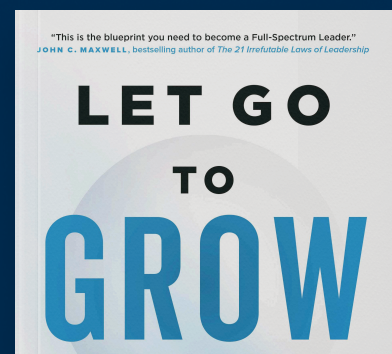
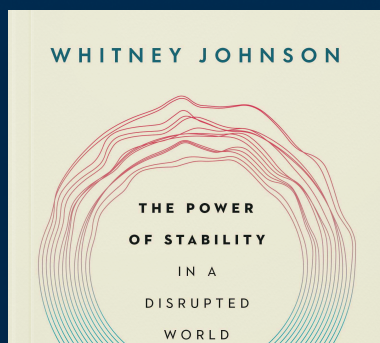
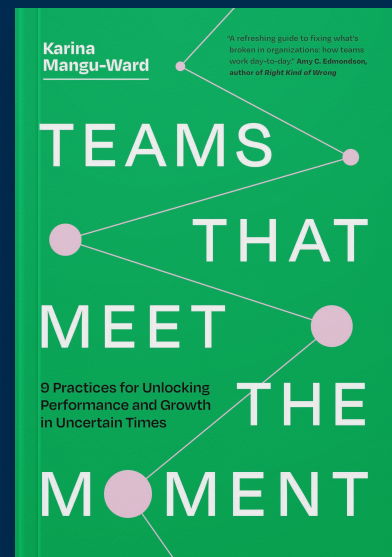
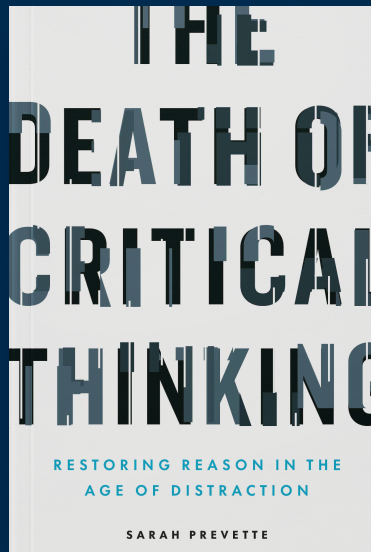
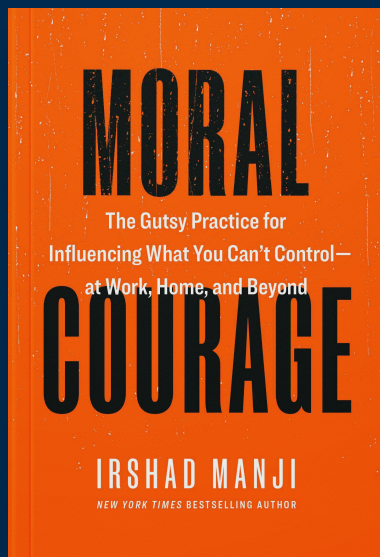


TRANSATLANTIC
AGENCY

PAGE TWO CATALOGUE

FRANKFURT
2026



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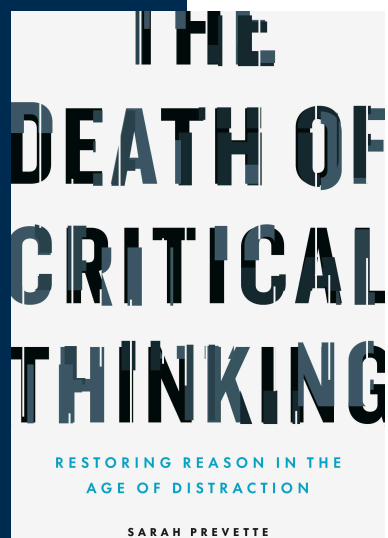
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Big Ideas

Publication:

May 2027
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Materials:

Manuscript

Rights Sold:

English (World): Page Two

The Death of Critical Thinking

Restoring Reason in the Age of Distraction

Sarah Prevette

The greatest technological threat facing us today is not artificial intelligence—it's what happens when we stop thinking for ourselves. But it's not too late!

In today's world, algorithms compete relentlessly for our attention. Misinformation spreads faster than truth. We are raising a generation with access to more information than any before in human history—and a diminishing ability to think critically about it.

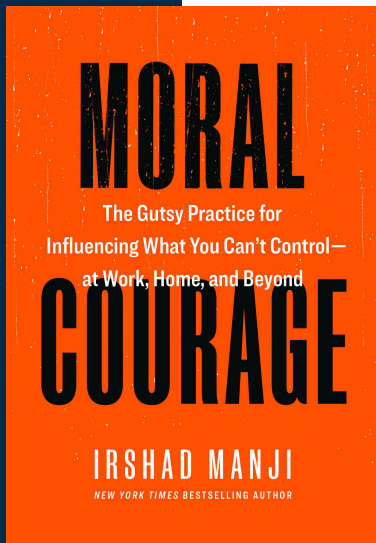
In *THE DEATH OF CRITICAL THINKING*, Sarah Prevette exposes the forces driving this decline and offers a practical approach to rebuilding the critical thinking skills essential for the future of education, work, and society. A globally recognized leader in education transformation, Prevette draws from neuroscience, psychology, and learning science to identify the cognitive vulnerabilities that leave us susceptible to misinformation, polarization, and poor judgment.

At a time when the challenges facing society have never been more complex, our capacity for judgement has never been more important. This exciting new book provides a path to questioning assumptions, evaluating evidence, and rebuilding trust and discernment across generations.

Sarah Prevette is the founder and CEO of Future Design School, where she has spent more than a decade helping leaders, educators, students, and organizations develop the skills they need to navigate complexity, make better decisions, and thrive in an era of constant change. Her work has influenced thousands across Fortune 500 companies, governments, public institutions, and school systems around the world. Prevette is known for translating insights from neuroscience, behavioral science, and human-centered design into practical tools that help people think more clearly, learn more effectively, and make wiser decisions.

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Wellness

Publication:

May 2027
Page Two

Materials:

Books

Rights Sold:

English (World): Page Two

Moral Courage

The Gutsy Practice for Influencing What You Can't Control—at Work, Home, and Beyond

Irshad Manji

You can't control the uncontrollable. Don't shred your nervous system trying to change others: change the game instead, with *New York Times* bestselling author Irshad Manji's *MORAL COURAGE*, perfect for readers of *The Let Them Theory* by Mel Robbins and Rutger Bregman's *Moral Ambition*.

Every day, we play a game to control others, options, and outcomes. But we can't control the uncontrollable, and the more we chase it, the less influence we ultimately have. Irshad Manji learned the hard way. As a warrior for her values, she set out to change minds. Instead, her body collapsed under the weight of her mission-driven urgency. While recovering, Manji realized that the toughest person to influence is almost always yourself.

That's where moral courage comes in. It isn't about being virtuous or fearless, it's about reducing your impulsivity and the blowback it brings; creating common ground even as you stand your ground; and expanding your options amidst disagreement. Moral courage is the practice of standing up to your reactive brain so you're showing up with steadiness. By learning to respond rather than react, you also steady those around you, generating something that control never can: trust.

Irshad Manji is the founder and CEO of Moral Courage College, which teaches people worldwide to transform heated issues into healthy relationships and sustained teamwork. The first recipient of Oprah's Chutzpah Award for boldness, Manji is also a New York Times bestselling author whose books have been translated into 35 languages. Chris Rock, the entertainer, describes her work as "genius."

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Contact: evan@transatlanticagency.com

"When you need your team's best thinking and not just their compliance, you need Moral Courage. This isn't soft skills training for hushed office cubicles. It's clear-eyed mentorship for anybody leading through threat, division, and crisis."

—Avril Benoît, former CEO, Doctors Without Borders/Médecins Sans Frontières

"Irshad Manji teaches how you can, in Kipling's words, 'keep your head when all about you are losing theirs.' This is an extraordinarily useful book for an extraordinarily disagreeable time."

—Tarek Masoud, Ford Foundation Professor of Democracy and Governance, Harvard University

"Moral Courage meets the moment. If you've been watching with horror the unleashing of mistrust and rage around the globe, this book prepares you to heal it in your home life, in your work, in our fracturing societies, and in your own body. For a distressed world, nobody mentors people under pressure better than Irshad Manji."

—Johann Hari, internationally bestselling author of *Lost Connections*

"We live in a warming world that's becoming a frozen storm. With her heart on her sleeve, Irshad Manji offers tools to challenge not only political and cultural forces, but the ways in which we the people too often react and reinforce the status quo. She calls this toolkit moral courage. I call it guidance for new forms of defiance."

—Jacqueline S. Salit, founder, IndependentVoting.org

Karina
Mangu-Ward

"A refreshingly practical guide to fixing what's broken in organizations: how teams work day-to-day." Amy C. Edmondson, author of *Right Kind of Wrong*

TEAMS THAT MEET THE MOMENT

9 Practices for Unlocking
Performance and Growth
in Uncertain Times

Business Leadership

Publication:

May 2026
Page Two

Materials:

Books

Rights Sold:

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Teams that Meet the Moment

9 Practices for Unlocking Performance and Growth in Uncertain Times

Karina Mangu-Ward

In today's uncertain world, even the smartest companies struggle. **TEAMS THAT MEET THE MOMENT** is a radically practical guide to fixing how work actually gets done inside complex organizations.

Karina Mangu-Ward and August, the company she co-leads, have helped teams inside giants like PepsiCo, Colgate-Palmolive, and Planned Parenthood transform how they collaborate under pressure. Rejecting outdated "best practices," this concise and accessible new book introduces nine simple yet powerful methods that empower those closest to the work to make better decisions, move faster, and pivot quickly to meet customer needs—all while making work more joyful.

Even the most brilliant strategy is worthless if your teams can't bring it to life. Through real-world stories, from the C-Suite to the front lines, **TEAMS THAT MEET THE MOMENT** shows you how to redesign the messy day-to-day of working together: making purpose and power explicit, reducing meeting overload, avoiding consensus traps, navigating tough trade-offs, and learning from failure. For leaders who know their organizations need to work differently but don't know how, Karina Mangu-Ward provides the missing piece.

Karina Mangu-Ward is a partner at August consultancy, helping organizations transform the way they work to thrive in an uncertain world. At August, she's had the privilege of working with some of the most impactful and complex organizations in the world to rethink their teaming habits and build cultures of experimentation, trust, and learning. Before August, her adventures included conducting research on implicit bias, helping arts organizations behave as creatively behind the scenes as they do on stage, and running social innovation labs.

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Contact: evan@transatlanticagency.com

"A refreshingly practical guide to fixing what's broken in most organizations: how teams work day-to-day. Karina Mangu-Ward and the August team show how excellence is produced through small, repeatable habits that underpin agility and enable progress in an uncertain world. A great read and a deeply smart book."

—Amy C. Edmondson, Novartis Professor of Leadership and Management, Harvard Business School; author of *Right Kind of Wrong*

"The playbook leaders need now: a practical, trust-building guide to turning everyday teamwork into a competitive advantage, so you can move with speed, clarity, and courage in a world that refuses to slow down."

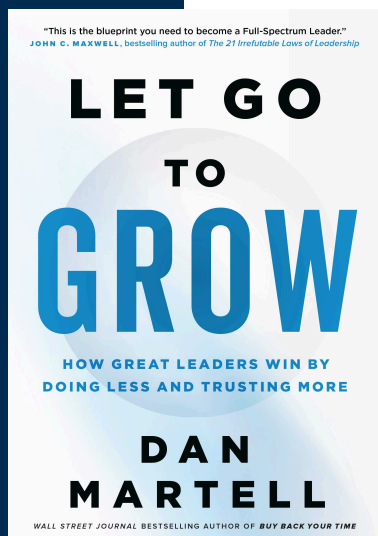
—Frances Frei, Professor of Technology and Operations Management, Harvard Business School

"I wish this book had existed sooner.... Teams That Meet the Moment is the operating manual every leader navigating complexity wishes they had earlier."

—Marissa Jarratt, former Chief Marketing and Sustainability Officer, 7-Eleven

"Teams That Meet the Moment is a practical guide for aligning teams to meet today's exciting opportunities in new ways. It offers simple, repeatable practices that help teams stay values-driven while still making decisions and moving forward."

—Keri Putnam, former CEO, Sundance Institute



Business Leadership

Publication:

January 2027
Page Two

Materials:

ARC

Rights Sold:

English (World): Page Two

Let Go to Grow

How Great Leaders Win by Doing Less and Trusting More

Dan Martell

The hotly anticipated follow up to Dan Martell's *Wall Street Journal* bestseller *Buy Back Your Time* (over 350,000 copies sold)!

LET GO TO GROW is the book every ambitious leader needs to read but won't see coming; a book that teaches owners and entrepreneurs that real growth in business starts with letting go of the drive to always be doing more, and learning to trust and empower others to rise to the challenge and build success together.

Most founders respond to pressure the only way they know how: push harder, do more. But the entrepreneurs who build great companies without burning out know that real winning starts the moment they decide to change themselves, not change the business, rewiring how they lead so they can truly scale up with a strong culture that lasts and working systems that can grow beyond them.

You cannot grow a company you refuse to release. And you cannot release it until you grow. Dan Martell shows you how to do both at once. Let go without losing control, build a company where people think like owners, and lead a movement that scales with or without you in the driver's seat. LET GO TO GROW is the next evolution.

Dan Martell is the Wall Street Journal bestselling author of Buy Back Your Time, a serial entrepreneur with five startups and three successful exits by age 35, and founder of one of the largest business coaching platforms in the world. He has more than 10 million followers across social platforms and is a popular speaker and personality the world over. He now leads Martell Ventures, an AI venture studio building category-defining companies across a portfolio generating over \$100 million in revenue. Named Canada's Top Angel Investor, he has backed over 70 startups—including early investments in Intercom, Udemy, and xAI. Martell has been a featured guest on The Ed Mylett Show and The School of Greatness. He was named one of Forbes's Top 10 Business People to Follow and is a featured speaker at events by Tony Robbins and John Maxwell, among others.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"Success in business is 80 percent psychology and 20 percent mechanics. Most founders pour everything into the mechanics. Dan Martell starts where the real leverage is: you. Read it, do the work, and your company will finally grow beyond you."

—Tony Robbins, #1 New York Times bestselling author, entrepreneur, and philanthropist

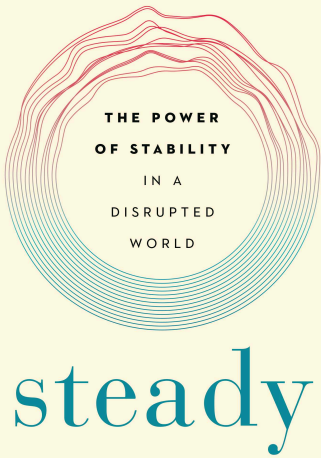
"A powerful and personal insight into how leadership at heart is about encouraging others to soar."

—Bear Grylls, TV host, bestselling author, and survivalist

"Most founders spend years becoming indispensable, then wonder why their business can't grow without them. Dan Martell shows you how to escape the trap you worked so hard to create."

—Chris Williamson, host of Modern Wisdom podcast; co-founder of Neutonic

WHITNEY JOHNSON



Business Leadership

Publication:

April 2027
Page Two

Materials:

ARC

Rights Sold:

English (World): Page Two

Steady

The Power of Stability in a Disrupted World

Whitney Johnson

In a world that worships disruption, stability is your revolutionary competitive advantage. Discover a framework for something different from the author of *Disrupt Yourself*, *Build an A-Team*, and the *Wall Street Journal* bestseller *Smart Growth*.

For more than a decade, Whitney Johnson preached the gospel of disruption. And over time, a clear pattern emerged: leaders and organizations didn't need more disruption, which consistently led to burnout, turnover, and exhaustion from motion that never became progress. They needed stability, the very thing our culture has trained us to overlook.

For leaders who have leaned into disruption and found themselves exhausted, for those who sense the relentless churn isn't working, and for those who have been doing the stabilizing work all along, Johnson's STEADY shows you how to build stability within organizations, how to identify and champion the people doing the invisible work of holding things together, and how to cultivate the inner steadiness that lets you be a grounding force for others.

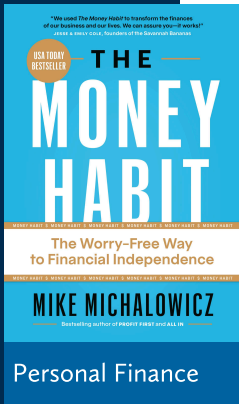
Whitney Johnson is a leading authority on organizational change, honored with a 2025 ATD Thought Leader Award and named among the top management thinkers globally by Thinkers50 since 2015. As CEO of Disruption Advisors, she helps companies like Amazon, Morgan Stanley, and Kraft Heinz navigate critical transitions, combining analytical rigor with deep emotional intelligence. A former Wall Street equity analyst, she co-founded the Disruptive Innovation Fund with Clayton Christensen, but discovered she was more interested in the momentum of people than stocks. Her books, along with her Harvard Business Review contributions, have influenced millions. She hosts the Disrupt Yourself podcast and has over 1.6 million LinkedIn followers. Johnson holds a degree in music and has lived and worked across Latin America.

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Contact: evan@transatlanticagency.com



Recently Sold & Bestselling Backlist



The Money Habit

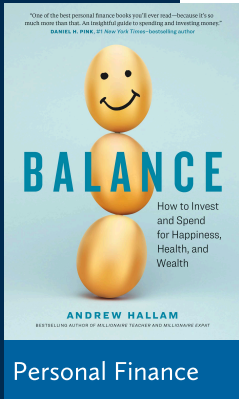
Mike Michalowicz

New from Mike Michalowicz, celebrated international keynote speaker, entrepreneur, and bestselling author of *Profit First* and *All In*. Now a *USA Today* bestseller!

Discover a radically simple approach to personal finance: one that works with your natural habits instead of trying to change them. Most financial advice demands strict budgeting and sacrifice. Other systems rely on complex tools and difficult-to-master behaviours, with similarly grim results. This essential guide delivers a proven, sustainable approach to financial stability, security, and long-term wealth without forcing you to change who you are. All you need to do is activate your money habit.

Rights Sold:

English (World): Page Two
Chinese (Complex): Infotress
Indian languages (Hindi, Marathi, Bengali, Gujarati, Tamil, Malayalam, Oriya, Telugu): Diamond Pocket Books
Indonesian: Qaf
Romanian: ACT si Politon
Russian: Popuri
Spanish: PRH Mexico
Vietnamese: 1980Books



Balance

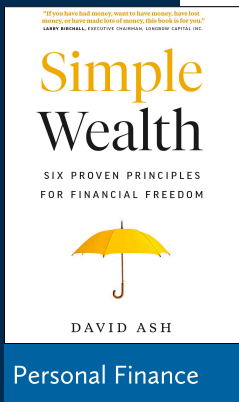
Andrew Hallam

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.

Rights Sold:

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



Simple Wealth

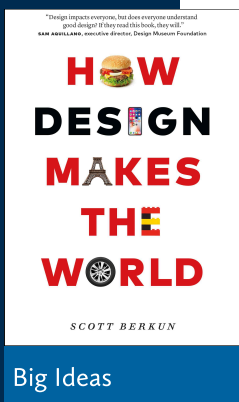
David Ash

An easy-to-follow roadmap for anyone seeking money wisdom—a new financial worldview that promises freedom from the bondage of debt and a well-ordered, prosperous financial future.

True financial intelligence is more about persistence, determination, self-awareness, and self-control than it is about academic achievement or a high IQ. David Ash shares the Six Proven Principles that govern the creation of wealth. You will learn how to identify and fix your limiting beliefs about money; discover powerful, proven investment strategies; and embrace the entrepreneurial dream—without risking it all. Easy to read and to the point, *SIMPLE WEALTH* is based on real stories and action points that will impact your life quickly and significantly—forever.

Rights Sold:

English (World): Page Two
Chinese (Complex): Babel
Chinese (Simplified): Jie Teng



How Design Makes the World

Scott Berkun

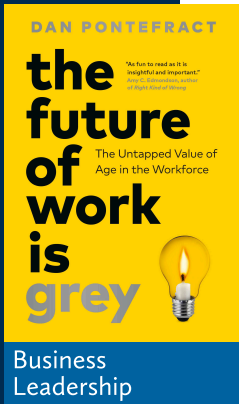
Everything, from your home to your phone, was designed by someone. What can we learn that can help us improve our lives?

Bestselling author and designer Scott Berkun reveals how designers, from software engineers to city planners, have succeeded and failed us. From the airplane armrest to the Facebook “like” button, and everything in between, Berkun shows how design helps or hinders everyone, and offers a new way to think about the world around us.

Rights Sold:

English (World): Page Two
Italian: Tecniche Nuove
Japanese: Filmart-sha
Korean: Turning Point
Russian: Alpina
Turkish: Yakamoz
Vietnamese: Asbooks

Previous rights sold: Chinese (Simplified), Liaoning ST



The Future of Work Is Grey

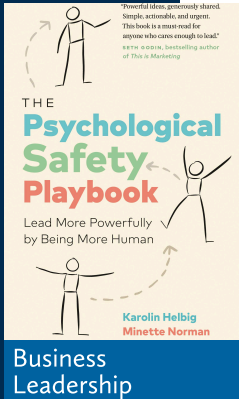
Dan Pontefract

People are healthier, living longer, and redefining retirement. Award-winning author Dan Pontefract reveals the critical ways we must rethink work in an era of demographic, economic, and productivity upheaval.

Discover the crucial steps organizations need to take to future-proof for success and security. To balance the growing “age debt,” leaders must seize the most significant opportunity of our time, the “experience dividend”—the value gained by integrating the skills, insights, and mentorship of employees across all age spectrums into a revised workforce strategy. The future of work will most definitely be grey, yet it can also become a future of resilience, innovation, and hope.

Rights Sold:

English (World): Page Two
Polish: PWN
Spanish: Almuzara



The Psychological Safety Playbook

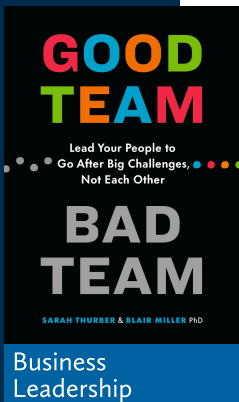
Karolin Helbig & Minette Norman

A transformative leadership guide for managers, CEOs, and entrepreneurs, to help lead your team to the highest levels of performance and innovation.

If we don't feel safe, we can't be our best selves or do our most creative work. That is why leaders must ensure psychological safety for their team. In THE PSYCHOLOGICAL SAFETY PLAYBOOK, Karolin Helbig, an executive mindset coach and consultant with a doctorate in human genetics, and sought-after leadership consultant Minette Norman, will show you twenty-five discrete actions every leader can adopt and practice to create more psychological safety in the workplace.

Rights Sold:

English (World): Page Two
German: Vahlen
Hungarian: HVG
Romanian: Pilot
Turkish: Paramita



Good Team, Bad Team

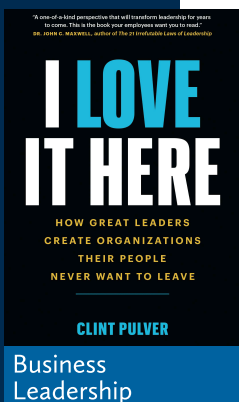
Sarah Thurber & Blair Miller, PhD

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.

Rights Sold:

English (World): Page Two
Chinese (Simplified): Huazhang
Italian: Franco Angeli



I Love It Here

Clint Pulver

Give your employees something good to talk about.

Emmy Award-winning speaker Clint Pulver, known as the Undercover Millennial, shares insight from more than 10,000 undercover interviews with employees around the world, revealing the best methods for identifying talent, building a sense of ownership, and developing a successful workplace culture. Learn how your company can be a place where people don't just survive, but thrive!

Rights Sold:

English (World): Page Two
Chinese (Simplified): Grand China
Czech: Grada
Spanish: V&R Editoras



Find Your Red Thread

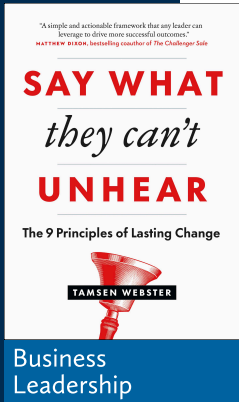
Tamsen Webster

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.

Rights Sold:

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



Say What They Can't Unhear

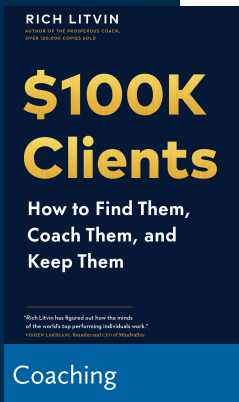
Tamsen Webster

A must-have resource for business leaders and communicators looking to excite, motivate, and empower their audience.

Change isn't an easy sell. 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. Tamsen Webster's nine "persuasion proverbs" are easy to remember, simple to implement, and will give you the tools to transform any audience of lukewarm prospects into passionate believers.

Rights Sold:

English (World): Page Two
Japanese: Direct



\$100K Clients

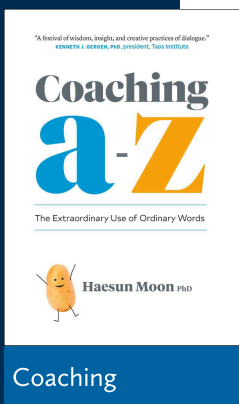
Rich Litvin

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

Top leadership consultant Rich Litvin, co-author of the acclaimed bestseller *The Prosperous Coach*, knows that to attract and cultivate the very best clients, coaches must be able to speak truth to power, celebrate their own different kind of smarts, and embrace what is special about themselves. Uncover your unique coaching identity with \$100K CLIENTS; find out what high-level clients want; and learn how to keep those clients astonished and delighted with the kind of transformational value a \$100K coach can inspire.

Rights Sold:

English (World): Page Two
Japanese: Direct



Coaching A - Z

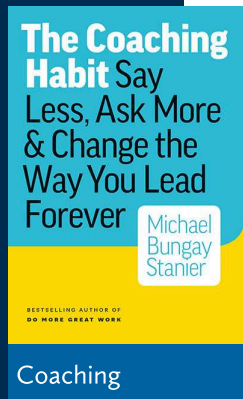
Haesun Moon, PhD

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.

Rights Sold:

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



The Coaching Habit

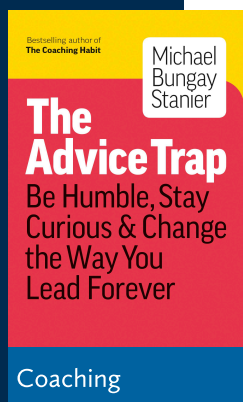
Michael Bungay Stanier

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.

Rights Sold:

English (World): Page Two
Arabic: Dar Al-Fikr
Bulgarian: Locust
Chinese (Complex): Go Books
Chinese (Simplified): Grand China
Czech: Jan Melvil
Dutch: Nubiz
Estonian: Aripäev
French: Diateino
German: Vahlen
Greek: Papasotiriou
Hindi: Wow
Hungarian: HVG
Indonesian: Renebook
Italian: LSWR
Japanese: Discover 21
Korean: Woongjin Think Big
Lithuanian: Bigbooktalk
Portuguese (Brazil): Sextante
Portuguese (Portugal): LeYa
Romanian: Publica
Russian: Eksmo
Slovak: Aktuall
Spanish: Arpa & Alfíl
Thai: Nokhook
Turkish: Sola Unitas
Ukrainian: Monolith Bizz
Vietnamese: Saigon



The Advice Trap

Michael Bungay Stanier

Get to grips with how to actually change your behaviour, 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.

Rights Sold:

English (World): Page Two
Arabic: Jarir Bookstore
Chinese (Simplified): Grand China
Dutch: Nubiz
Estonian: Aripäev
French: Diateino
German: Vahlen
Hungarian: HVG
Japanese: Discover 21
Korean: Hong C Communication
Romanian: Publica
Russian: Eksmo
Turkish: Sola Unitas



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.

Rights Sold:

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



How to Work with (Almost) Anyone

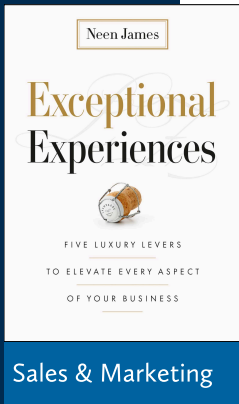
Michael Bungay Stanier

A powerful 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.

Rights Sold:

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



Exceptional Experiences

Neen James

A concierge-level approach to captivate, engage, and retain clients, inspired by the luxury industry!

Luxury is all about experiences, not things. Drawing on world-class luxury mindset research, interviews with leading experts, and her own extensive industry experience, Neen James introduces the five luxury levers—entice, invite, excite, delight, ignite—and offers systems you can implement immediately to forge deeper client connections, increase revenue, and create lifelong advocates for your business.

Rights Sold:

English (World): Page Two
Russian: MIF



Make It Punchy

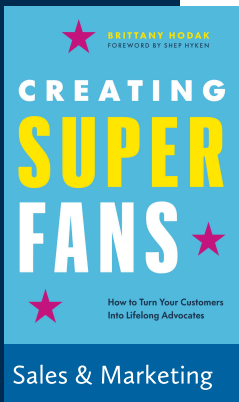
Emma Stratton

Sell your tech (without getting technical) to buyers everywhere, with proven techniques to share a simple, concise story about your tech solution.

How do you cut through the noise and show buyers your value? You get punchy. This practical guide breaks down the process of B2B messaging step by step—from the first strategy session, to writing, to implementation—so you can understand your customers, engage your creativity, and get your team involved, using clear, concise messaging that works.

Rights Sold:

English (World): Page Two
Chinese (Simplified): Grand China



Creating Superfans

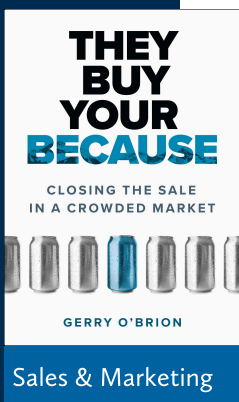
Brittany Hodak

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.

Rights Sold:

English (World): Page Two
Japanese: Direct



They Buy Your Because

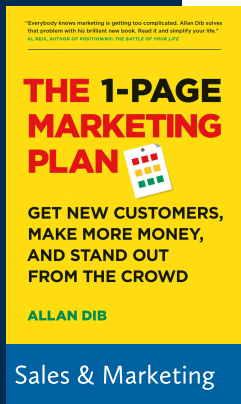
Gerry O'Brien

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*.

Rights Sold:

English (World): Page Two
Chinese (Complex): Linking
Japanese: Direct



The 1-Page Marketing Plan

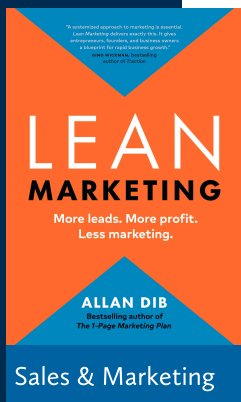
Allan Dib

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.

Rights Sold:

English (World): Page Two
 Arabic: Jabal Amman
 Bulgarian: Anhira
 Czech: Grada
 Dutch: Nubiz
 Estonian: Äripäev
 French: Pearson
 German: MVG
 Greek: Papasotiriou
 Hebrew: Oram
 Hindi & Telugu: MLG
 Hungarian: Launchpad
 Japanese: Direct
 Korean: Alpha Media
 Malay: AcePremier
 Polish: MT Biznes
 Portuguese (Brazil): Intrinseca
 Portuguese (Portugal): Banian
 Romanian: Business Tech Int.
 Russian: Byblos
 Spanish: Successwise
 Slovak: Motyl
 Turkish: Ithaki
 Uzbek: Asaxiybooks
 Vietnamese: Alpha Books



Lean Marketing

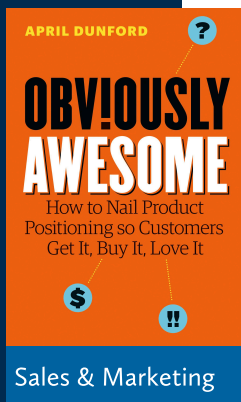
Allan Dib

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.

Rights Sold:

English (World): Page Two
 Arabic: Jabal Amman
 Bulgarian: Anhira
 Estonian: Äripäev
 German: MVG
 Italian: Roi
 Indonesian: Renebook
 Japanese: Direct
 Korean: Alpha Media
 Polish: Helion
 Portuguese (Brazil): H1 Editora
 Russian: Byblos
 Spanish: Successwise
 Vietnamese: Alpha Books



Obviously Awesome

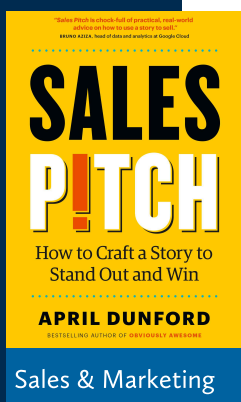
April Dunford

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.

Rights Sold:

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



Sales Pitch

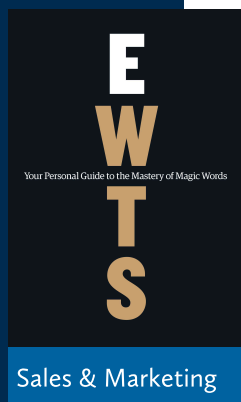
April Dunford

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.

Rights Sold:

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



Exactly What to Say (Premium Workbook Edition)

Phil M. Jones

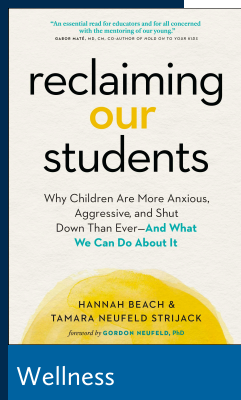
An expanded and enhanced edition of the global bestseller with more than 1/4 million copies sold in English worldwide! Learn exactly what to say, when to say it—and how to make it count.

Phil M. Jones has trained more than two million people across five continents and over fifty countries in the lost art of spoken communication. He delivers the tactics you need to get more of what you want, developed over years of successful (and unsuccessful) sales. Discover the tools you need to start changing your *words* so that you can change your *world*!

Rights Sold:

English (World): Page Two
Chinese (Complex): Domain
Czech: Grada
French: Eyrolles
Greek: Klidarithmos
Hindi: Sanage
Italian: Hoepli
Portuguese (Brazil): Citadel
Portuguese (Portugal): Banian

Previous rights sold: Arabic, Jarir Bookstore; Chinese (Simplified), China Youth; Japanese, Pan Rolling; Korean, The Wings of Thinking; Polish, MT Biznes; Romanian, California Fitness; Russian, Eksmo; Spanish, Urano; Turkish, Sola; Vietnamese, Saigon



Reclaiming Our Students

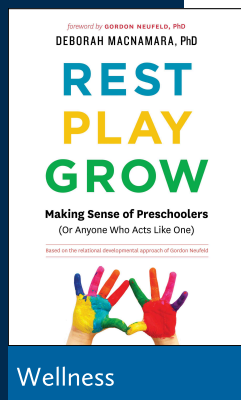
Hannah Beach & Tamara Neufeld Strijack

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

In this thoughtful guide, discover how to build, feed, and protect the student-teacher relationship; learn why children are anxious, bossy, aggressive, or checked out, and what you can do; find out how you can help children shift their negative identities; and benefit from experiential activities for students of all ages that preserve and restore emotional health and well-being.

Rights Sold:

English (World): Page Two
Chinese (Simplified): Zhengqing
Korean: Hanmunhwa
Polish: Szum Lasu
Russian: Resource
Ukrainian: Smaki



Rest, Play, Grow

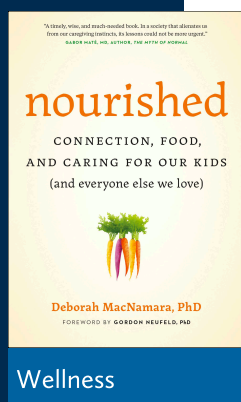
Deborah MacNamara, PhD

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.

Rights Sold:

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: Univers
Russian: Resource
Slovenian: Primus
Spanish: Hará
Turkish: Erdem
Ukrainian: Smaki



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.

Rights Sold:

English (World): Page Two
Croatian: Harfa
Danish: Blue Pearl
Polish: Szum Lasu
Romanian: Univers
Russian: Resource
Serbian: Harfa & Pametnica
Spanish: Hará
Ukrainian: Smaki



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