Mike Pond, Palmer co-wrote the book **Wasted: An Alcoholic Therapist's Fight for Recovery in a Flawed Treatment System**, and directed the CBC documentary adaptation.*

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"IN YOU DON'T HAVE TO QUIT, MAUREEN PALMER MELTS COMPASSION WITH PRACTICALITY, GENEROSITY OF HEART WITH COMMON SENSE, LOVING INTENTION WITH RESEARCH-BASED, NUTS-AND-BOLTS WORKABILITY."
—GABOR MATÉ, MD, NEW YORK TIMES BESTSELLING CO-AUTHOR OF THE MYTH OF NORMAL

"THE STIGMA OF SUBSTANCE USE IS A CRUSHING WEIGHT FOR THOSE LOVED ONES WHO WANT NOTHING MORE THAN TO HELP, AND MAUREEN [PALMER] LAYS OUT EFFECTIVE, NON-SHAMING SOLUTIONS FOR OUR MOST POWERFUL FORCE FOR CHANGE—THE FAMILY."

—DR. JEFF FOOTE, CO-PRESIDENT AND CEO OF THE CMC: FOUNDATION FOR CHANGE, AUTHOR OF THE BEYOND ADDICTION WORKBOOK FOR FAMILY AND FRIENDS

"IF YOU'VE EVER BEEN ASHAMED TO ADMIT YOUR PARTNER STRUGGLES WITH ALCOHOL AND EVEN MORE ASHAMED TO ADMIT YOU HELP THEM, THIS BOOK IS FOR YOU.... MAUREEN PALMER DELIVERS THE MODERN, PARADIGM-SHIFTING, EVIDENCE-BASED, SHAME- AND JUDGMENT-FREE APPROACH TO HELP YOUR LOVED ONE DRINK LESS. MASTERING THE TOOLS IN THIS BOOK MAY HELP SAVE YOUR RELATIONSHIP AND MAYBE EVEN YOUR LOVED ONE'S LIFE."

—GABRIELLE GLASER, NEW YORK TIMES BESTSELLING AUTHOR OF HER BEST KEPT SECRET

"WITH CLARITY, PURPOSE, AND INVALUABLE PERSONAL EXPERIENCE, MAUREEN PALMER DEBUNKS MYTHS AROUND ALCOHOL AND PROVIDES A PRAGMATIC GUIDE ON HOW TO REDUCE DRINKING. BY APPLYING HARM REDUCTION TO ALCOHOL, YOU DON'T HAVE TO QUIT FILLS A MASSIVE VOID. IT IS A BOOK THAT EVERY PROBLEMATIC DRINKER'S FRIENDS AND FAMILY WILL WISH THEY HAD FOUND SOONER."

—TRAVIS LUPICK, JOURNALIST, AUTHOR OF LIGHT UP THE NIGHT



Business & Marketing

Find Your Red Thread

Tamsen Webster

To make your idea irresistible, build the story people will tell themselves about it.

You have a terrific idea, product, service, or business. You know it could change a life, a market, even the world. There's just one problem: others can't, or don't, see it... yet. If you truly value the possibility of your idea, then you're ready to find your Red Thread—the key to make your idea make sense to other people.

Publication:
May 2021

English (World): Page Two
English (India): Most Loving Group
English (Audio): Tantor Media
Chinese (Simplified): Cheers
Czech: Grada
Italian: Roi Edizioni
Japanese: Direct
Korean: Hyundae Jisung
Russian: MIF
Turkish: Nobel



Business & Marketing

They Buy Your Because

Gerry O'Brien

Succeed in crowded, competitive markets by creating your Because.

In THEY BUY YOUR BECAUSE, the former Brand Manager of Coors Light shares how they made over \$1 Billion turning the mountains blue, and reveals how you can use the same strategies in your business to focus your messages, drive innovation, increase trust, generate more referrals, and close more sales. Find out why customers buy—and how to influence them to buy from you.

Publication:
October 2023

English (World): Page Two
Japanese: Direct



Business & Marketing

Creating Superfans

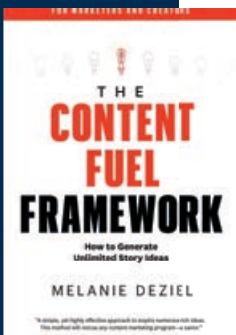
Brittany Hodak

An expert in customer experience shows you how to bring customers from apathy to advocacy in five simple steps.

Award-winning entrepreneur and speaker Brittany Hodak has worked with mega-stars like Taylor Swift, Dolly Parton, and Mötley Crüe, and helmed fan-engagement campaigns for dozens of global brands, including Walmart, Disney, and Amazon. CREATING SUPERFANS combines Hodak's sharp business insights with entertaining stories from these experiences to provide a powerful framework for transforming your business from a commodity into a category of one—by tapping into the unmatched power of superfandom.

Publication:
January 2023

English (World): Page Two
Japanese: Direct



Business & Marketing

The Content Fuel Framework

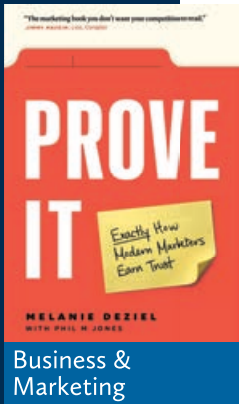
Melanie Deziel

Creators, marketers, business owners: generate limitless authentic content ideas to build an audience and promote a brand.

Award-winning content marketer Melanie Deziel shows you how to maximize your creativity by systematizing it. This simple framework catalyzes the brainstorming process, making idea generation effortless and nearly automatic. Produce fresh story ideas on demand. This book will challenge you—and enable you—to tell stories in entirely new ways. It's an adaptable and evergreen guide you'll come back to repeatedly.

Publication:
February 2020

English (World): Page Two
Chinese (Simplified): Huazhang
Japanese: Direct
Russian: Eksmo
Vietnamese: Saigon



Business & Marketing

Prove It

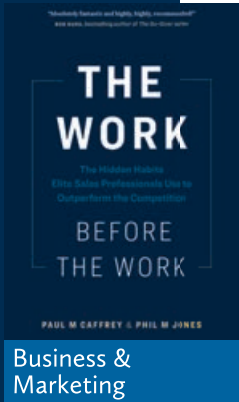
Melanie Deziel with Phil M. Jones

Leverage powerful content marketing strategies to make a winning case for your brand.

Using real-world examples from trusted brands across dozens of industries, PROVE IT walks you step-by-step through the process of identifying and categorizing your business promises so you can back up each claim and win the case with your customers. Apply strategies like corroboration, demonstration, and education to help you show—not tell!—how your offering is the most convenient, most competitive, most competent, and more.

Publication:
October 2022

English (World): Page Two



Business & Marketing

The Work Before the Work

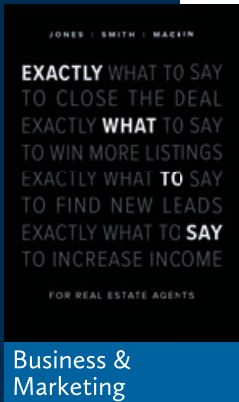
Paul M. Caffrey & Phil M. Jones

Learn the hidden habits that elite sales professionals use to master the art of the deal, from two of the top experts in the field!

Discover the meticulous thinking, questioning, and preparation that the best of the best sales professionals practice unconsciously, and learn how to ritualize your sales preparation so you, too, can join their ranks. Whether you're prospecting, selling, or looking for your next promotion, you'll achieve it, and more, when you learn to do THE WORK BEFORE THE WORK.

Publication:
August 2022

English (World): Page Two
Greek: Klidarithmos
Spanish: Urano



Business & Marketing

Exactly What to Say: For Real Estate Agents

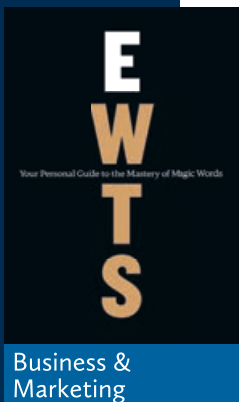
Phil M. Jones, Chris Smith, Jimmy Mackin

Imagine what it is going to feel like knowing exactly what to say when it matters the most...

Consumers are more educated and have more choices than ever before. The real estate industry desperately needs new tools and ideas to stay relevant in the modern world. Discover 30 Magic Words to help with the most common, critical, and difficult conversations real estate agents have today. If you are open-minded to a better way of selling, this book is for you.

Publication:
September 2019

English (World): Page Two
Greek: Klidarithmos
Mongolian: Nepko
Portuguese (Brazil): Citadel



Business & Marketing

Exactly What to Say (Premium Workbook Edition)

Phil M. Jones

An expanded and enhanced edition of the global bestseller! Learn exactly what to say, when to say it—and how to make it count.

This beautifully designed hardcover contains twenty-two simple and indispensable phrases that can be easily woven into your everyday exchanges, as well as three brand new sequences of Magic Words, and even more examples to demonstrate how to use them. Discover the tools you need to start changing your *words* so that you can change your *world*!

Publication:
June 2022

English (World): Page Two
Chinese (Complex): Domain
Chinese (Simplified): China Youth
French: Eyrolles
Greek: Klidarithmos
Hindi: Sanage
Italian: Hoepli
Japanese: Pan Rolling
Polish: MT Biznes
Portuguese (Brazil): Citadel
Portuguese (Portugal): Self
Russian: Eksmo
Spanish: Urano
Turkish: Sola

Previous rights sold: Arabic, Jarir Bookstore; Korean, The Wings of Thinking; Romanian, California Fitness; Vietnamese, Saigon



Business & Marketing

The 1-Page Marketing Plan

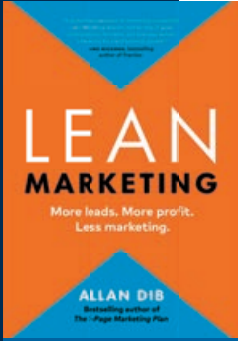
Allan Dib

The international sensation that has revolutionized millions of businesses worldwide!

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Serial entrepreneur, rebellious marketer, and #1 bestselling author Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares.

Publication:
May 2018

English (World): Page Two
Arabic: Jabal Amman
Bulgarian: Anhira
Burmese: Alpha Books
Chinese (Simplified): Grand China
Czech: Grada
Dutch: Nubiz
Estonian: Äripäev
French: Pearson
German: MVG
Greek: Papatotiriou
Hebrew: Oram
Hindi/Telugu: Most Loving Group
Hungarian: Launchpad
Japanese: Direct
Korean: Alpha Media
Portuguese (Brazil): Intrinsic
Portuguese (Portugal): Self
Romanian: Business Tech Int.
Russian: Byblos
Slovak: Motyl
Turkish: Ithaki
Uzbek: Asaxiybooks



Business & Marketing

Lean Marketing

Allan Dib

World-renowned business coach Allan Dib shows you how to simplify, structure, and scale your marketing plan—without all the extra work.

Don't just do more: more complex, more specialized, more expensive marketing. You can get bigger and better results by doing less with LEAN MARKETING. Build devastatingly effective marketing so valuable to your audience they will be willing to pay you for it. Stop wasting time with random acts of marketing and increase the fit and efficiency of your branding efforts so that your message will cut through the noise.

Publication:
May 2024

English (World): Page Two
Arabic: Jabal Amman
Bulgarian: Anhira
Estonian: Äripäev
German: MVG
Italian: Roi
Japanese: Direct
Korean: Alpha Media
Russian: Byblos
Spanish: Successwise
Vietnamese: Alpha Books



Business & Marketing

Obviously Awesome

April Dunford

Positioning expert and bestselling author April Dunford shows you how to find your product's "awesome" so that you can help your customers see it too.

Discover the components of effective positioning and learn how to instantly connect with the right audience. Find out how to choose the best market for your products; how to use positioning to your advantage; and how to leverage market trends to help buyers understand why making a purchase is important right now.

Publication:
May 2019

English (World): Page Two
English (India): Sanage
Arabic: Jabal Amman
Chinese (Simplified): Jie Teng
Japanese: Direct



Business & Marketing

Sales Pitch

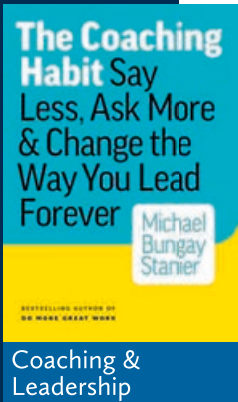
April Dunford

Expert guidance for clearly communicating the strengths of your unique product, from the acclaimed author of *Obviously Awesome*.

In this must-own handbook for entrepreneurs, salespeople, marketers, and business leaders, world-renowned marketing expert April Dunford will help you create a winning pitch that gets you better customers—and more of them. With a simple method and compelling case stories, Dunford guides you step-by-step through a solid sales pitch structure that will help customers make confident buying decisions—all while positioning you to clearly win in the market.

Publication:
October 2023

English (World): Page Two
English (India): Sanage
Arabic: Jabal Amman
Japanese: Direct



Coaching & Leadership

The Coaching Habit

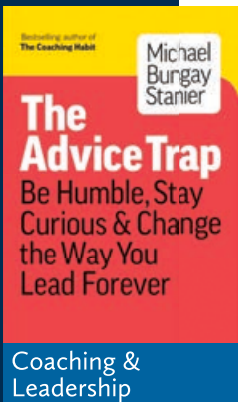
Michael Bungay Stanier

The new coaching classic, a *Wall Street Journal* bestseller with 500,000+ copies sold in English worldwide!

Coaching can become a regular, informal part of your day so managers and their teams can work less hard and have more impact. Drawing on years of experience training more than 10,000 busy managers from around the globe in practical, everyday coaching skills, Michael Bungay Stanier reveals how to unlock your peoples' potential.

Publication:
February 2016

English (World): Page Two
Arabic: Dar Al-Fikr
Bulgarian: Locus
Chinese (Complex): Go Books
Chinese (Simplified): Grand China
Dutch: Nubiz
Estonian: Äripäev
French: Diateno
German: Vahlen
Greek: Papatiriou
Hindi: Wow
Hungarian: HVG
Italian: LSWR
Korean: Woongjin Think Big
Lithuanian: Bigbooktalk
Mongolian: E.D.C.Y.
Portuguese (Brazil): Sextante
Portuguese (Portugal): LeYa
Romanian: Publica
Russian: Eksmo
Spanish: Arpa & Alfil
Thai: Nokhook
Turkish: Sola Unitas



Coaching & Leadership

The Advice Trap

Michael Bungay Stanier

Get to grips with how to actually change your behavior, so you stay curious a little bit longer.

It sounds like it should be easy, but it's not: learning to tame your Advice Monster, that part of you that jumps in to offer up ideas, opinions, and advice. But taming your Advice Monster is crucial to good leadership. Michael Bungay Stanier has the coaching strategies, conversational tools, and resources to show you how.

Publication:
February 2020

English (World): Page Two
Arabic: Jarir Bookstore
Chinese (Simplified): Grand China
Estonian: Äripäev
French: Diateno
German: Vahlen
Hungarian: HVG
Japanese: Discover 21
Korean: Hong C Communication
Mongolian: E.D.C.Y.
Romanian: Publica
Russian: Eksmo
Turkish: Sola Unitas



Coaching & Leadership

How to Begin

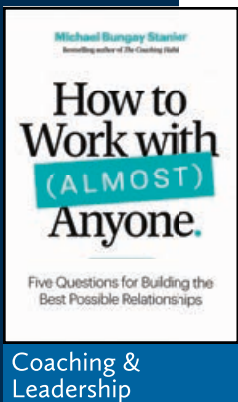
Michael Bungay Stanier

Coaching expert and bestselling author Michael Bungay Stanier is on a mission to help people achieve their most ambitious, worthy projects.

You *can* pursue your dreams! Be unabashedly ambitious. Commit to the work and begin your hero's journey. Instead of doubting yourself, start showing up for yourself so you can show up for the world. It's hard work, but it's important. Let Michael Bungay Stanier show you how to get confident and start anything that matters.

Publication:
January 2022

English (World): Page Two
Arabic: Jarir Bookstore
Chinese (Simplified): Grand China
French: Diateno
German: Vahlen
Marathi: Goel Prakashan
Portuguese (Portugal): ASA
Romanian: Publica
Russian: Eksmo Bombora
Spanish: Empresa Activa
Turkish: Sola Unitas
Vietnamese: Bloom Books



Coaching & Leadership

How to Work with (Almost) Anyone

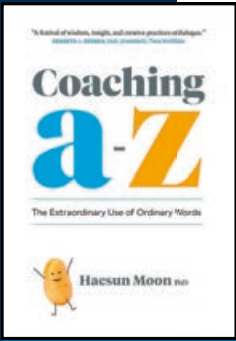
Michael Bungay Stanier

A powerful new toolkit to improve your workplace relationships, from a top thought-leader in coaching and celebrated internationally bestselling author of *The Coaching Habit*.

We can all do a better job amplifying the best in each other, navigating the dark spots, and staying resilient and generous. Discover a tried-and-tested process to set up your working relationships—even the most challenging ones—for the best possible success. Learn how to communicate about who you are and what brings out the best and worst in you; acquire the tools you need to talk with your colleagues and set a social contract for working together; and find out how to keep your relationships strong and healthy, clear and clean.

Publication:
June 2023

English (World): Page Two
Arabic: Jarir Bookstore
Chinese (Complex): Go Books
French: Eyrolles
Hindi: Manjul
Hungarian: HVG
Malayalam: Manjul
Polish: Studio Emka
Romanian: Publica
Spanish: Empresa Activa



Coaching & Leadership

Coaching A - Z

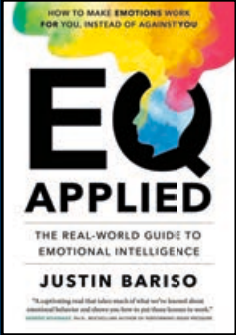
Haesun Moon, PhD

Language is a powerful tool that can unite, engage, and move people to action. It's all in what you choose to say and how you say it.

In this practical, accessible guide to having more powerful conversations, based on her extensive research with the University of Toronto and Harvard Medical School, leading expert Haesun Moon gives you the tools you need to help move others toward greater purpose and accomplishment—with one powerful word or phrase for every letter of the alphabet.

Publication:
March 2022

English (World): Page Two
Azerbaijani: Qanun
Chinese (Complex): China
Productivity Center
Hungarian: Solutionsurfers
Japanese: Discover 21
Korean: Pymate
Polish: PSTTSR



Coaching & Leadership

EQ Applied

Justin Bariso

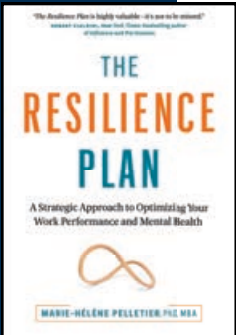
In this age of social media attacks, broken commitments, and rampant corruption, emotional intelligence is crucial.

EQ APPLIED teaches you how to channel your strongest feelings in a way that helps, not harms you—or others—enabling you to break down barriers and improve the quality of your relationships. You'll learn how thoughts and habits affect emotions, and how to replace bad habits with healthier ones. You'll see why even negative feedback is a gift, and when being empathetic can actually get you in trouble.

Publication:
May 2018

English (World): Page Two
English (Audio): Tantor Media
Arabic: Jarir Bookstore
German: Vahlen
Italian: Unicomicomunicazione
Polish: Rebis
Portuguese: Porto
Russian: Bombora
Slovak: Ultimo
Spanish: Sirio
Thai: Wara
Vietnamese: 1980 Books

Previous rights sold: Bulgarian, Hermes; Chinese (Complex), China Times; Chinese (Simplified), United Creadion; Czech, Metafora; Korean, Kyohakdoseo; Turkish: Sola



Coaching & Leadership

The Resilience Plan

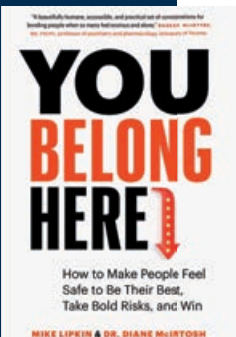
Marie-Hélène Pelletier, PhD, MBA

Whether you're in a leadership role or working as part of a team, you need to implement strategies that build and nurture resilience. You need a resilience plan.

Anyone, under enough strain, can be at risk of burning out. In THE RESILIENCE PLAN, award-winning mental health expert Marie-Hélène Pelletier draws on her clinical experience and extensive knowledge in therapeutics and business practices to explore how resilience is the best defense against burnout, and reveals how everyone can build it in themselves—not with a one-size-fits-all plan, but with strategies to help you create a custom, one-of-a-kind plan for you.

Publication:
February 2024

English (World): Page Two
German: Vahlen



Coaching & Leadership

You Belong Here

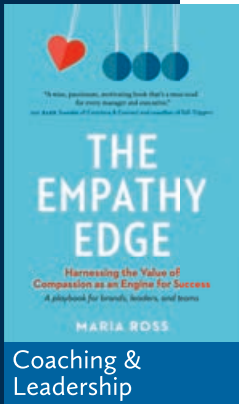
Mike Lipkin & Dr. Diane McIntosh

Master the tools and strategies to create an environment where others flourish, so you will too.

Everyone wants to be told, “you belong here,” to be part of a community that makes them feel safe and assured. In YOU BELONG HERE, renowned professional coach Mike Lipkin and acclaimed psychiatrist Dr. Diane McIntosh show why this is the chief role of a good leader. Drawing on the authors' expertise in motivational practice and neurobiology, learn how to become someone who creates belonging, grows enriching relationships, owns their power, and shows others the way.

Publication:
February 2024

English (World): Page Two
German: Vahlen



Coaching & Leadership

The Empathy Edge

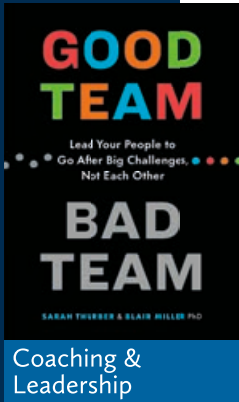
Maria Ross

Create more empathetic leaders and brands to increase your company's profile and revenue.

In this practical playbook for organizations of all types, branding expert Maria Ross proves that empathy is great for business—and may transform you at a personal level, too. Learn how to align your mission with your values, hire the right people, and cultivate a more innovative workplace culture. Build your brand in an authentic and proactive way to produce market-leading offerings, happier customers, and increased profits.

Publication:
October 2019

English (World): Page Two
Korean: Forestbooks
Ukrainian: Yakaboo



Coaching & Leadership

Good Team, Bad Team

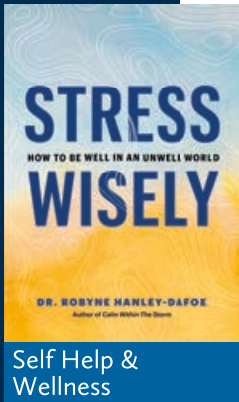
Sarah Thurber & Blair Miller, PhD

Effective team leadership isn't mind-reading—it's good science. Know yourself, know your team, solve your challenge.

Built on their popular FourSight System—used by Disney, NASA, and Nike—GOOD TEAM, BAD TEAM integrates the authors' decades of leadership experience with pioneering research in the fields of cognitive diversity and creative problem-solving to provide a transformative model for collaboration, innovation, and leadership, empowering leaders to harness the diverse energies of their teams and generate powerful results.

Publication:
June 2024

English (World): Page Two
Chinese (Simplified): Huazhang



Self Help & Wellness

Stress Wisely

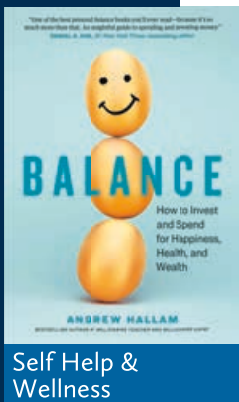
Dr. Robyne Hanley-Dafoe

Life is hard as hell. It's joy-filled, complicated, and messy. Start working towards living the good life with guidance from an award-winning researcher, speaker, and teacher.

In STRESS WISELY, Dr. Robyne Hanley-Dafoe draws on her rich research in wellness, stress, and resiliency to help us navigate the chaos of life. Exploring the eight touchstones of wellness (physical, emotional, intellectual, social, environmental, occupational, financial, spiritual), Dr. Robyne shows how, instead of avoiding stress, we can learn to live a full, healthy, and whole life, and find a place within ourselves where we are truly okay just as we are.

Publication:
June 2023

English (World): Page Two
Polish: Bellona



Self Help & Wellness

Balance

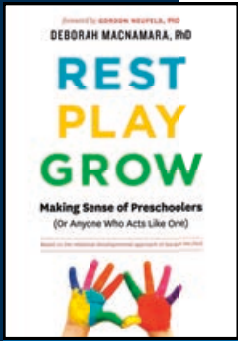
Andrew Hallam

An illuminating guide to living a financially healthier and happier life, from the bestselling author of *Millionaire Teacher* and *Millionaire Expat*.

Optimize your income for maximum happiness by investing responsibly and living according to your values. Drawing on behavioural science, evidence-based investing, and environmental science, BALANCE shows you how to start framing success in a way that actually brings happiness, not stress, into your life—by balancing your money, connection, health, and purpose.

Publication:
January 2022

English (World): Page Two
Arabic: Jarir Bookstore
Chinese (Complex): Come Together Press
Chinese (Simplified): Grand China
Korean: Hanall M&C



Self Help & Wellness

Rest, Play, Grow

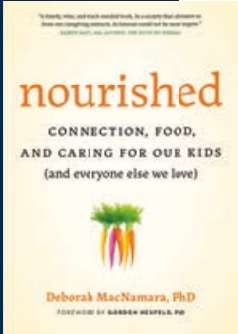
Deborah MacNamara, PhD

A roadmap to making sense of young children, based on the work of one of the world's foremost child development experts.

Baffling and beloved, with the capacity to go from joy to frustration in seconds, young children are some of the most misunderstood people on the planet. The key to understanding them lies in realizing that their challenging behavior is not a disorder or deficit. This book will forever change the way you think of the preschoolers in your life.

Publication:
April 2016

English (World): Page Two
English (Audio): Audible
Arabic: Jarir Bookstore
Chinese (Simplified): Dipper
Danish: Blue Pearl
Dutch: Standaard
Estonian: Ersen
French: Au Carré
German: Genius
Italian: Il Leone Verde
Korean: Hanmunhwa
Polish: Szum Lasu
Romanian: Univer
Russian: Resource
Slovenian: Primus
Spanish: Hará
Turkish: Erdem
Ukrainian: Smaki



Self Help & Wellness

Nourished

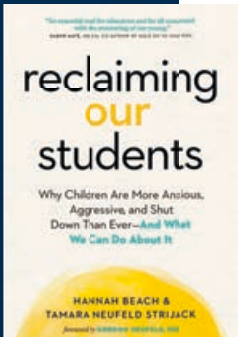
Deborah MacNamara, PhD

A must-own guidebook to providing for our kids, reframing our approach to nourishment, and resetting our relationship with food, from the bestselling author of *Rest, Play, Grow*.

After reading this seminal work it will be impossible to ever view food as just plain food again. Informed by attachment science, developmental psychology, neuroscience, and research on human emotion, NOURISHED gives us the keys to transform the everyday act of feeding our children (and other loved ones) into a most fulfilling and nourishing dance of attachment. Based on qualitative research with families, counselling parents, and her own experience as a mother, in NOURISHED, developmental and relational clinical counsellor Dr. Deborah MacNamara combines storytelling with science and puts food in its rightful place.

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September 2023

English (World): Page Two
Danish: Blue Pearl
Polish: Szum Lasu
Romanian: Univer
Russian: Resource
Ukrainian: Smaki



Self Help & Wellness

Reclaiming Our Students

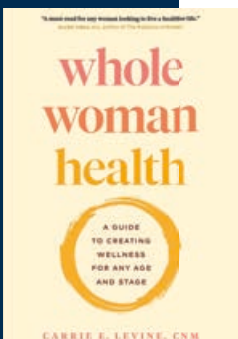
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An invaluable emotional health resource for teachers in the classroom and parents everywhere.

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Self Help & Wellness

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Carrie E. Levine, CNM

Don't wait until you're sick to take care of yourself. Live your whole, healthiest life with the definitive introductory guide to functional medicine for women.

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