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Business, Marketing & Reference
Spring 2019
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IDEAPRESS PUBLISHING

www.ideapresspublishing.com

Ideapress Publishing was founded by best-selling author Rohit Bhargava to offer an alternative to self-publishing or working with a large publisher. Our vision is to bring the top quality resources and distribution of a big publisher together with the real time advice and coaching from a proven Wall Street Journal bestselling fellow author to launch a successful business book. We do this by only using the most experienced freelance talent in the industry on our projects - usually people with 20+ years of experience in the industry.

Our mission is to produce brilliant business books - and what this means is creating a solution that offers everything that independent authors need to publish a successful book.

We exist to help insightful experts publish their valuable ideas with more credibility.



ROHIT BHARGAVA

Rohit Bhargava is a trend curator, founder of the Influential Marketing Group, and an expert in helping brands and leaders be more influential. He is the author of five bestselling books on topics as wide-ranging as the future of business and how to build a global brand. Rohit has advised leaders at the World Bank, NASA, Intel, LinkedIn, MetLife, Under Armour, Univision, Disney and hundreds more global brands. He has presented 3 TEDx talks, writes a monthly column for GQ magazine in Brazil and has spoken frequently at global events in 32 countries around the world. Rohit is also a Professor of Marketing at Georgetown University. His books have been translated into 14 languages (so far).

Business & Management

NON OBVIOUS. HOW TO THINK DIFFERENT, CURATE IDEAS & PREDICT THE FUTURE

Orig. Language: English
Orig. Publisher: Ideapress Publishing
287 pp.

Territory: World excl. North America

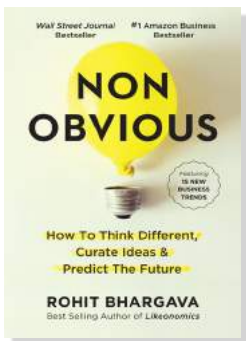
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Over 60,000 copies sold. Read and shared by over 1.5 million readers worldwide

- Wall Street Journal Best Seller
- Winner: Axiom Business Theory Silver Medal, IPPY Book Awards Silver Medal, Non-Fiction Book Awards Gold Medal, Pinnacle Book Awards Business Book of the Year, Eric Hoffer Book Award Grand Prize, INDIE Book Awards, Next Generation Indie Book Awards - NGIBA
- Official Selection: Gary's Book Club at CES
- Finalist: American Marketing Association Berry Book Award
- TOP 50 All Amazon Kindle Books

All translation deals include rights to include the latest annually updated trend research published by the author.



How to use the power of non-obvious thinking to grow your business and make a bigger impact in the world.

Non-Obvious is a book that reveals the secrets that the world's leading futurists and innovators use to predict the future, along with presenting original research and new trends that will change business and consumer behaviour. This is a rare book that not only reveals trends but also gives anyone the tools and teaches them the habits to be able to learn to predict the future for themselves.

Rohit Bhargava has curated his best-selling list of non-obvious trends by asking the questions that most Trend Predictors miss. It's why his insights on future trends and the art of curating trends have been utilized by dozens of the biggest brands and organizations in the world like Under Armour, Intel, Ford, Lenovo, LG, Marriott, Unilever, Pfizer, Molson Coors and Coca-Cola.

The answers to these questions may not be all that obvious. And that's exactly the point. The power of non-obvious thinking can help you see what others miss, grow your business and make a bigger impact in the world.

Sharp, articulate and immediately useful. — Daniel H. Pink, Author of When



THE NON-OBVIOUS GUIDE SERIES



People are hungry for advice on how to do better at work. The goal of this series is to provide actually useful insights from real experts, delivered through short advice guides that offer exactly what you need in the moment to get something done.

5 Things That Make This Series Different ...

✓ **Focused:**

No basic fluff or trivial information. Only what you need to know.

✓ **Opinionated:**

Authentic advice, written by authors who have earned their expertise.

✓ **Current:**

No insights that are likely to be quickly outdated. Timeless ideas + content.

✓ **Useful:**

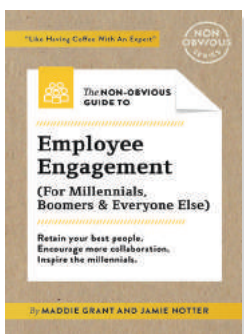
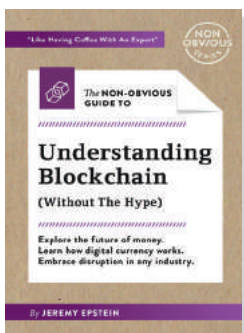
Real insights you can use immediately to get things done and solve problems.

✓ **Non-Obvious!**

Insights you haven't heard before, that will change how you think.

Our guides are:

Practical, Interesting, Readable, Irreverent, Unusual, Simple, Original, Approachable, Kind, Short, Helpful, Useful, Targeted, Current



Orig. Language: English

Orig. Publisher:

Ideapress Publishing

Available Titles:

— The Non-Obvious Guide to Marketing Your Small Business (Without A Big Budget)

— The Non-Obvious Guide to Event Planning (For Kick-Ass Gatherings That Inspire People)

— The Non-Obvious Guide to Understanding Blockchain (Without The Hype)

— The Non-Obvious Guide to Employee Engagement (For Millennials, Boomers and Everyone Else)

124-135 pp.

2018 - 2019

Territory: World excl. North America

MATERIAL AVAILABLE

English MS

RIGHTS SOLD

Vietnam | 1980 Books

THE NON-OBVIOUS BRAND

This brand was originally launched as the title of the *Wall Street Journal*/best selling book *Non-Obvious* by Rohit Bhargava in 2015. Since then, the brand has evolved to include online training, events and summits, an annual book awards program and online reports.

Praise for Rohit Bhargava's *Non Obvious*:

Sharp, articulate, and immediately useful. — Daniel H. Pink, Author of *Drive*

One of those rare books that delivers ... a great read! — Charles Duhigg, Author of *Power of Habit*

If you believe in a lifetime of learning, read this book! — Jonahthan Becher, Former Chief Marketing Officer, SAP

Trends that will shape your business and decision making. — Sally Hogshead, NY Times Bestselling Author

A powerful argument for how curation can change your organization. — Sree Sreenivasan, Chief Digital Officer of New York City

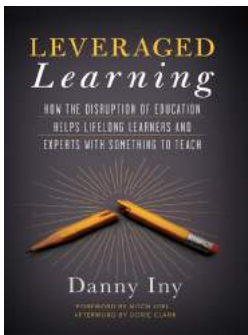


DANNY INY

Danny Iny is a lifelong entrepreneur, best-selling author, and CEO of the online business education company Mirasee. Best known for his value-driven approach to business, his 9 published books include *Engagement from Scratch!*, *The Audience Revolution*, and two editions of *Teach and Grow Rich*. Danny's work is followed by over 100,000 experts and professionals across various outreach channels (email, social media, blog, column on Inc.com, etc.), and over the course of 2015, 2016, and 2017 they've invested over \$10M towards training on the Leveraged Learning opportunity through his books and acclaimed courses, such as the Course Builder's Laboratory.

Education | Entrepreneurship

LEVERAGED LEARNING. THE AGE OF OPPORTUNITY FOR LIFELONG LEARNERS, AND EXPERTS WITH SOMETHING TO TEACH



The roadmap to success as a knowledge worker, professional, and expert has changed. Leveraged Learning is your indispensable guide to staying current, growing, and thriving in the modern world.

Gone are the days when education was something that only happened at the start of your career.

Danny Iny, a successful educator entrepreneur, has been leading the charge on this growing movement. And in *Leveraged Learning* he lays out the guidebook for navigating and thriving in this new world – both as a lifelong learner, and as an expert with something to teach.

As a lifelong learner, you'll gain the skills and acquire the tools that you need to grow and thrive:

- How to hack your patterns of behavior to support and accelerate your learning.
- Which mental habits are critical to achieving ongoing, sustained success.
- How to tell which online courses are worth taking, and which to avoid, etc.

And as an expert with something to teach, you'll learn how to package your expertise for others' benefit, and your profit:

- What it really takes to develop a lucrative revenue stream from your expertise.
- The piloting methodology that has worked for thousands of successful online course creators.
- What to test, measure, and iterate as your course grows and evolves.
- Methodologies for peer-based feedback that cost-effectively support student learning.
- How to engineer student success with accountability, gamification, and artificial intelligence, etc.

Orig. Language: English

Orig. Publisher:

Ideapress Publishing

250 pp.

September 2018

Territory: World excl. North America

MATERIAL AVAILABLE

English MS

RIGHTS SOLD

China | CITIC

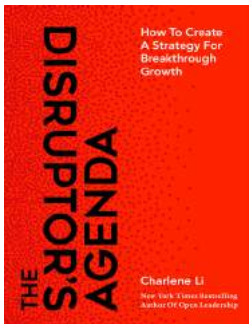


CHARLENE LI

Charlene Li is the founder and CEO of Altimeter Group and the author of the New York Times bestseller *Open Leadership: How Social Technology Can Transform How You Lead*. She is also the coauthor of the critically acclaimed, bestselling *Groundswell: Winning in a World Transformed by Social Technologies*, which was named one of the best business books in 2008. Charlene is frequently quoted by leading media channels such as *The Wall Street Journal*, *New York Times*, *USA Today*, *Reuters*, and *The Associated Press*. She has appeared on 60 Minutes, The McNeil NewsHour, ABC News, CNN, and CNBC.

Business & Management

THE DISRUPTOR'S AGENDA. HOW TO CREATE A STRATEGY FOR BREAK-THROUGH GROWTH



Disruption is not an absolute, but rather, a continuum of skills that can be developed to transform a legacy business into a frontrunner.

To be competitive, it's no longer enough to be innovative – you must have a strategy for disruption, a plan to identify and seize an opportunity no one else has the audacity or confidence to reach for. Disruptors don't just blow things up – they also create and build things that results in huge, positive change. It's the breakthrough growth that Disruptor's create that is disruptive.

Most people don't like to change, they like things to stay the same. But Disruptors are wired differently. They walk on the knife's edge because it makes them stretch and grow. And they lead organizations capable of executing a disruption strategy that balances short-term execution to achieve today's goals against planning and investing for the future. These disruptive organizations have what we call a high "Disruption Quotient" or DQ – the ability to formulate and execute a disruption strategy that results in breakthrough growth.

Disruption is a continuum of skills that can be developed to transform a legacy business into a frontrunner. It's deceptively simple, with only four components:

- A focus on next generation customers
- Vision practices that create alignment
- Groundswell leadership
- Intentional culture creation

This book is filled with case studies, data-backed research, and most importantly, activities to help you build your own disruptor's agenda.

Orig. Language: English

Orig. Publisher:

Ideapress Publishing

250 pp.

April 2019

Territory: World excl. North America

MATERIAL AVAILABLE

English MS



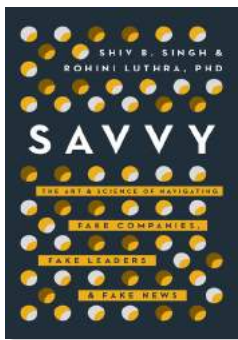
SHIV SINGH & ROHINI LUTHRA

Shiv Singh helps brands transform with the rise of digital and has worked in executive level positions on both the agency side and with Fortune 50 companies. He has been recognized by Ad Age as a Media Maven and has been featured on the publication's cover. He currently leads innovation and digital strategy at VISA and has frequently written for the Harvard Business Review online, Ad Age, Adweek and other publications. Shiv sits on the DMG World Media Board of Governors and has advised startups including Buddy Media, Crowdtwist and Social Chorus.

Rohini Luthra is a board-certified clinical psychologist in California and New York. She is the author of numerous scholarly articles in the areas of trauma and resilience. She has conducted research on the effects of stress on children and adults at The Mount Sinai Hospital in New York. Rohini has also been invited to edit peer review journals on anxiety disorders. She completed her post-doctoral research at Mass General Hospital and the Boston Medical Center.

Business & Management

SAVVY. THE ART AND SCIENCE OF NAVIGATING FAKE COMPANIES, LEADERS AND NEWS



We grew up believing that we could trust our friends, teachers, newspapers, social media feeds, corporations and politicians. That's not the case anymore. Misrepresentation, exaggerated truths, and outright fake news have become a world-wide phenomenon.

Finding truth in today's world is like searching for a needle in a haystack and it is only getting harder.

As we move to a future dominated by artificial intelligence, where cars drive us better than we can drive ourselves and robots become our managers, who we trust and how we build businesses, engage customers and motivate employees (real or artificially created ones) is going to be markedly different. Drawing upon principles from psychology, real-world business experiences and with a peek into some of the technology advances taking place in innovation hotspots like Silicon Valley, this book explores how we get through this muddled state and what we all need to do to succeed in tomorrow's world.

Orig. Language: English

Orig. Publisher:

Ideapress Publishing

240 pp.

January 2019

Territory: World excl. North America

MATERIAL AVAILABLE

English MS



www.networlding.com

Networlding Publishing was created in 2010 by Melissa G. Wilson, a highly successful Chicago-based businesswoman and networking thought leader. Melissa is also a go-to expert on helping multi-million-dollar companies utilize social media to leverage and strengthen their brands. To date, she has worked with more than 100 thought leaders in writing, publishing, launching, and marketing their books.

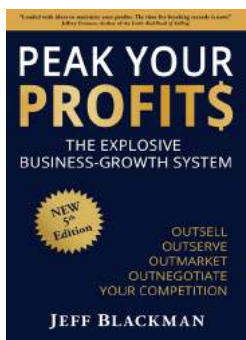


JEFF BLACKMAN

Jeff Blackman is a speaker, author, success coach, broadcast personality and lawyer. He heads Blackman & Associates—a results-producing business-growth firm in the Chicago area. Jeff’s clients call him, a “business-growth specialist.” His customized the “Referrals: Your Road to Results” learning-system, helped one financial services client generate \$230 million directly from referrals, in only 23 months! For over two decades, Jeff has shared his positive and profit-producing messages with numerous Fortune 500 companies, closely-held businesses, entrepreneurial driven organizations, solo practitioners and association audiences throughout the world.

Business | Marketing

PEAK YOUR PROFITS! THE EXPLOSIVE BUSINESS-GROWTH SYSTEM



After 36 years of testing, research, and development, author Jeff Blackman reveals his explosive business-growth system that shows readers step-by-step how to Peak Your Profits.

With this book, readers will quickly outdistance their competition and reach new levels of unprecedented success. Jeff shares proven, profit-producing strategies on the crucial areas of business development. He helps readers build sustainable opportunities to strongly improve their top and bottom lines.

Peak Your Profits is unique because it’s the first book to focus on key or core business-growth skills: sales, marketing, relationship-building, client-development, negotiations, customer service and more. It’s your blueprint for remarkable success. It also includes client case studies.

Peak Your Profits will help readers grow their business and skyrocket their profitability—quickly, ethically and dramatically—even in a tough economy, thereby adding dollars to their bottom line. Fast!

Orig. Language: English
Orig. Publisher:
Networlding Publishing
380 pp.
September 2018

Territory: World

MATERIAL AVAILABLE
English MS

RIGHTS SOLD
China | Beijing Standway

30,000+ copies sold

Loaded with ideas to maximize your profits. The time for breaking records is now! – Jeffrey Gitomer, author of The Little Red Book of Selling



JOSEPH M. BRADLEY

Joseph M. Bradley is currently the Global Vice President of the Digital & Internet of Things Professional Services Organization at Cisco and Senior Research Fellow for the Global Center for Digital Business Transformation at IMD. In these roles, he leads a team of multi-disciplinary experts and technologists who help CXOs and government leaders transform into digital organizations. As a world-renowned speaker, mentor, trainer and now published author, Joseph uses his *Questioneering* book to share insights gained from his 20+ years of corporate leadership experience.

Business & Management

QUESTIONEERING. THE NEW MODEL FOR INNOVATIVE LEADERS IN THE DIGITAL AGE



Questioneering introduces a decision-making model to enable leaders in the digital age to discover the high-value questions and execute the high-value answers.

In a world where all the answers are known, value is created by understanding what questions to ask. The single biggest mistake leaders are making in today's disruptive environment is executing the right answers to the wrong questions.

In the book, author Joseph M. Bradley provides practical and usable insights to help leaders:

- Understand the new rules of digital leadership
- Identify blind spots using the Bradley Blind Spot Map
- Ask high-value questions using the ASK Technique (Aim, Surprise, Kindle)
- Learn the LIKE Process for a proper listening infrastructure and improve knowledge base
- Implement the 1-2-3 Model of Execution to track goals
- Apply the 3 Golden Rules of Questioneering to improve business practices

Questioneering provides a new way of approaching business problems and reaching break through innovation. The book is filled with usable models and frameworks to lead you to create high-value questions, which leads to high-value answers for your current and future business issues.

Orig. Language: English

Orig. Publisher:
Networlding Publishing
250 pp.

July 2018

Territory: World

MATERIAL AVAILABLE

English MS

RIGHTS SOLD

China | Beijing Mediatime
(auction)

A phenomenal job of synthesizing the wisdom of experience with the reality of executives who thought they were doing the right thing but jumped to the 'predictable' solutions based on their own biases, agenda or tactical reality. — Richard J. Cantwell, Affiliate at MIT



FRANK BUCARO

For over 30 years, Hall of Fame Speaker, consultant, author, and values-based leadership expert **Frank Bucaro** has focused on values-based leadership development and ethics training programs. To this end, he has partnered with compliance professionals to provide an ethics-training component to their compliance initiatives. He helps his clients understand that the process of thinking ethically is different than thinking legally and thus those seeking ethics support, need different skills, approaches, and insights.

Business & Management

THE TRUST PUZZLE. HOW TO KEEP YOUR COMPANY ON THE ETHICAL HIGH ROAD



The Trust Puzzle is a definite “no-nonsense” guide on how to create the ethics you need and build them into your business or company.

It doesn't matter if you have been in business for several years, or several days, ethics are a crucial part of any business and vital to its success. Ethics are the standard behavior that helps us to distinguish acceptable and unacceptable behavior in the workplace with a focus on leaders, managers, bosses and owners.

Inside *The Trust Puzzle* you will discover and learn:

- Growing a Great Reputation and What This Means to Your Business
- Building Your Companies Trust and Loyalty and How to Implement It
- How to Develop a Moral Compass and What This Means to You
- The Process Behind Creating Accountable Leadership
- The Benefits Behind Practicing Stewardship
- How to Proceed, and much more!!!

Through his experience in the business community, Frank Bucaro has gained many insights into the problems that are facing businesses and how to fix them. Narrowing these down to the five main points found inside the book will help keep companies, businesses and their employees on the ethical high road.

Orig. Language: English

Orig. Publisher:

Networlding Publishing

146 pp.

January 2018

Territory: World

MATERIAL AVAILABLE

English MS

The Trust Puzzle is a fast-paced summary of the ethics questions facing business today. Frank Bucaro helps leaders focus on what's important and keep the moral compass calibrated. This book is a reference that I can go back to again and again. — Matt Calabro, Chief Compliance Officer Northern Trust Asset Management



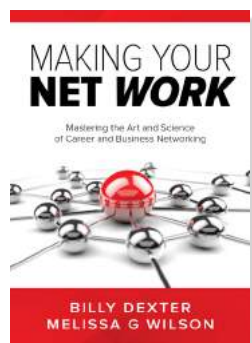
BILLY DEXTER & MELISSA G. WILSON

Billy Dexter is currently a Managing Partner at Heidrick & Struggles, a global leadership advisory search firm. Billy was named a recipient of Business Leader of Color and one of the “Top 100 Global Diversity Thought Leaders”. He was awarded with the Trailblazer Award and recognized as one of the Top 50 African American executives and as one of the “Top 100 Corporate Executives”.

Melissa G. Wilson is the author and/or co-author of 15 books with a number of bestsellers. Melissa started Networlding Publishing, a ghostwriting and book marketing organization, because her top value is “making a difference.”

Business & Management

MAKING YOUR NET WORK. MASTERING THE ART AND SCIENCE OF CAREER AND BUSINESS NETWORKING



Making Your Net Work: Mastering the Art and Science of Career and Business Networking gives you both a time-tested process and hundreds of tips from two veteran networking experts to help you get the best results from your networking.

Learn from Billy Dexter who has created one successful leadership network after another as a Fortune 500 executive and Melissa G Wilson, author of three best sellers on the subject, who has spent 20+ years teaching professionals, entrepreneurs, and top corporate executives the science of networking.

Both authors have spent thousands of hours figuring out how to network more effectively and now they want to give back in the best way possible by sharing their time-tested secrets with you. Get answers to questions, such as:

- What is a network?
- Why do I dislike or even hate networking?
- Can I change my attitude?
- Isn't this mostly a big time waster?
- Where are the best places to network?
- Who should I bring into my network?

Orig. Language: English
Orig. Publisher: Networlding Publishing
216 pp.
February 2017

Territory: World

MATERIAL AVAILABLE
English MS

RIGHTS SOLD
China | Zhejiang University Press
(auction)

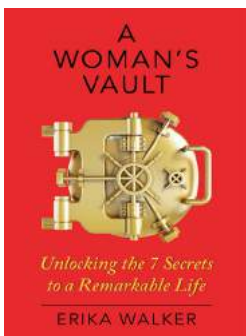


ERIKA WALKER

For entrepreneurs, executives and professionals, author **Erika Walker** brings a wealth of experience to her clients. As President and CEO of The Walker Thomas Group, she has earned a stellar reputation for engaging public speaking, experiential facilitation, meaningful coaching, and practical consulting. Erika also has an in-depth understanding of inclusive intelligence and a passion for addressing women's issues in both business and society. Additionally, Erika has coached women to successfully navigate their organizations and personal lives. She has delivered solutions to clients throughout North America, Europe, Latin America, and Asia. Erika attended Howard University and Lake Forest Graduate School of Management.

Business & Management

A WOMAN'S VAULT. UNLOCKING THE 7 SECRETS TO A REMARKABLE LIFE



A Woman's Vault is a book that you'll want to carry with you everywhere because of its ability to change your experience as a woman.

Throughout each chapter you will unlock the 7 secrets to feminine power and create a remarkable life. Although these secrets are not completely unknown, like the Golden Buddha, they've been hiding in plain sight. The problem is we haven't recognized their value. They have been locked away in our personal vaults.

Through a combination of science, the power of the mind, and faith, *A Woman's Vault* is a guide to help women proudly unmute their superpowers AND their personal stories to live a remarkable life. In this book, women of all ages have found the material they can use for a lifetime and then pass down through the generations.

Orig. Language: English

Orig. Publisher:

Networlding Publishing
120 pp.

November 2017

Territory: World

MATERIAL AVAILABLE

English MS

Individual Authors

ANGELA ACKERMAN & BECCA PUGLISI

SEAN CANNELL & BENJI TRAVIS

WALKER DEIBEL

CAMERON HEROLD & ADRIAN SALAMUNOVIC

CLIFF LERNER

BRIAN SCUDAMORE

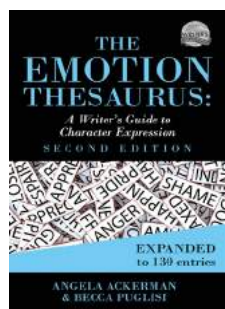
ANGELA ACKERMAN & BECCA PUGLISI



Angela Ackerman and **Becca Puglisi** are bestselling authors, writing coaches, and international speakers. Their books are available in multiple languages, are sourced by US universities, and are used by novelists, screenwriters, editors, and psychologists around the world. Angela and Becca also co-founded their popular Writers Helping Writers® site, a hub where authors can hone their craft, as well as One Stop for Writers®, an innovative online library built to help writers elevate their storytelling.

Creative Writing | Reference

DESCRIPTIVE THESAURUS COLLECTION



A collection of unique bestselling guides helping writers to craft distinctive, emotionally compelling characters.

Orig. Language: English

Orig. Publisher: JADD Publishing

168-292 pp.

2012-2019

Territory: World excl. English

MATERIAL AVAILABLE

English MS

RIGHTS SOLD

The Emotion Thesaurus: Japan, Korea, Romania, Taiwan, China

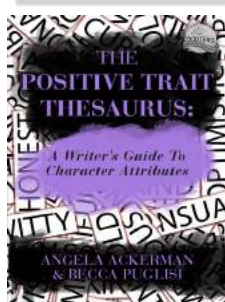
The Positive/Negative Trait Thesaurus: Japan, Korea, China

The Rural/Urban Setting Thesaurus: Japan, Korea, Taiwan, China

The Emotional Wounds Thesaurus: Japan, Korea, China

400,000 copies sold in total;

Bestseller in Japan:



The Emotion Thesaurus: A Writer's Guide to Character Expression (Second Edition) is an expanded version of the bestselling original used by authors and editors across the globe. This handy tool is a writer's best friend, helping to navigate the difficult terrain of showing character emotion. Through an easy-to-use list format, this brainstorming resource explores 131 different emotions and provides a large selection of body language, vocal cues, visceral sensations, actions, and thoughts associated with each. Use The Emotion Thesaurus to go deeper in crafting compelling descriptions that match each character's personality and emotional range.



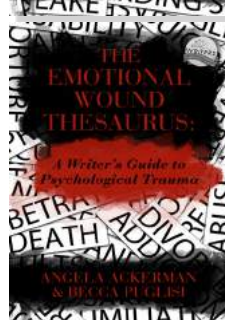
The Positive Trait Thesaurus is brimming with ideas to help you develop one-of-a-kind, dynamic characters that readers will love.

The Negative Trait Thesaurus. Through its flaw-centric exploration of character arc, motivation, emotional wounds, and basic needs, writers will learn which flaws make the most sense for their heroes, villains, and other members of the story's cast.



The Rural Setting Thesaurus takes show-don't tell to new heights. It offers writers a roadmap to creating fresh setting imagery that impacts the story on multiple levels and keeps readers engaged from the first page to the last.

The Urban Setting Thesaurus helps you tailor each setting to your characters while creating a realistic, textured world your readers will long to return to, even after the book closes.



The Emotional Wounds Thesaurus will help you identify your characters' backstory wounds and convey their fears, motivations, and behaviors accurately. Using this resource to gain a deep-level understanding of a character, you can plot a tailored arc of inner growth that guides them away from the pain of their past and toward meaningful goals and fulfillment.

Bestseller of Japanese book comprehensive (except Kindle book)





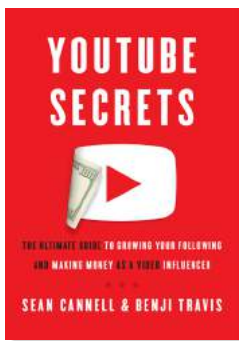
SEAN CANNELL & BENJI TRAVIS

Sean Cannell is a YouTuber, international speaker, and coach that helps entrepreneurs build their influence and income with online video. Sean’s YouTube channels have over 1 million subscribers, his videos have been viewed over 55 million times and he has been featured in the “20 Must Watch YouTube Channels That Will Change Your Business” by Forbes.

Benji Travis has garnered more than one billion video views on YouTube channels he’s helped to start and grow. Through his multiple businesses, working with hundreds of brand sponsors, he earns a seven-figure income, while also raising almost \$2 million for charity.

Business & Management

YOUTUBE SECRETS: THE ULTIMATE GUIDE TO GROWING YOUR FOLLOWING AND MAKING MONEY AS A VIDEO INFLUENCER



Whether you’re a beginner or a veteran, this book will show you how to use YouTube to build a following, create a lucrative business, and make a massive impact in people’s lives.

YouTube has changed our world—from how we view video to how we connect and market—opening a new entrepreneurial landscape to ambitious individuals. Thousands of people generate six to seven figures annually from online video content. And, with the right roadmap, you too could be en route to real influence and income.

In *YouTube Secrets*, online video experts Sean Cannell and Benji Travis draw on a decade of experience as well as interviews with more than one hundred top creators to give you a step-by-step YouTube success playbook. You’ll learn:

- The seven essential ingredients for a profitable channel
- New strategies for getting views and subscribers
- Ten ways to make money on YouTube
- And much more...

Orig. Language: English

Orig. Publisher: Lioncrest Publishing

194 pp.

September 2018

Territory: World excl. English rights

MATERIAL AVAILABLE

English MS

RIGHTS SOLD

Korea | Bom

Vietnam | 1980 Books

12,000+ copies sold

#1 on Amazon.com for Technical Video

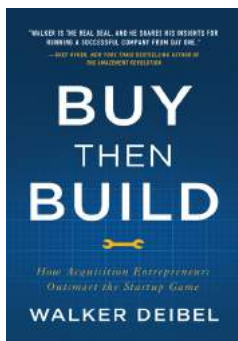


WALKER DEIBEL

Walker Deibel is an entrepreneur and investor who has cofounded three startups and acquired seven companies. He holds an MBA from the Olin School of Business at Washington University in St. Louis, where he received the Declaration of Accomplishment in Entrepreneurship award from the Skandalaris Center of Innovation and Entrepreneurship. Walker is a certified advisor and former SEC licensed stock broker.

Business & Management

BUY THEN BUILD: How ACQUISITION ENTREPRENEURS OUTSMART THE STARTUP GAME



In Buy Then Build, acquisition entrepreneur Walker Deibel shows you how to begin with a sustainable, profitable company and grow from there.

Entrepreneurs have a problem: startups. Almost all startups either fail or never truly reach a sustainable size. Despite the popularity of entrepreneurship, we haven't engineered a better way to start... Until now. What if you could skip the startup phase and generate profitable revenue on day one? You'll learn how to:

- Buy an existing company rather than starting from scratch;
- Use ownership as a path to financial independence;
- Spend a fraction of the time raising capital;
- Find great brokers, generate your own "deal flow", and see new listings early;
- Uncover the best opportunities and biggest risks of any company;
- Navigate the acquisition process;
- Become a successful acquisition entrepreneur;
- And more...

Orig. Language: English

Orig. Publisher: Lioncrest Publishing

310 pp.

October 2018

Territory: World excl. English rights

MATERIAL AVAILABLE
English MS

4,000+ copies sold

Walker is playing it smart. He sees opportunities others don't. — Cliff Holekamp, Director of Entrepreneurship, Washington University in St. Louis, and co-founder, Cultivation Capital

Buy and Build clearly outlines the framework for capturing value through acquisitions. — Mark Daoust, founder, Quiet Light Brokerage



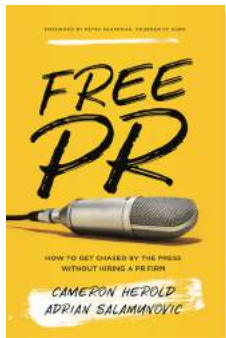
CAMERON HEROLD & ADRIAN SALAMUNOVIC

Cameron Herold is an international speaker and author. He is the mastermind behind hundreds of companies' exponential growth and has built a dynamic consultancy. His current clients include a 'Big 4' wireless carrier and a monarchy. He is the founder of COO Alliance, which helps COO's become better leaders. Cameron's work has helped companies get noticed in the *Associated Press*, *Bloomberg*, *USA Today*, *New York Times*, *Wall Street Journal* etc.

Adrian Salamunovic known as the "Expert in PR" and has generated millions of free media impressions for the companies he has started. He has over two decades of experience launching technology and consumer brands, including PopKey and DNA11. In 2012 he was awarded IABC Communicator of the Year. He has also served as a 500 Startups global mentor.

Business & Management

FREE PR: HOW TO GET CHASED BY THE PRESS WITHOUT HIRING A PR FIRM



You've got more passion, commitment, a larger stake, and a deeper understanding of your business than any outside PR firm could ever have. So stop wasting money and take the reins yourself. Learn the secrets to landing TONS of Free PR for your company.

Public relations has always been an essential part of doing business which is probably why you're shelling out big money to an outside PR firm. But the truth is that you don't need them. You already have all the necessary tools in-house to do as good a job as the so-called experts.

Cameron Herold and Adrian Salamunovic have taught thousands of company execs how to exploit free media coverage and ditch these expensive, often ineffective outsiders.

Cameron & Adrian have also built in-house PR teams, spent decades learning how to generate Free PR and how to leverage public relations to complement their sales and marketing strategy.

In *Free PR*, you'll learn how the media world operates while you gain invaluable insider knowledge and actionable advice on how to:

- Build your own in-house PR team
- Provide effective interviews
- Score great media coverage for free with just a few easy steps

Orig. Language: English

Orig. Publisher: Lioncrest Publishing

236 pp.

January 2019

Territory: World excl. English rights

MATERIAL AVAILABLE

English MS

Eight years ago, I told Cameron to write the book on generating free PR. I'm excited to see that he's finally sharing his secrets with the world. This is a must read for any entrepreneurial company and marketing team. — Verne Harnish, Founder, Entrepreneurs' Organization (EO)

Cameron is today's CEO whisperer. — Rich Karlgaard, Publisher, Forbes Magazine

Adrian and Cameron will show you the secrets of getting massive exposure for your business. This book is packed with actionable insights from two guys who actually know how to do it. — Dan Martell, Serial Entrepreneur & Investor (Intercom.io, Unbounce)

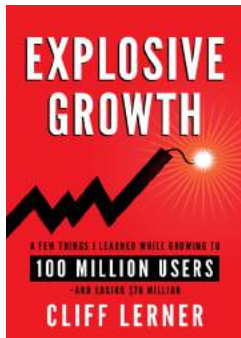


CLIFF LERNER

Cliff Lerner is an accomplished business leader who gave up a lucrative Wall Street career to launch an online dating start-up. With little funding, Cliff founded Snap Interactive. His start-up would go on to create the first successful Facebook dating app, grow revenues 4,412 percent in five years, and sign up more than 100 million users. Cliff resides in New York City and is always on the lookout for his next entrepreneurial endeavor.

Business | Marketing

EXPLOSIVE GROWTH. A FEW THINGS I LEARNED WHILE GROWING MY STARTUP TO 100 MILLION USERS & LOSING \$78 MILLION



A compelling and inspiring narrative that gives startup CEOs a step-by-step playbook in entrepreneurship, marketing, leadership, and PR, in order to achieve explosive growth. It combines lively and often hilarious storytelling, proven tactics, and numerous case-studies to help businesses grow.

Before *Tinder* and *Bumble*, there was *AreYouInterested?*, and it grew to 100 Million Users.

This book reveals the incredible untold story and genius viral growth tactics that propelled this tiny start-up to suddenly start acquiring 100,000 users per day, for FREE!

Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons.

Learn how to:

- **Ignite Explosive Growth** by creating a remarkable product
- Identify the **Only 3 Metrics that Matter**
- Explore valuable **Viral Growth** strategies to grow rapidly
- Execute the **Genius Media Hacks** that helped us acquire 100 million users
- Create a thriving culture of **Passionate Employees** and constant **Innovation**

Orig. Language: English

Orig. Publisher:

Clifford Ventures Corporation
316 pp.

Territory: World excl. English rights

MATERIAL AVAILABLE

English MS

RIGHTS SOLD

China | China Youth Press (auction)

Korea | TurnAround (auction)

Poland | Galaktyka

Taiwan | Yuan-Liou

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#1 BEST SELLER – The Gold-Standard Growth Playbook For Start-ups & Entrepreneurs

#1 or #2 on Amazon in the categories Public Relations, Direct Marketing, Multimedia Marketing, Website Analytics

Top Writer on Medium in Business & Entrepreneurship

- Cliff Lerner named an Ernst & Young Entrepreneur of the Year® 2012 Finalist in New York
- SNAP Interactive ranked the 36th Fastest Growing Company in North America on Deloitte's 2012 Technology Fast 500™

Lerner's insights and experiences are as though he mastered the art of archery while surfing. Brilliant... essential reading for every entrepreneur and leader seeking innovative solutions for their industry. — 9 MusesNews Book Review

Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth.

— Entrepreneur.com by Syed Balkhi

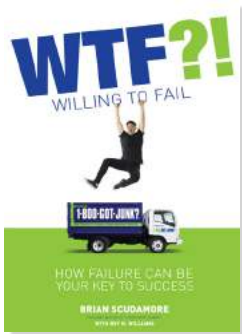


BRIAN SCUDAMORE

Brian Scudamore has always taken the road less traveled. At nineteen, he pioneered the industry of professional junk removal with 1-800-GOT-JUNK?, turning a chore people avoid into an exceptional customer service experience. He then scaled that success into three more home-service brands, WOW 1 DAY PAINTING, You Move Me, and Shack Shine. Brian's Willing to Fail philosophy stems from his belief in the power of dreaming big, taking risks, and learning from mistakes. Through franchising, he's giving thousands of aspiring entrepreneurs the chance to live their dreams of business ownership.

Business & Management | Personal Development

WTF?! (WILLING TO FAIL): HOW FAILURE CAN BE YOUR KEY TO SUCCESS



Being an entrepreneur means letting go of fear. WTF?! (Willing to Fail) gives you the encouragement and wisdom you need to begin stumbling toward greatness.

Entrepreneurship is a roller coaster of trial and error, laughter and tears, confusion and triumph. In *WTF?! (Willing to Fail)*, serial entrepreneur Brian Scudamore takes you on an adventure that will convince you once and for all that you have exactly what it takes to succeed

With engaging stories from his thirty-plus years of failing upward, his book is full of lessons you can apply to your own endeavors developing a clear vision, creating an awesome culture, finding gratitude in challenging times, and using setbacks to change your business for the better.

Orig. Language: English
Orig. Publisher: Lioncrest Publishing
182 pp.
November 2018

Territory: World excl. English rights

MATERIAL AVAILABLE
English MS

25,000+ copies sold

#1 on Amazon.com for Marketing for Small Businesses, #1 on Amazon.com for Starting a Business, #1 on Amazon.ca for Entrepreneurship

RIGHTS SOLD
Taiwanese offer received
Korean offer received

Success is all about attitude. With its upbeat, positive tone, this book is an essential tool for anyone looking for guidance as they take on the adventure of entrepreneurship. – Tony Hsieh, CEO of Zappos and New York Times best-selling author of *Delivering Happiness*

With a healthy dose of fun and entertainment (and blue wigs), Brian delves into the turning points in life that shaped him, describing the key lessons he's learned and the events that triggered those lessons. – Dr. Noam Wasserman, founding director of Founder Central, USC, and author of the best-selling *The Founder's Dilemmas*

Brian Scudamore's enthralling tale of the launch and longevity of 1-800-GOT-JUNK? is everything you want from a business yarn. Toxic employees, poor decisions and financial and personal loss can't dim the persistence and optimism of an entrepreneur who transformed the simplest of ideas into a \$250M-plus multi-brand empire. This book will make you want to run arms flung wide – toward entrepreneurship. – Leigh Buchanan, Editor at Large at Inc. Magazine

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LATEST RIGHTS DEALS

2 Seas Agency's most recent foreign rights deals include:

FEBRUARY 2019

Ackerman, Angela & Puglisi, Becca, *The Emotion Thesaurus, The Negative Trait Thesaurus, The Positive Trait Thesaurus, The Rural Setting Thesaurus, The Urban Setting Thesaurus* and *The Emotional Wound Thesaurus*: Turkey (Hep Kitap)

Althusser, Louis, *Psychoanalysis and Social Sciences*: Greece (Epekeina)

Bonidan, Cathy, *Room 128*: USA (St. Martin's Press, WEL, at auction)

Burensteinas, Patrick, *An Alchemist Speaks*: Italy (Edizioni Mediterranee)

Cannell, Sean, Travis, Benji, *YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer*: Korea (Bom Publishing), Vietnam (1980 Books)

Garnier, Stéphane, *Catissimo! The Cat Encyclopedia*: Poland (Andromeda)

Groen, Hendrik, *Live and Let Live*: Italy (Longanesi)

Marmion, Jean-François (ed.), *The Psychology of Stupidity*: Lithuania (Eugrimas, at auction), Brazil (Faro, at auction), Bulgaria (Iztok Zapad), Russia (Eksmo), Germany (Munchner Verlagsgruppe), World English (Penguin Books, in a pre-empt), Sweden (Mondial), Romania (Litera, in a pre-empt)

Marsons, Angela, *Lost Girls* and *Play Dead*: Norway (Cappelen Damm)

Norty, Cohen, *Join the Brand. Building Loyal Communities and the Need for Belonging*: China (Beijing Standway Books)

Pépin, Charles, *Self-Confidence. A Philosophy*: Turkey (Epsilon)

Vuillard, Eric, *The War of the Poor*: USA (Other Press, NA)

Zaytoun, Hyam, *Vigil (Vigile)*: Sweden (Sekwa)

JANUARY 2019

Berry, Thomas, *The Dream of the Earth*: France (Wildproject)

Bhargava, Rohit, *The Non-Obvious Guide To Small Business Marketing (Without a Big Budget)*: Vietnam (1980 Books)

Bonidan, Cathy, *Room 128*: Italy (De Agostini, in a pre-empt), Germany (Zsolnay/Hanser Verlag, in a pre-empt), USA (St. Martin's Press, WEL, at auction)

Bonidan, Cathy, *The Perfume of the Hellebore Rose*: Italy (De Agostini, in a pre-empt)

Caboni, Cristina, *The Binder of Lost Stories*: Finland (Impromptu)

Chiperi, Cristina, *Moonlight*: France (Pocket Jeunesse)

Driessen, Andrea, *The Non-Obvious Guide To Event Planning (for Kick-Ass Gatherings That Inspire People)*: Vietnam (1980 Books)

Emma, *Another Look. A Bunch of Stuff to See Things Differently, Vols. 1-3*: Portugal (Bertrand)

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WORLDWIDE REPRESENTATION

Selected titles presented in our Spring 2019 Rights Lists

FRANCE

Allary Editions | Editions de La Martinière Littérature | Le Livre de Poche (paperback originals only) +
Préludes Editions | Massot Editions | Editions de l'Opportun | Editions Sciences Humaines

THE NETHERLANDS

Bertram + de Leeuw | Hollands Diep | Meulenhoff Boekerij | Van Oorschot

UNITED STATES

Ideapress Publishing | Networking Publishing

AUTHORS (IN OUR SPRING 2019 RIGHTS LISTS)

Angela Ackerman & Becca Puglisi | James Altucher | Sean Cannell & Benji Travis | Jeanne Damas & Lauren Bastide (via Editions Grasset) | Walker Deibel | Jacques Expert (via Sonatine Editions) | Patrick & Ellen Galvin | Cameron Herold & Adrian Salamunovic | Cliff Lerner | Dan Norris | Brian Scudamore

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