

A Horrible Experience of Unbearable Length

ROGER EBERT

Roger Ebert's *I Hated, Hated, Hated This Movie* and *Your Movie Sucks*, which gathered some of his most scathing reviews, were best-sellers. This new collection continues the tradition, reviewing not only movies that were at the bottom of the barrel, but also movies that he found underneath the barrel.

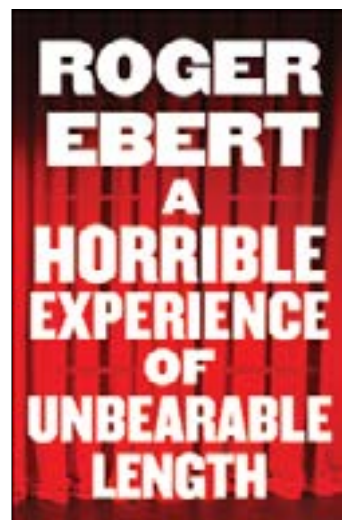
A Horrible Experience of Unbearable Length collects more than 200 of his reviews since 2006 in which he gave movies two stars or fewer. Known for his fair-minded and well-written film reviews, Roger is at his razor-sharp humorous best when skewering bad movies. Consider this opener for the one-star *Your Highness*:

"Your Highness is a juvenile excrescence that feels like the work of 11-year-old boys in love with dungeons, dragons, warrior women, pot, boobs, and four-letter words. That this is the work of David Gordon Green beggars the imagination. One of its heroes wears the penis of a minotaur on a string around his neck. I hate it when that happens."

And finally, the inspiration for the title of this book, the one-star *Transformers: Revenge of the Fallen*:

"Transformers: Revenge of the Fallen is a horrible experience of unbearable length, briefly punctuated by three or four amusing moments. One of these involves a doglike robot humping the leg of the heroine. If you want to save yourself the ticket price go, go into the kitchen, cue up a male choir singing the music of hell, and get a kid to start banging pots and pans together. Then close your eyes and use your imagination."

Movie buffs and humor lovers alike will relish this treasury of movies so bad that you may just want to see them for a good laugh!



ISBN: 978-1-4494-1025-4
\$16.99 (\$19.99 Canada)
 5 1/2 x 8 1/2, 288 pp, ppb
Territory: World
Discount: 46%
On Sale: February 7



“Roger Ebert’s “criticism shows a nearly unequaled grasp of film history and technique, and formidable intellectual range.”
 —New York Times”

THINGS TO RECOGNIZE

More scathing than a thumbs down, more inflamed than burning film in an overheated projector—such are the reviews that Roger Ebert has penned about bad movies. Collected here are more than 200 of his most biting, sarcastic, and funny critiques, selected from those unlucky movies that garnered a rating of a mere two stars or fewer.

- *A Horrible Experience of Unbearable Length* is sequel to two popular books, *I Hated, Hated, Hated This Movie* (2000) and *Your Movie Sucks* (2007).
- Roger’s Web site (rogerebert.com) has been named the best online movie review site by the Online Film Critics Society. Television Week named Roger as the recipient of its 2005 Syndication Personality Lifetime Achievement Award.
- In the last year, Roger has been in the media constantly, starting with his in-depth *Esquire* interview in March 2010, in which he openly discussed his physical challenges. His joy of living and perseverance has inspired all. He is one of America’s most trusted movie reviewers, and was the first movie critic to win the Pulitzer Prize for writing.
- His new version of *At the Movies* debuted in January 2011 and is syndicated nationally on public television stations. The weekly, half-hour review program features Christy Lemire of the AP and Ignatiy Vishnevetsky, a Chicago critic who can be read at MUBI.com and Roger has a segment called “Roger’s Office,” during which he uses his computer voice to review movies or talk about the state of film.
- Roger is the only movie critic to have a star on the Hollywood Walk of Fame.

OUR AUTHOR:

Roger Ebert is the Pulitzer Prize-winning film critic from the *Chicago Sun-Times*. His reviews are syndicated to more than 200 newspapers in the United States and Canada. The American Film Institute and the School of the Art Institute of Chicago have awarded him honorary degrees, and the Online Film Critics Society named his Web site (rogerebert.com) the best online movie review site.

CONNECT ONLINE:

rogerebert.com

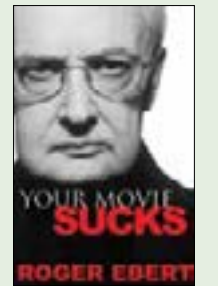
SUPPORT:

- National print media
- Regional appearances (Chicago)
- Online and social media marketing campaign

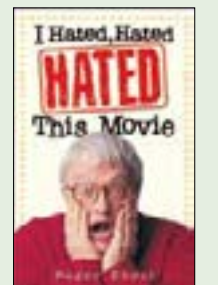
ALSO BY AUTHOR



Roger Ebert's Movie Yearbook 2012 (AMP '11)
 978-1-4494-0813-8



Your Movie Sucks (AMP '07)
 978-0-7407-6366-3



I Hated, Hated, Hated This Movie (AMP '00)
 978-0-7407-0672-1

No Regrets Parenting

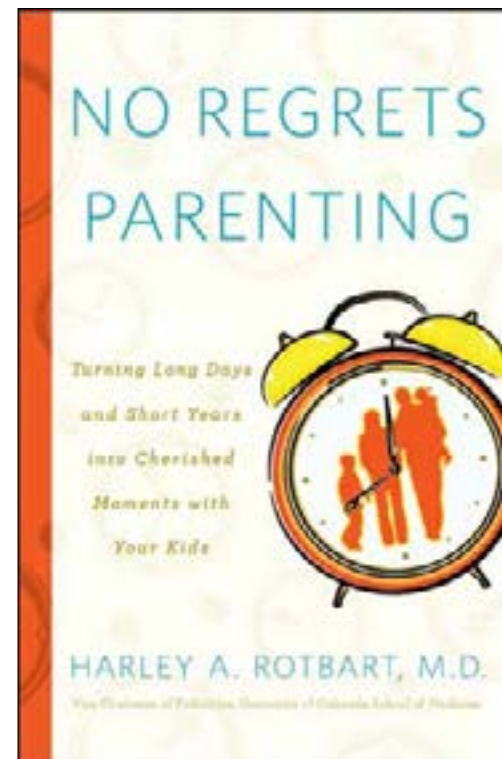
Turning Long Days and Short Years Into Cherished Moments with Your Kids

HARLEY A. ROTBART, M.D.

Between soccer practices, work meetings, school fundraisers, housework, homework, and everything else you jam into a 24-hour day, finding the time to have quality moments with your children can be difficult. In *No Regrets Parenting*, pediatric and family specialist Dr. Rotbart provides the simple truth about how fast childhood passes, and how to stretch and enhance the time you do have with your kids.

No Regrets Parenting blends practical suggestions and tips with no-nonsense advice about parenting. Specialist Dr. Rotbart doesn't call for you to be a tiger mom, helicopter parent, free-range parent, soccer mom, or any other parenting trend du jour—he just provides simple, straightforward ideas so you can give your kids what they need to succeed, and give yourself what you need to feel like a successful parent.

Topics focus on everything from school and sleep to fitness and entertainment. You will still miss your kids when they leave home, but with *No Regrets Parenting*, you won't miss them when they're at home. The days are long, but the years are short. And now is the time.



ISBN: 978-1-4494-1094-0
\$14.99 (\$16.99 Canada)
 5 1/2 x 8 1/2, 208 pp, ppb
Territory: North America
Discount: 46%
On Sale: February 21



“ There is a single truth that applies to any parenting philosophy you choose: your kids need you to be there. They need to see who you are and how you live your life.

How can you be there for them? The simple answer is to find enough time. The moments you have with your kids are fleeting and precious, so *No Regrets Parenting* is about time. Finding enough of it and making the most of it.

THINGS TO RECOGNIZE

For tiger moms, free-range parents, helicopter parents, soccer moms, single parents, stay-at-home dads, and every other lifestyle du jour, *No Regrets Parenting* focuses on the simple truth that long days of busy parenting race quickly by and teaches parents how to stretch and enhance the time they spend with their kids.

- Kids need to see who their parents are and how they live their lives. For that to happen, parents need time. This is a book about finding enough of it and making the most of it.
- Blends a balanced parenting philosophy with practical applications to create special, everyday moments with your kids, such as pajama walks through the neighborhood before bedtime, celebrating mini holidays like the dog's birthday or the first snow of the year, being the house for sleepovers, or giving active homework help.
- Easy-to-read, short, self-contained chapters are manageable reading for busy parents looking for tidbits of sage advice.
- Nationally recognized parenting expert Dr. Rotbart has been a pediatric specialist for over twenty-five years. His expertise in pediatrics and parenting has earned him national acclaim from media such as CBS's *Early Show*, NPR, *USA Today*, *Parents Magazine*, *Ladies Home Journal*, *Health Magazine*, *Redbook*, the *Chicago Tribune*, and dozens of other media outlets.

OUR AUTHOR:

Dr. Harley Rotbart has been a pediatric specialist for the past 28 years and is the professor and vice chairman of pediatrics at the University of Colorado School of Medicine and the Children's Hospital of Denver. He is a nationally recognized parenting expert, speaker, and educator and is the author of more than 175 medical and scientific publications. Dr. Rotbart and his wife use the strategies presented inside *No Regrets Parenting* with their three children. He and his family currently reside in Denver, Colorado.

CONNECT ONLINE:

NoRegretsParenting.com

SUPPORT:

- Online and social media marketing campaign

Knits for Nerds

30 Projects for Fans of Science Fiction, Fantasy, and Comic Books

JOAN OF DARK

The best of science fiction, manga, and animaguri meets knit one, purl two as knit siren and part-time roller derby girl Joan of Dark offers up an out-of-this-world assortment of knitting nerdiness inside *Knits for Nerds*. The patterns for 30 iconic clothing and accessory items inspired by popular TV shows, books, films, comics, and more—including *Star Trek*, *Lord of the Rings*, *Star Wars*, and *Firefly*—are presented alongside full-color photographs showcasing completed projects, such as:

- Lieutenant Uhura’s sexy *Star Trek* minidress
- *Firefly*-inspired scarf, socks, and jacket
- Hermione Granger’s secret beaded bag
- *The Big Bang Theory*-inspired his and hers sweater-vests
- Hobbit feet slippers
- *Tank Girl* socks
- Manga-inspired leg warmers
- * *Lord of the Rings*-inspired shrug

In addition to a wardrobe of costume finery, hobbyists will also find instructions for practical projects such as an e-reader cover or a laptop bag crafted of checkered fabric that serves double-duty as a chessboard and carryall, as well as patterns for plush toys inspired by *Star Trek*, *Dr. Who*, and the comic book *Squee!* Wear (and knit!) your nerdiness on your sleeve with *Knits for Nerds*.



ISBN: 978-1-4494-0791-9

\$14.99 (\$19.99 Canada)

7 1/4 x 8 1/4 , 112 pp, ppb

Territory: World

Discount: 46%

On Sale: February 21



THINGS TO RECOGNIZE

Comic-Con meets the crafting aisle inside *Knits for Nerds!*

- Toni’s blog, joanofdarkknits.blogspot.com, gets more than 500 unique visitors per day, and has an active following on Facebook and Twitter.
- For the thousands of fans of sci-fi, fantasy, comics, and manga comes the first book of knitting patterns for making 30 iconic clothing and accessories from their favorite TV shows, films, books, and comics.
- Attendees at conventions such as Comic-Con often come in some form of costume. *Knits for Nerds* will give them patterns inspired by their favorite shows, films, and comics.

OUR AUTHOR:

Joan of Dark (a/k/a Toni Carr) is an avid lover of all things knit and crocheted. She has been featured on two DIY Network shows, *Uncommon Threads* and *Knitty Gritty*. She’s the author of the book *Knockdown Knits* (Wiley), and her patterns have been published on KnitPicks.com and in *Vampire Knits* (*Potter Craft*). Her sense of style was also profiled in *Indianapolis Monthly*, *Nuvo*, and *Intake Weekly*. With a science fiction writer for a mother, and a father who made sure that her comic book collection was always stocked, she had no choice but to grow up a geek!

CONNECT ONLINE:

joanofdarkknits.blogspot.com

SUPPORT:

- Online and social media marketing and print publicity campaign



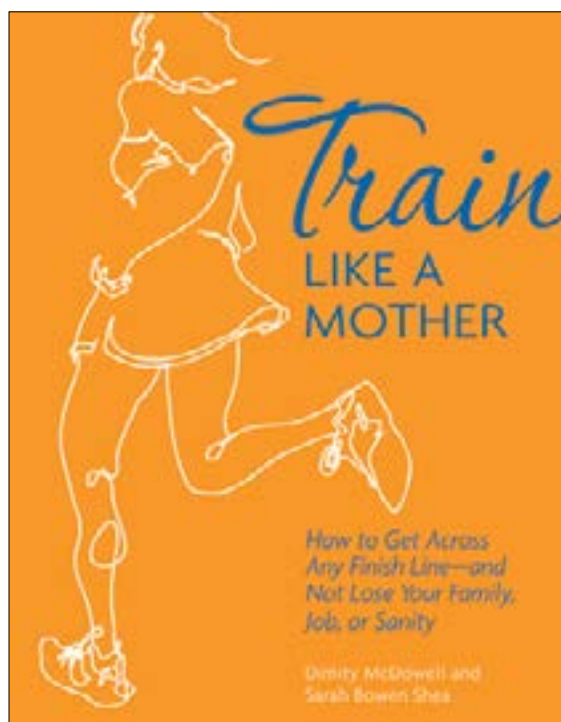
Train Like A Mother

How to Get Across Any Finish Line Without Losing Your Family, Job, or Sanity

DIMITY MCDOWELL AND SARAH BOWEN SHEA

Since the publication of their first book, *Run Like a Mother*, the authors have built up an engaged, vibrant tribe of women runners—more than 10,000 fans on Facebook and an average of 2,500 daily visitors to anothermotherrunner.com—who are clamoring for another book. At its core, *Train Like a Mother* will comprehensively cover how to train for a race, including training plans for four race distances (5K, 10K, half-marathon, and marathon) for both beginner and more experienced runners; the importance of recovery; pre- and post-race nutrition; strength training; injury prevention (and rehab); and everything busy women need to know to add racing to their multitasking schedules. It is all presented with the same wit, empathy, and tone the avid fans connect and identify with.

The book is divided into 13.1 chapters—the distance of a half-marathon, the sweet spot for many mother runners—narrated by both Sarah and Dimity. Like the first book, *Train Like a Mother* chapters have plenty of sidebars, including Practical Motherly Advice (helpful information about training- and race-related advice), Take It from a Mother (advice and answers from the growing tribe of running moms), and Racy Talk (entertaining, race-related stories from the authors and other moms). The .1 sections are entertaining “commercial breaks” celebrating the sport of running and the added thrill of racing.



ISBN: 978-1-4494-0986-9

\$14.99 (\$16.99 Canada)

7 x 9, 224 pp, ppb

Territory: World

Discount: 46%

On Sale: March 20

THINGS TO RECOGNIZE

From the authors of the “run” away success *Run Like a Mother*, a book that fans are clamoring for on how to train for a race, including practical advice on all aspects of race preparation presented with the authors’ trademark wit and empathy.

- The author’s aggressive promotion of *Run Like a Mother* established a strong platform among the 14.5 million American women who count themselves as runners.
- This comprehensive training manual includes how to train, with plans for various races, pre- and post- race nutrition, strength training, injury prevention and rehab, and equipment.
- *Train Like a Mother* is written in a warm, engaging “girlfriend’s guide” style by two women who’ve done it on their own and enjoy enormous credibility in the female running community.
- *Train Like a Mother* is perfect for women who’d love to try running but think they can’t possibly work racing into their busy lifestyles.

OUR AUTHOR:

A dedicated if not natural runner, Dimity McDowell writes regularly about sports and fitness for a range of magazines, including *Runner’s World* and *ESPN: The Magazine*. She lives and runs (at 5,280 feet) in Denver, Colorado, with her husband, Grant, two kids, and two dogs.

A veteran of eight marathons with a competitive streak a mile long, Sarah Bowen Shea is a freelance writer specializing in fitness, health, gear, and parenting. She contributes to a variety of publications, including *Shape*, *SELF*, *Runner’s World*, *Whole Living*, and the *New York Times*. She lives in Portland, Oregon, with her husband, Jack, and three young children, including boy-girl twins.

CONNECT ONLINE:

runlikeamotherbook.com

SUPPORT:

- National print and broadcast media
- Cross-promotion on anothermotherrunner.com
- 5-7 city tour with training and book signing activities
- Online and social media marketing campaign



ALSO BY AUTHORS



Run Like A Mother
(AMP '10)
978-0-7407-8535-1

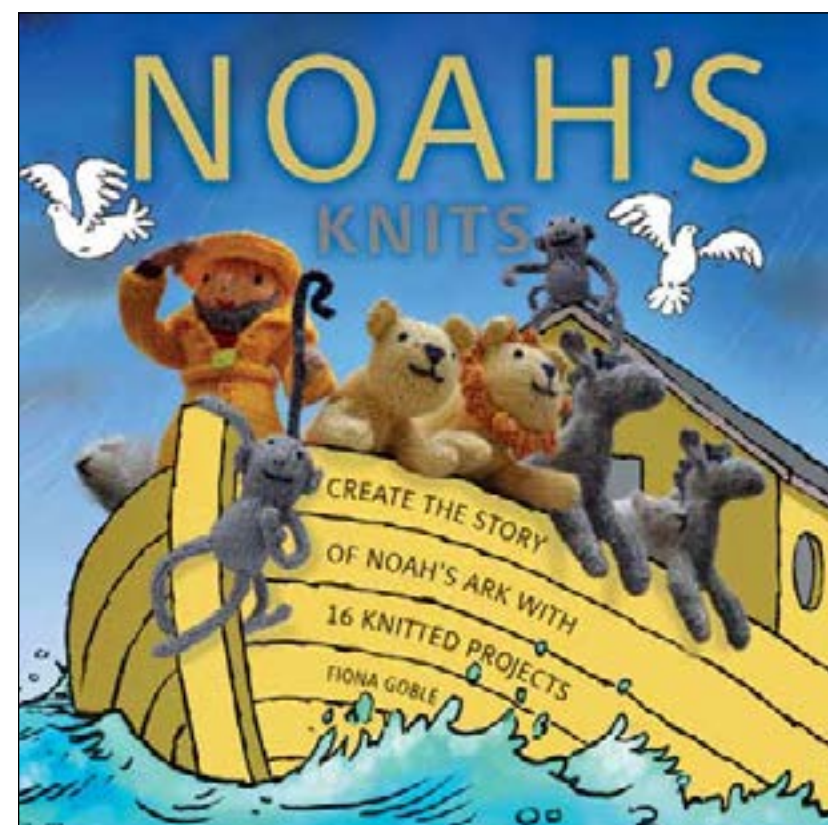
Noah's Knits

Create the Story of Noah's Ark with 16 Knitted Projects

FIONA GOBLE

From the author of the sensational *Knit Your Own Royal Wedding* and *Knitivity*, *Noah's Knits* lets you bring to life the story of Noah's ark. Included are instructions for creating cute and cuddly knitted dolls of Noah, his wife, and 15 pairs of adorable animals, all of which fit inside the book's cardboard fold-out ark.

The patterns vary in complexity, so crafters can work at their own paces, advancing from simple to more challenging projects as they watch this beloved Bible story unfold through the gorgeously illustrated and photographed pages of the book. The dolls are also perfect accessories for a Noah's Ark nursery theme!



ISBN: 978-1-4494-0979-1
\$16.99 (\$19.99 Canada)
 8 x 8, 80 pp, ppb
Territory: North America
Discount: 46%
On Sale: March 6



THINGS TO RECOGNIZE

A warm, humorous, and crafty way to teach children the story of Noah's ark—instructions for knitting Noah, his wife, and 15 pairs of animals, all of which can fit inside the book's fold-out ark.

- For knitters and parents alike, this book provides doll-making instructions, colorful illustrations, and the story of Noah's ark. It's a unique way for parents and grandparents to spend time with children, reading aloud and acting out the story as its characters come to life.
- Homemade is a hot trend in these times of economic and political uncertainty, and people are clamoring for handmade items, which are more personal and meaningful than mass-produced things.
- As an added bonus, inside the book, readers will find fold-out paper templates that form an ark, complete with a ramp for the animals to walk on.
- Perfect for Easter promotions!

OUR AUTHOR:

Fiona Goble is an accomplished knitter and the author of many craft books and articles. She also owns a small business making woolen bags and home accessories.

SUPPORT:

- Online and social media marketing campaign



ALSO BY AUTHOR



Knit Your Own Royal Wedding (AMP '11)
 978-1-4494-0924-1



Knitivity (AMP '11)
 978-1-4494-0365-2

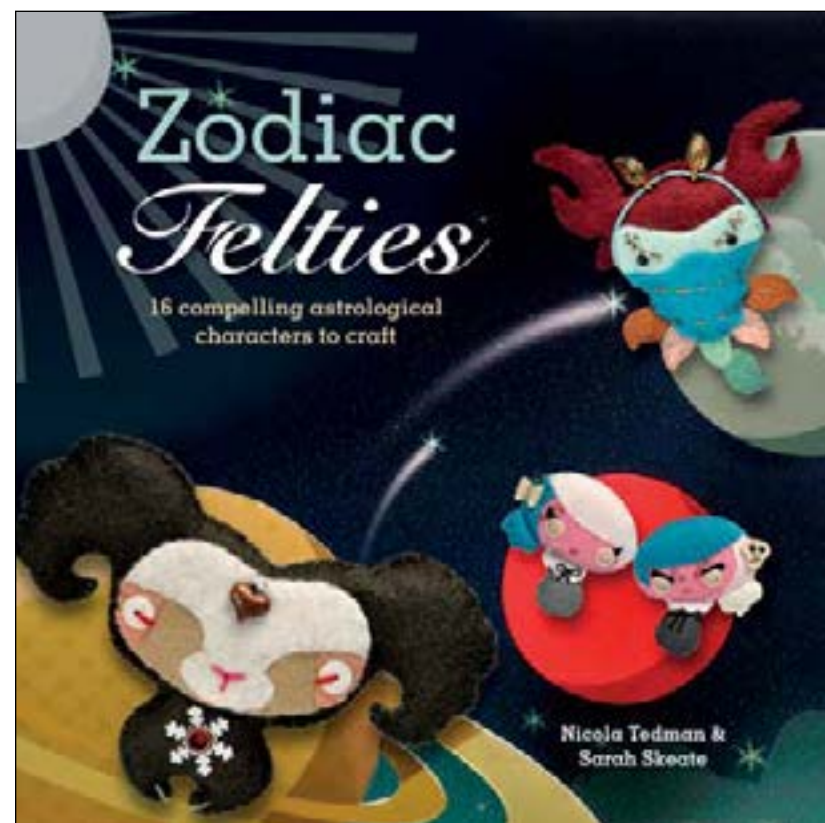
Zodiac Felties

16 Compelling Astrological Characters to Craft

NICOLA TEDMAN AND SARAH SKEATE

From the authors of the sensational *Zombie Felties* and *Steampunk Softies* comes a craft book for creating felties representing each of the twelve astrological signs plus four planetary figures—Mars, Venus, the sun, and the moon.

These cute and creative felties make perfect gifts for friends and loved ones, so the book also includes a template you can copy and fold into a beautiful card to present to someone along with your creation.



THINGS TO RECOGNIZE

With easy step-by-step instructions and full-color illustrations and photographs anyone can make these twelve adorable zodiac felties and their four planetary pals.

- Zodiac Felties is unique to the market—no other craft title combines the trend of felties with the popularity of astrology.
- Handmade is a hot trend; in these times of economic and political uncertainty, people are clamoring for handmade items, which are more personal and meaningful than mass-produced things. These make a great birthday gift.
- As an added bonus, inside the book readers will find a template they can copy and fold to create a card for presenting with their zodiac feltie gift.

OUR AUTHOR:

Nicola Tedman is a model maker for theater and television. Sarah Skeate, her partner in mayhem, is an illustrator with a steampunk fetish who just happens to work in publishing.

SUPPORT:

- Online and social media marketing campaign

ALSO BY AUTHORS



Steampunk Softies
(AMP '11)
978-1-4494-0600-4



Zombie Felties (AMP '10)
978-0-7407-9764-4

ISBN: 978-1-4494-1168-8
\$16.99 (\$19.99 Canada)
 7 1/4 x 8 1/4, 80 pp, ppb
Territory: North America
Discount: 50%
On Sale: March 20



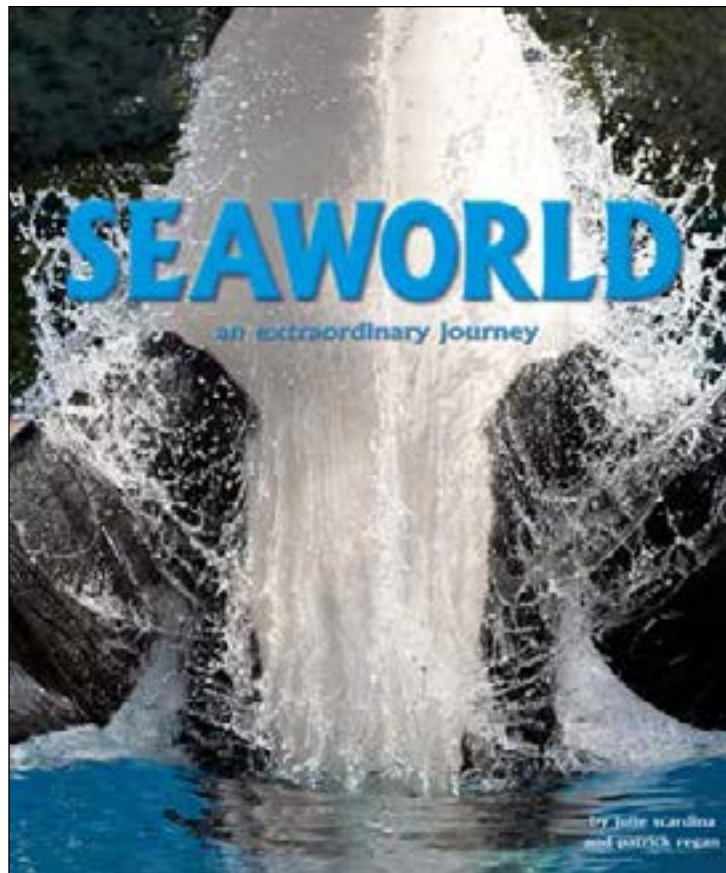
SeaWorld

An Extraordinary Journey

JULIE SCARDINA AND PATRICK REGAN

With more than 100 lavish full-color photographs and an introduction by oceanographer Sylvia Earle, *SeaWorld*, by SeaWorld ambassador Julie Scardina and Patrick Regan, brings the theme park's aquatic action and conservation efforts front and center. Working with purpose and passion, SeaWorld operates on behalf of all wildlife to encourage sustainable solutions through its support of species research, animal rescue, rehabilitation, and conservation education.

For nearly 50 years, SeaWorld has served as a worldwide wildlife ambassador that envisions a global community rooted in human understanding, appreciation, and stewardship of the natural world and all its wonders. *SeaWorld* will inspire readers to help protect wildlife and become involved with wildlife conservation efforts by extending the SeaWorld experience from the organization's parks into readers' homes.



ISBN: 978-1-4494-0816-9
\$40.00 (\$44.99 Canada)
 10 x 12, 208 pp, hd
Territory: World
Discount: 46%
On Sale: March 12

THINGS TO RECOGNIZE

Focusing on stewardship and marine ecology, *SeaWorld* offers a behind-the-scenes look at one of the world's most prominent wildlife initiatives.

- This book reflects SeaWorld's commitment to a strong ecological/environmental mission, and its dedication to the creation of generations of better environmental stewards, continuous care for animals in need, and inspiring passionate people who care about making a positive difference for the future of animals.
- The SeaWorld brand has tremendous value as the acknowledged world leader in marine theme parks.
- The SeaWorld parks in Orlando and San Diego reported that there were over 10 million visitors to their theme parks in 2009 alone.

OUR AUTHOR:

As SeaWorld and Busch Gardens animal ambassador, Julie Scardina shares her lifelong love of animals and the park's commitment to wildlife conservation with audiences ranging from a classroom of children to millions of viewers via national television. Julie is an engaging expert with more than 20 years of experience in animal training and care. She has trained and performed with the 8,000-pound killer whale Shamu, and sea lions, otters, and walruses. She also has worked with elephants, kangaroos, and birds of prey. In addition to her role as animal ambassador, Julie also is curator of animal training for SeaWorld of California.

Julie holds a bachelor's degree in psychology with a minor in biology from San Diego State University. She earned an associate's degree in exotic animal training and management from Moorpark College in California. She is a member of the International Marine Animal Trainers Association, American Zoo and Aquarium Association, International Association of Avian Trainers and Educators and many conservation groups.

CONNECT ONLINE:

seaworld.org

SUPPORT:

- Online and social media marketing and print publicity campaign



Dog Is My Copilot

True Tales of Flying Dogs, Reclaimed Lives, and the Hero that Might Just Live Next Door

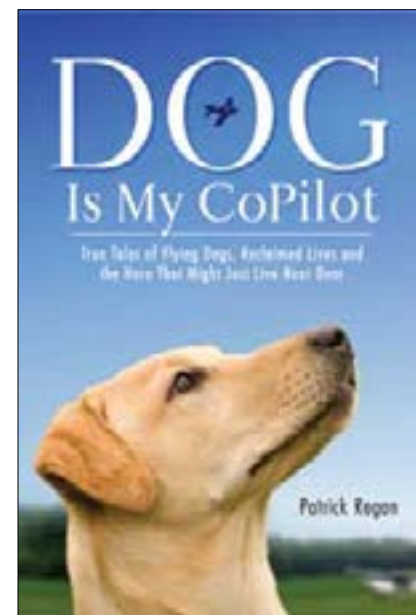
PATRICK REGAN

Dog Is My Copilot tells the story of Pilots N Paws, a high-flying animal-rescue operation founded “accidentally” in 2008 when a private pilot offered to fly a mission of mercy to save an abused dog for a friend. Once on the ground, the pilot asked his friend if there was a big need to transport shelter animals from one part of the country to another. She responded, “You have no idea.” Since that time, Pilots N Paws has grown to include thousands of pilots who have transported tens of thousands of “death-row dogs” (and a fair amount of cats and other animals), sometimes more than 1,000 miles away to new homes or no-kill shelters, where they have a much higher chance of adoption.

The true heart of *Dog Is My Copilot* are the 24 real-life rescue stories collected from pilots and their animal-rescue counterparts on the ground. The short, captivating stories are accompanied by more than 100 charming, poignant, color photos—most taken by the pilots themselves—of their canine passengers in flight.

Unexpected things can happen when dogs reach cruising altitude, and the stories in *Dog Is My Copilot* run the emotional range from hilarious to heart rending—but the endings are always happy. These dogs are the lucky ones, and most of the pilots will tell you that when they get on the plane, they know it. After all, waiting for them on the ground hundreds of miles away is a second chance at a happy life with a loving forever family.

Dog Is My Copilot—it’s *Chicken Soup for the Soul* meets *Marley & Me . . .* with just a dash of *The Right Stuff*. A portion of the proceeds from the sale of this book will be donated to the Pilots N Paws organization.



ISBN: 978-1-4494-0760-5
\$16.99 (\$18.99 Canada)
 6 x 9, 144 pp, hd
Territory: World
Discount: 46%
On Sale: May 15

“These dogs know—they absolutely know—that they’re being rescued. When they’re pulled from a shelter and put on a plane, their whole attitude changes. It’s like they sense that everything is going to be okay.”

—volunteer rescue pilot Sam Taylor

“People ask, ‘Why would you spend \$500 of your hard-earned money to fly a single dog?’ My answer: ‘It means a lot to that particular dog, and it’s not just about the animals—it’s about all the people who are also affected by his/her transport.’”

—Pilots N Paws pilot Brett Grooms

THINGS TO RECOGNIZE

Since 2008, an unlikely alliance of volunteer pilots and animal-rescue enthusiasts has worked to save thousands of death-row dogs by flying them to safe havens and better lives. Through two dozen stories—some heartrending, a few hilarious—*Dog Is My Copilot* tells the inspiring story of Pilots N Paws, America’s most unique and high-flying animal-rescue organization.

- Dog lovers are a huge market with 46 percent of U.S. households owning at least one dog, and \$48 billion/year spent on pets in the U.S., according to the American Pet Products Association.
- The Pilots N Paws program resonates with animal advocates and is recognized nationwide through features on *ABC World News*, *Good Morning America*, *CBS Evening News with Katie Couric*, and *NBC Nightly News with Brian Williams*.
- Nineteen percent of owned dogs are adopted from an animal shelter.

OUR AUTHOR:

Patrick Regan has written more than 100 books in the trade, gift, humor, children’s, and advice categories. He has flown on several rescue missions with Pilots N Paws, and has the full endorsement of the founders of Pilots N Paws to tell their story. Regan lives in Kansas City, Missouri, with his wife, two sons, and his rescued dog, Pearl.

CONNECT ONLINE:

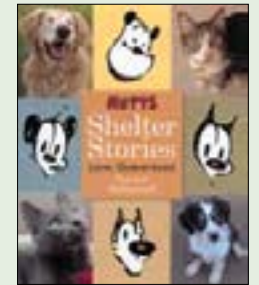
pilotsnpaws.org

SUPPORT:

- National print and broadcast media
- Online and social media marketing campaign
- Cross-promotion with Pilots N Paws organization



ALSO AVAILABLE



Shelter Stories (AMP '08)
 978-0-7407-7115-6

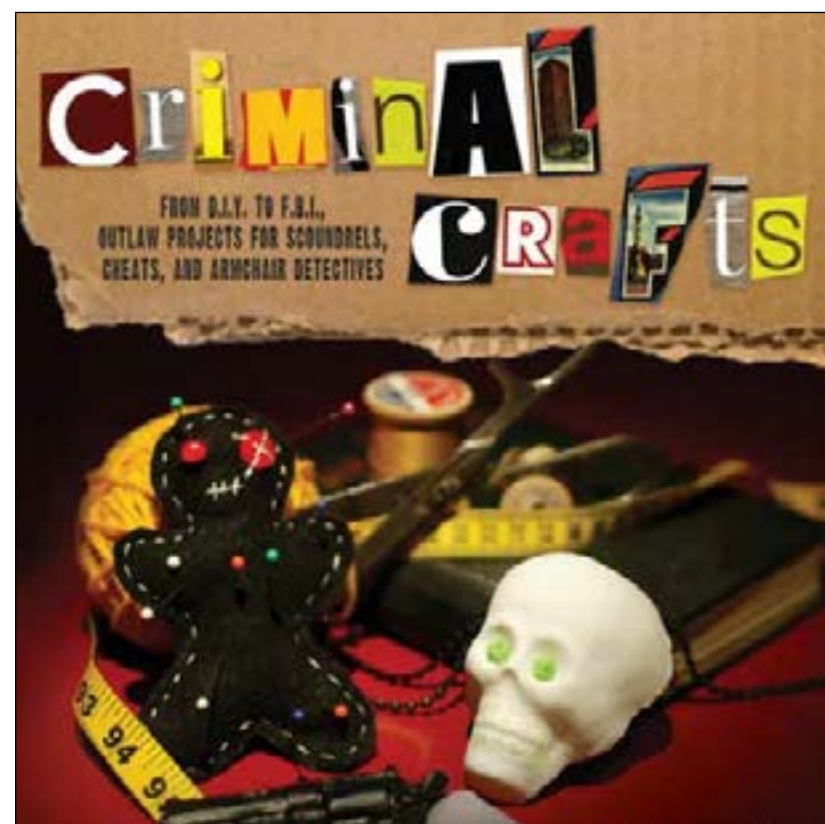
Criminal Crafts

From D.I.Y. to F.B.I., Outlaw Projects for Scoundrels, Cheats, and Armchair Detectives

SHAWN BOWMAN

Criminals attract an audience. People admire the sneakiness and creativity of the profession while cursing the dastardly outcomes. So why not have all of the tricks without the trade? *Criminal Crafts* brings together illicit behavior and artistic expression with dark humor in this do-it-yourself project book. Author Shawn Bowman focuses on original crafts and recipes themed in noir, murder, retro espionage, pulp fiction, mafia, and voodoo.

Crafters and mischief lovers alike will love this book of 30 projects revolving around notorious criminals and their activities. From John Dillinger's soap gun to Bonnie Parker's gunshot poetry journal, readers will find themselves both amused and intrigued with the devious creativity. Not to mention how impressed party guests will be when they show up to Flaming Amy cocktails and cocktail bars stashed in violin cases. And just wait until you show off your shiv cozy! From the practical to the classically kitsch, *Criminal Crafts* are art projects readers will love.



ISBN: 978-1-4494-0985-2
\$14.99 (\$16.99 Canada)
 7 1/4 x 8 1/4, 128 pp, ppb
Territory: World English
Discount: 46%
On Sale: April 10



THINGS TO RECOGNIZE

This criminally clever craft book delivers more than 30 easy-to-make projects for devious minds looking for ways to artfully display everything from murder weapons made of soap to crime scene outlines on the living room floor.

- No need to rob a bank—Shawn uses thrift store finds and materials found around the house to create hardcore crafts on an easy budget.
- Ruthlessly side-splitting, *Criminal Crafts* is laced with dark humor to accompany its malicious creations. It doesn't literally split your side, but watch out for that shiv cozy!
- Most activities can be completed in a few minutes to a few hours with easy-to-follow directions and lots of photos.
- While naturally appealing to crafters, *Criminal Crafts* will also attract fans of murder mysteries, vintage espionage, and, simply put, kitsch.

OUR AUTHOR:

Former professional chef and current crafter extraordinaire Shawn Bowman dabbled briefly in a promising East Coast film career and in cooking for notable Colorado restaurants. She finally settled on raising a family, while hosting an afternoon comic club and teaching workshops on social media for artists and film production for children. She sells her notorious crafts at www.criminalcrafts.etsy.com. Follow Criminal Crafts at www.criminalcrafts.com and via Twitter and Facebook.

CONNECT ONLINE:

criminalcrafts.com

SUPPORT:

- Online and social media marketing campaign



ALSO AVAILABLE



Steampunk Softies
 (AMP '11)
 978-1-4494-0600-4



Zombie Felties (AMP '10)
 978-0-7407-9764-4



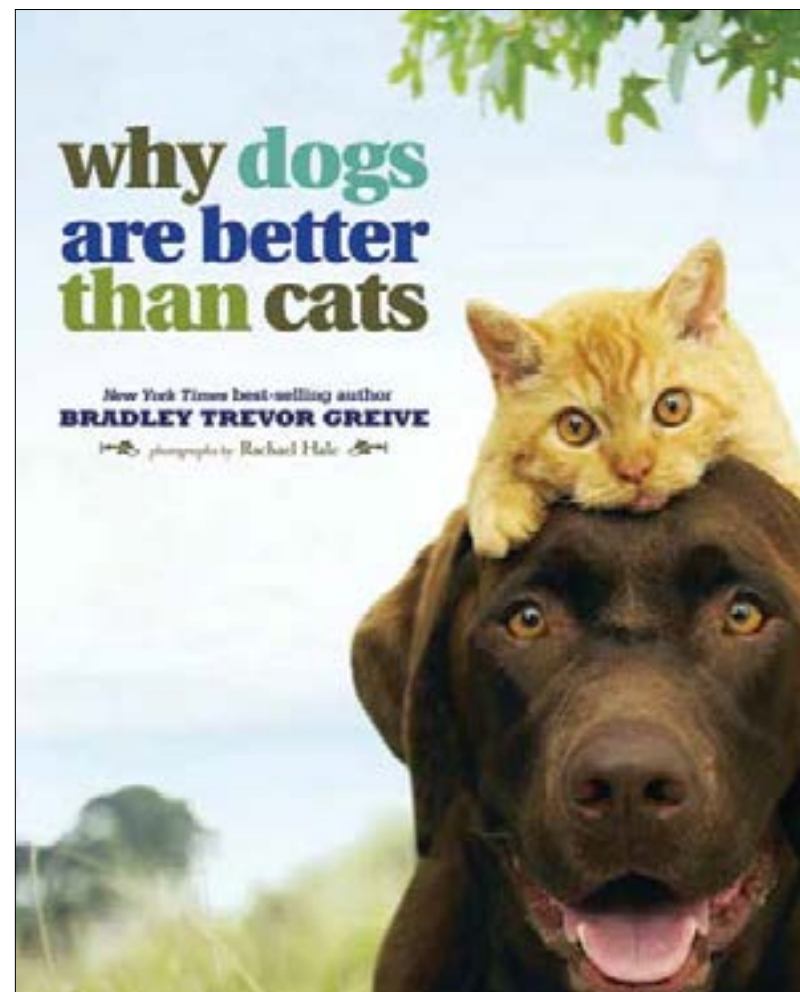
Crobots (AMP '09)
 978-0-7407-7827-8

Why Dogs Are Better Than Cats

BRADLEY TREVOR GREIVE, WITH PHOTOGRAPHS BY RACHAEL HALE

Dogs versus cats: This age-old contest continues to fuel heated debates around the globe. Now BTG bravely steps in to settle the dispute once and for all. Greive isn't anti-cat—he's just pro-dog. In this first paperback edition of his internationally renowned *Why Dogs Are Better Than Cats*, he champions the many exceptional virtues unique to man's favorite pet. For one, he believes dogs "get people"; they have superior communication abilities, they want to know and help us, and their innate sense of loyalty, teamwork, and justice makes them the truest of companions. Whereas cats prefer to wait in the other room.

BTG makes his case with his trademark wit and warmth. His brilliant, original narrative is supported by stunning photography from none other than internationally known animal photographer Rachael Hale.



ISBN: 978-1-4494-0987-6
\$16.99 (\$19.99 Canada)
 6 1/2 x 8 1/4, 224 pp, ppb, flexibound
Territory: World
Discount: 46%
On Sale: April 24



THINGS TO RECOGNIZE

This is the first paperback edition of *Why Dogs Are Better Than Cats*, packaged in an appealing new trim size. International best-selling author (over 18 million books sold in 115 countries) BTG's witty, engaging style is complemented by award-winning photographer Rachael Hale's fabulous photos to create a glorious new gift package for all dog (and cat) lovers.

- *Why Dogs Are Better Than Cats* is a spectacular package at an irresistible new paperback price.
- Bradley Trevor Greive and Rachael Hale have published over twenty-five international best-selling gift books.
- Dogs versus cats is a theme with evergreen appeal.

OUR AUTHOR:

Since the debut of his best-seller *The Blue Day Book*, Bradley Trevor Greive's books have sold more than 20 million copies in 115 countries. A former Australian paratrooper, BTG left the army to pursue more creative misadventures. Between qualifying as a cosmonaut for the Russian space program and writing books, he lives in a tiny Tasmanian hamlet.

Rachael Hale is one of the world's most popular photographers. Her images have been published internationally in books, calendars, greeting cards, posters, and stationery. Born and raised in New Zealand, Rachael lives in the south of France.

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btgstudios.com
 rachaelhale.com

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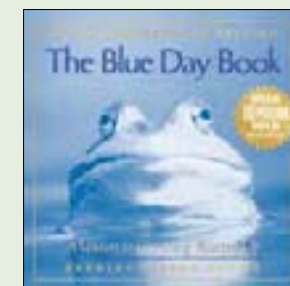
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- Pet media
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ALSO BY AUTHORS



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The Blue Day Book
 (AMP '10)
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Feed Your Best Friend Better

The Dog Food Dude's Guide to Easy, Nutritious Meals and Treats

RICK WOODFORD

From Rick Woodford, the "Dog Food Dude" himself, comes *Feed Your Best Friend Better*, with easy recipes that will make even humans drool a little bit. Natural food can enable dogs to live longer, healthier lives, just as it can for humans, and with these meals, treats, and cookies, dogs will never miss commercial kibble.

Rick has researched nutrition for dogs and has used the same manuals veterinarians use to develop his recipes. *Feed Your Best Friend Better* makes the transition to homemade dog food simple, so you can make natural food for your dog every day. From nutritional value to portion sizes, these recipes will help owners know what their dog is eating. The meals are healthy, and dogs love them.

Rick Woodford wants dogs in every family to be healthy and happy. His recipes use a variety of herbs and spices for their antioxidant properties but they smell so good everybody in the house will be drooling. Recipes include:

- GRRRRRanola Bars
- Puppy Pesto
- Bacon Yappetizers
- Barkscotti
- Mutts Loaf
- Gingerbread Mailman

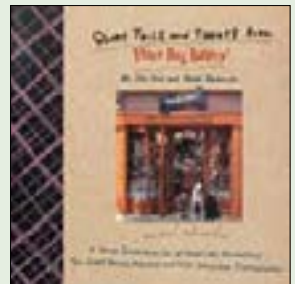


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2 Feed Your Best Friend Better

Chicken for Puppies

There's nothing like a warm bowl of chicken and dumplings to take away the winter chills. This version replaces the dumplings with chunks of potato, so it's perfect for dogs that need to avoid gluten.

YIELD: 14 cups, 260 calories per cup.

Ingredients:

- 3 tablespoons olive oil
- 3 pounds boneless, skinless chicken thighs
- 1 clove garlic, minced
- 1 tablespoon dried rosemary
- 4 cups chicken stock, preferably homemade
- 1 cup grated carrots
- 2 pounds potatoes, cleaned and cut into 1/2-inch cubes
- 1 cup frozen peas

Directions:

In a large stockpot, heat oil over medium-high heat. Add chicken and stir occasionally until all pieces are lightly browned, about 8 minutes.

Add garlic and rosemary, and stir until fragrant, about 1 minute.

Stir in chicken stock, carrots, and potatoes. Reduce heat to medium-low and cook for 20 minutes, or until potatoes are tender.

Stir in peas and eggshell powder and cook for 5 minutes longer or until potatoes are tender and easily pierced with a fork.

3 Feed Your Best Friend Better

THE PUPPY PANTRY

Some ingredients used in recipes throughout the book may be unfamiliar, but are easily found in your grocery store's health food or bulk food aisle.

Eggshell powder: Your dog needs a great deal more calcium than you would think. If your dog were grazing on a base of clay he'd be getting plenty of calcium to counter all the phosphorus in meat. Calcium is essential to a healthy dog's diet and you can't get enough with just a dollop of yogurt or small piece of cheese. The majority of the meat recipes in this book call for eggshell powder with a simple recipe on page 81.

Apple Cider Vinegar (with the mother): Apple Cider Vinegar when filtered and pasteurized contains a lower concentration of vitamins and minerals as a result of the production process. Look for Apple Cider vinegar that includes the mother, a cloudy sediment at the bottom of the bottle - this is where you'll see those vitamins and minerals. If it is labeled as "filtered" and has cloudy sediment at the bottom, although the amount of the mineral is negligible, Apple Cider Vinegar also has antiseptic properties that benefit your dog from the inside out.

Apple Cider Vinegar: Apple Cider Vinegar can be used on the outside as well for cleaning ears with yeast infections (mix 1/2 teaspoon to 1/2 cup water, then dampen a towel to gently clean ears.)

Brazil nuts: Selenium is one mineral not often found in foods that you'll feed your dog. Brazil nuts are one of the best sources to provide your dog's requirements, without the concern some nuts cause. Nuts should be ground finely before adding to food.

Canada Oil: Not only is this oil lower in saturated fats and higher in Omega 3 fatty acids, Vitamin E and Vitamin K than butter and olive oil, it's also higher in tocopherols which will help prevent freckles.

Half-Pounder: A natural source of vitamins and minerals such as calcium, potassium, magnesium, iron and sodium.

Nutritional Yeast: For an added boost of B-Vitamins and protein look to Nutritional Yeast which is higher in nutrients than brewer's yeast and is less bitter in flavor.

Panko breadcrumbs: Panko breadcrumbs are commonly used in Japanese cooking to provide a crunchy crust with few simple ingredients: flour, sugar, yeast, oil and salt. This is a healthier choice than other manufactured breadcrumbs because Panko is made without the high fructose corn syrup, hydrogenated oils, and other added sugars.

THINGS TO RECOGNIZE

If you wouldn't eat processed food, why feed it to your dog? The Dog Food Dude's essential nutrition book for dogs is the only one you'll need, with guidelines, charts, tips, and more than 85 easy recipes for healthy dishes to help your best friend live a long and happy life.

- Processed dog food often includes meat by-products, excessive amounts of grains, and preservatives. If done right, home-cooked food is better, and many of the fast and easy recipes included in *Feed Your Best Friend Better* use common ingredients that are probably in the dog owner's dinner as well.
- Inspired by a dog that had cancer, *Feed Your Best Friend Better* offers recipes, nutritional requirements, and exercise tips for all dogs, even those with special needs, and the book even gives serving sizes for dogs from Chihuahuas to Great Danes.
- Through his company Dog Stew, Rick has tested these recipes with success and rave reviews by veterinarians. Readers can be sure they are feeding their best friends good, nutritional food they will love.
- Sales of organic pet food were \$84 million in 2009 and have grown more than tenfold since 2002, according to the Organic Trade Association. The number of people looking to make their own pet treats and recipes is on the rise.

OUR AUTHOR:

Rick Woodford operated Dog Stew, a company that produced nutritional, homemade dog food for dogs in the Pacific Northwest. He began cooking food for his dogs after his dog Jackson was diagnosed with cancer and given a year to live. Rick resolved to send Jackson out with style by cooking him food usually reserved for humans, only to find out the transition to human food made Jackson feel better and live for four years, cancer free.

CONNECT ONLINE:
dogfooddude.blogspot.com

SUPPORT:

- National print and broadcast media
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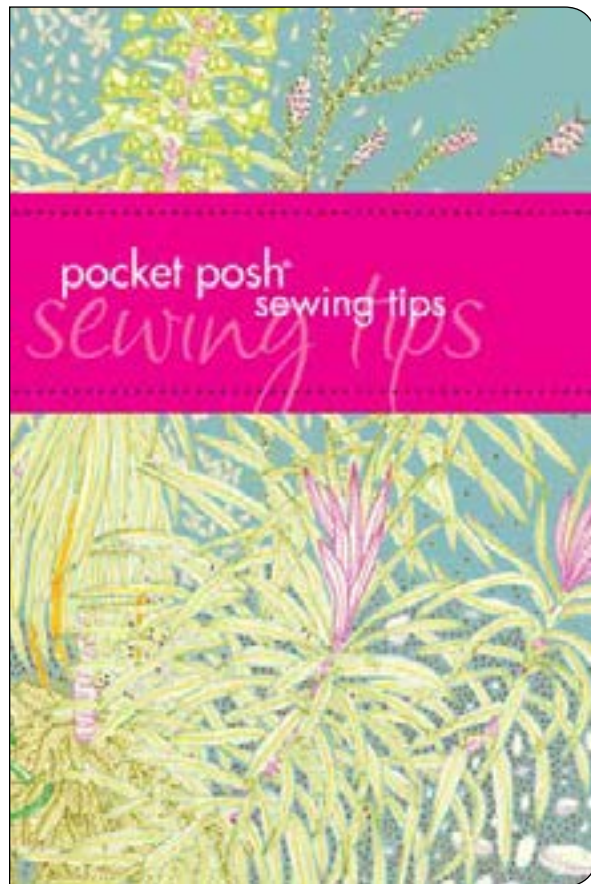


Pocket Posh® Sewing Tips

JODIE DAVIS AND JAYNE DAVIS

The latest addition to the multi-million-selling Pocket Posh® series, this gorgeous, handy reference guide can be carried in bags, totes, or purses. The Pocket Posh® series has over 3 million copies in print.

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ISBN: 978-1-4494-0982-1

\$7.99 (\$9.99 Canada)

4 x 6, 128 pp, ppb

Territory: World

Discount: 46%

On Sale: May 8



THINGS TO RECOGNIZE

Pocket Posh® books are big business with sales exceeding 3 million copies and counting!

- According to the Home Sewing Association, there are 35 million hobby sewers. Newbie sewers are especially interested in “deconstruction,” the trend of ripping apart old clothes and rebuilding them to create one-of-a-kind garments.
- Posh puzzle books from Andrews McMeel have reenergized the puzzle section for numerous retailers around the world with their trendy looks and challenging games.
- Pocket Posh® puzzle books feature attractive and inviting covers, often with embossing, foil, glitter, flocking, or spot UV treatments that give the books an extra glimmer of glam.

OUR AUTHORS:

Jodie and Jayne Davis are the authors of dozens of needlecraft books and kits; they are seasoned practitioners of all the needle arts and other crafts. Jodie is president of QNNTv.com, co-host of *Quilt Out Loud*, host of *Quilt It! The Long Arm Quilting Show*, and Chief Quilting Enabler of Quilters Club of America.

CONNECT ONLINE:

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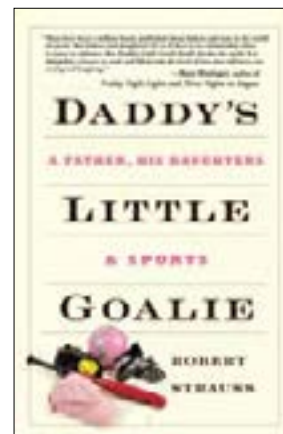


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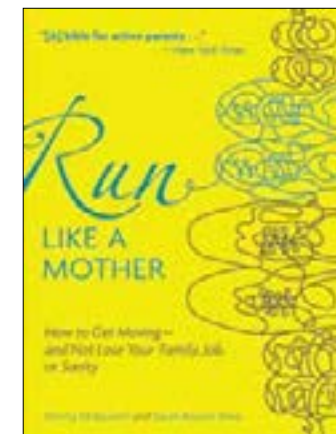
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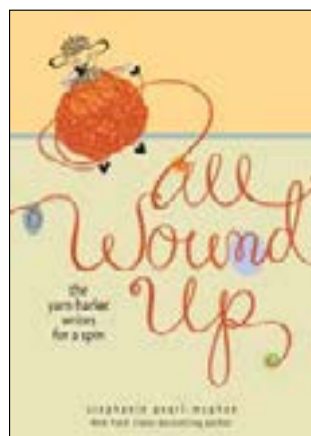
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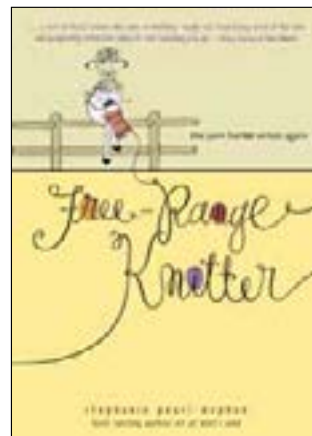
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