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NEW ACQUISITIONS AND FUTURE HIGHLIGHTS

Bédard, Maxine

Spring 2021

THREADS: The Hidden World of the Trillion-Dollar Fashion Industry, How It's Devastating Our Planet and Its People, and How to Fix It

The fashion industry will use over a quarter of the world's carbon budget by 2050. It has turned garment work into a job performed by barely compensated, mistreated women and children. It's created enough waste to devastate economies across the world. And its evolution into a system structured around price wars and import quotas has given rise to enormous opacity about how, and where, its production chains work. *Threads* offers unprecedented insight into the way social, economic, and technological forces interact at every stage of the fashion production chain. It lays out practical approaches to navigating from old systems to new for brands, buyers, and citizens.

[Maxine Bédard](#) is the founder and director of the New Standard Institute at New York University, a center dedicated to establishing alternatives to current supply and production chains. She is a former lawyer and the founder of Zady. She is an ambassador at the Rainforest Alliance and has spoken at the World Economic Forum, the UN, and the Clinton Global Initiative.

Translation: Portfolio (editor Merry Sun)

Agent: Cheney Agency

UK: Viking

Henry, Todd

Fall 2020

MOTIVATIONAL MIX: Discover What Really Drives You and Unleash Your Best Work

We have a unique motivational mix that drives our behavior, and we can learn to identify and utilize it to help us do better work, live more satisfying lives, and develop stronger relationships. This motivational mix can be identified by examining our achievements and looking for patterns. After decades of research, and by exploring over one million achievement stories from interviews of more than 100,000 people, [Todd Henry](#) discovered that it's possible to distill these stories into a handful of motivational archetypes that illuminate the true drive behind how we make decisions, choose career paths, navigate leadership, and engage in the business of day-to-day life. Understanding our motivational mix is the missing key to unleashing our best work and finding joy and fulfillment. Henry is the author of *The Accidental Creative*, *Die Empty*, *Louder Than Words*, and *Herding Tigers*.

UK, Translation: Portfolio (editor Nina Rodriguez-Marty)

Agent: Folio Literary Management

Huston, Therese

Fall 2020

MAKING FEEDBACK FAIR

Making Feedback Fair identifies the hidden sources of unconscious bias in the feedback process. Compared to men, women receive feedback that is vague, contradictory, peppered with doubt-raising statements, and focused on style rather than behaviors. As a result, men enjoy more success and less frustration at work. But the gender gap in feedback can be closed. *Making Feedback Fair* will change the conversation about feedback at work to give women language so they can manage a bad manager and pull truly helpful feedback from someone who is poor at giving it. It will also offer good managers a way to inject more fairness into a system they didn't realize was so unfair, and it will provide organizations with a much-needed and concrete way to hold onto talented women they've hired and could otherwise lose. [Therese Huston, PhD](#), is a cognitive scientist at Seattle University and the author of *How Women Decide*.

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Levine, Greenberg, Rostan

Lee, Richard, with a foreword by Joseph Grenny
LEVERAGE YOUR IMPACT

Fall 2020

A skilled and experienced leadership coach responsible for bringing Joseph Grenny's business classic *Crucial Conversations* to Silicon Valley, [Richard Lee](#) has spent decades teaching large organizations at the cutting edge of technology to more effectively align their various teams and departments and empower them to achieve organizational goals. Lee's methods come highly endorsed by senior leadership at companies like Google, Facebook, eBay, Coursera, and more. *Leverage Your Impact* is a practical, actionable manual that shows managers how to get the best from their teams. Lee is the founder and CEO of Richard J. Lee Consulting.

UK, Translation: Portfolio (editor Kaushik Viswanath)
Agent: Sagalyn/ICM

Leson, Gero
HOW TO GROW: Working Clean, Green, Global, and Fair—the Dr. Bronner's Way

Spring 2021

[Dr. Bronner's](#) Pure-Castile Soap is known as much for its strong mint scent as for the quirkily inspiring "All-One" messages on its distinctive blue label. The company has furthered its role as a pioneer in the natural products industry by establishing socially just and environmentally responsible practices and blazing a trail for companies looking to do business authentically. *How to Grow* offers an unprecedented look at the inner workings of the organization. Filled with counterintuitive wisdom from a corporate culture where activism drives every decision, the book explores the challenges and benefits that came with restructuring the supply chains for all ingredients, including coconut, palm, olive, and mint oils. It's also an adventure story, spanning the globe with tales of kidnappings, culture clashes, and Dr. Bronner's case against the US Drug Enforcement Agency to refrain from banning hemp seeds and oil in foods and body products. A German environmental scientist, Gero Leson oversees Dr. Bronner's sourcing of ingredients from certified fair trade and organic projects around the world.

UK, Translation: Portfolio (editor Trish Daly)
Agent: Jud Laghi Agency

Nooyi, Indra
BLUEPRINT

Spring 2021

[Indra Nooyi](#) is among the most significant business leaders of our time. For more than two decades, 13 years as CEO, she steered PepsiCo through a tumultuous era of growth and change. She has held a unique role among the world's top executives, often as the only senior woman in the halls of global power. Over the course of her tenure at PepsiCo, she came to be revered for prescient strategic thinking, insight into consumer behavior, and wisdom on managing a vast, diverse global workforce. Today, having stepped down as CEO, she is one of the world's most sought-after advisors and speakers, revered as a role model and mentor for women and immigrants and lauded for her empowering messages on inclusivity. Nooyi has been consistently ranked in *Forbes'* "The World's 100 Most Powerful Women," *Fortune's* "Most Powerful Women," and was twice named to *TIME's* list of the "100 Most Influential People in the World." In this memoir, Nooyi recounts the odyssey of a talented young engineer from Madras who, despite near impossible odds, climbed the ladder of corporate success in America. Her story celebrates not only the virtues of hard work and ability, but also the vital role of family as the foundation of her success. By revealing her own struggles to learn the tough lessons of leadership, she proposes a transformational agenda of change in our thinking about the workplace. Her book intends to prompt all sectors of society to embrace a new vision of work and family—one that is rooted in equal opportunity and truly supports future generations. Her ultimate goal is to prove that we can ease the work-and-family burden on a grand scale, and to inspire readers to contribute to structural change in their own businesses, jobs, communities, and homes.

UK, Translation: Portfolio (editor Niki Papadopoulos)
Agent: Williams & Connolly

Oelwang, Jean
DEGREES OF CONNECTION

Spring 2021

Here the President of [Virgin Unite](#) and Senior Partner at the [B Team](#) dives into the question of what makes successful partnerships work in life, business, and creative and charitable endeavors. Based on interviews with 50 high-profile and accomplished partner pairs (including Jimmy and Rosalynn Carter, Archbishop Desmond and Leah Tutu, Richard Branson and Peter Gabriel, and Ben Cohen and Jerry Greenfield of Ben & Jerry's), the book distills the insights of what makes a successful partnership into a comprehensive, practical framework. It shows readers how to foster greater connection with the partners and collaborators in their own lives. In 2003, [Jean Oelwang](#) left her post as joint CEO of Virgin Mobile Australia to begin working with Richard Branson and the Virgin staff from around the world to create Virgin Unite, dedicated to bringing new approaches to social and environmental issues. She has helped incubate global leadership initiatives such as The Elders, the Carbon War Room, the B Team and Ocean Unite. In addition, she has been instrumental in working with Virgin's businesses and others worldwide to put driving positive change at their core.

UK, Translation: Optimism Press (editor Kaushik Viswanath)
Agent: Williams & Connolly

Yglesias, Matthew
ONE BILLION AMERICANS

Fall 2020

The United States is on the verge of being dwarfed in terms of sheer numbers by China, and before long India and Mexico, challenging our long held belief of America as the definitive world superpower. It's time to think seriously about how to grow the US population to *really* make America great again—through innovative policies that add more states and territories and welcome far larger numbers of migrants into largely unpopulated and underfunded areas of the country. This, in other words, is a Manifest Destiny for the 21st Century—one without the trappings of imperialism and oppression. *One Billion Americans* offers a daring vision for the future of the country that offers new and creative solutions to tackle the issues that will define American politics long after Donald Trump leaves office—including immigration, the welfare state, rejuvenating dying towns, paid parental leave, a scarcity of affordable housing, climate change, transportation, infrastructure, and territorial expansion through statehood. It challenges longstanding assumptions as it makes the case for progressive values in the name of national greatness. [Matthew Yglesias](#) is a senior correspondent at [Vox](#). He is also the host of [The Weeds](#) podcast.

UK, Translation: Portfolio (editor Trish Daly)
Agent: Javelin

SUMMER 2020

Connors, Roger

Aug. 2020

GET A COACH, BE A COACH: Anytime, Anywhere, and For Anything

The same problems plague the corporate world everywhere. Executives inflate performance targets but neglect to provide adequate training. New employees lack skills to take the lead when the older rank retires. Coworkers feel disconnected from one another. In an effort to boost our potential with training courses, we've overlooked our greatest resource: the people around us. *Get a Coach, Be a Coach* shows how we can tap into this reserve of expertise through Self-Directed Personal Coaching. This modern methodology shifts the responsibility from the coach to the learner to help employees fulfill their potential together. Roger Connors is the bestselling author of *The Oz Principle* and a cofounder and chair of [Zero to Ten](#) Coaching & Leadership Training.

UK, Translation: Portfolio (editor Nina Rodriguez-Marty)

Agent: Author c/o Portfolio

Duke, Annie

Sept. 2020

HOW TO DECIDE: Simple Tools for Making Better Choices

Through a blend of compelling exercises, illustrations, and stories, the bestselling author of *Thinking in Bets* will train you to combat your own biases, address your weaknesses, and help you become a better and more confident decision-maker. *How to Decide* helps you analyze key decisions you've made in the past and troubleshoot those you're making in the future. Whether you're picking investments, evaluating a job offer, or trying to figure out your romantic life, this book is the key to happier outcomes and fewer regrets. [Annie Duke](#) is a World Series of Poker bracelet winner, the winner of the 2004 Tournament of Champions, and the only woman to win the NBC National Poker Heads Up Championship. She is a founder of the [Alliance for Decision Education](#), a non-profit dedicated to improving decision-making skills for under-served youth.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Levine, Greenberg, Rostan

Sales for *Thinking in Bets*:

Chinese (cc): Acme; Chinese (sc): CITIC; Italian: Ferrari Sinibaldi; Japanese: Nikkei BP; Korean: Segyesa; Russian: MIF; Spanish: Planeta; Turkish: Kapital; Ukrainian: Nash Format; Vietnamese: Tre

Fineman, Meredith

June 2020

BRAG BETTER: Master the Art of Fearless Self-Promotion

Talking about your accomplishments feels uncomfortable, but it's a vital part of getting ahead in work and life. This new approach to self-promotion will save you from the embarrassment and impostor syndrome. [Meredith Fineman](#) has built a thriving career teaching clients to promote themselves without feeling like they're selling out. Here she shares the game-changing tools, scripts, and insights that make talking about your accomplishments feel easy. Rather than pretending that you're more qualified or confident than you are, or inserting self-promotion into conversations at inappropriate times, Fineman advocates finding quiet confidence in your opinions, abilities, and background, and then turning up the volume. Fineman is the founder of [FinePoint](#), a leadership and professional development company.

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Present Perfect Dept.

Hardy, Benjamin, PhD

June 2020

PERSONALITY ISN'T PERMANENT: Break Free From Self-Limiting Beliefs and Rewrite Your Story

Past experiences and traumas can trap people in unhealthy attitudes and behaviors, but organizational psychologist [Dr. Benjamin Hardy](#) shows why that doesn't have to be the case. Rather than being defined by the past, people's internal narratives can be based on their desired futures. They can set committed goals, craft their identities to match those goals, and then act consistently to meet them. Thus, their internal identity will evolve into their external personality. Hardy draws on both psychological research and practical, motivational advice, to demolish the popular misconception that personality is innate and unchanging. Filled with tips and exercises, *Personality Isn't Permanent* is the practical guide to transcending our limitations and becoming the people we always wanted to be. Hardy is a psychologist, motivational speaker, and the author of *Willpower Doesn't Work*.

UK, Translation: Portfolio (editor Kaushik Viswanath)

Agent: Sterling Lord Literistic

Heyward, Emily

June 2020

OBSESSED: Building a Brand People Love from Day One

Emily Heyward, the founder and chief strategist of [Red Antler](#), the branding and marketing company for startups and new ventures, explains how hot new millennial brands like Casper, Allbirds, Sweetgreen, Everlane, and more successfully build devoted followings from day one. Building a lovable, memorable brand is about a lot more than just slapping a cool logo on your business. How do startups and new ventures make a splash and get noticed now? Whether you're starting a new business, launching a new product line, or looking to refresh a brand for a new generation of customers, *Obsessed* shows why the old rules of branding no longer apply, and what really works for today's customers.

UK, Translation: Portfolio (editor Kaushik Viswanath)

Agent: Janklow & Nesbit

SPRING 2020



Ambirge, Ash

Feb. 2020

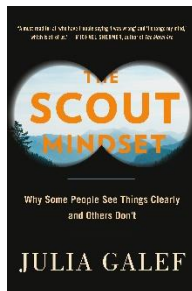
THE MIDDLE FINGER PROJECT: Trash Your Imposter Syndrome and Live the Unf*ckwithable Life You Deserve

After a string of dead-end jobs and a death in the family, Ash Ambirge was down to her last \$26 and sleeping in a parking lot when she faced the truth: No one was coming to her rescue. It was up to her. That night led to what eventually became a six-figure freelance career as a marketing and copywriting consultant, all while sipping coffee from her front porch in Costa Rica. She then launched [The Middle Finger Project](#), a blog and online course hub, which has provided tens of thousands of young “women who disobey” with the tools and mindset to give everyone else’s expectations the finger and get on their own paths to happiness, wealth, independence, and adventure. In her book, Ambirge draws on her unconventional personal story to offer a fun, bracing, and occasionally potty-mouthed manifesto for the transformative power of radical self-reliance.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Writers House

UK: Virgin



Galef, Julia

March 2020

THE SCOUT MINDSET: Why Some People See Things Clearly and Others Don't

We see what we want to see. From tribalism in politics, to wishful thinking and rationalizing in our personal lives, humans are natural-born motivated reasoners. We have what [Julia Galef](#) calls a *soldier* mindset: the drive to defend ideas we want to believe and shoot down those we don't. Instead, Galef argues, if we want to get things right more often, we should train ourselves to have a *scout* mindset. A scout's goal isn't to defend one side over the other. It's to go out, survey the territory, and come back with as accurate a map as possible. What makes scouts better at getting things right is a handful of emotional skills, habits, and ways of looking at the world. With fascinating examples ranging from how to survive an emergency, to how Jeff Bezos avoids overconfidence, to Obama's way of coping with risk, to Reddit threads and modern partisan politics, Galef explores why our brains deceive us and what we can do to change the way we think. Galef is the host of the Rationally Speaking podcast. Her [2016 TED Talk](#) “Why You Think You're Right—Even If You're Wrong” has been viewed 3.9 million times.

Translation: Portfolio (editor Kaushik Viswanath)

Agent: Inkwell Management

UK: Penguin Business; Chinese (cc): Commonwealth Mag; Chinese (sc): CITIC; Dutch: Business Contact; Japanese: Toyo Keizai; Korean: Mirae N; Hebrew: Or Am; Romanian: Publica; Russian: MIF; Spanish (LA): Oceano; Spanish (S): Paidos; Thai: SE-Education; Vietnamese: First News

Guillebeau, Chris

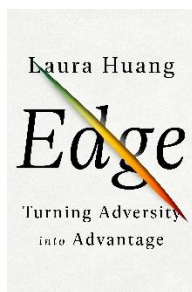
April 2020

THE MONEY TREE: A Story About Finding the Fortune in Your Own Backyard

Like *The Latte Factor* and *The Richest Man in Babylon*, *The Money Tree* is a motivational business novel that uses a compelling story with captivating characters to share its core insight: You are never at the mercy of fortune as long as you have an appetite for hard work and a willingness to step outside your comfort zone. [Chris Guillebeau](#) is the bestselling author of *The \$100 Startup* and *Side Hustle*, among others.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Launch Books



Huang, Laura
EDGE: Turning Adversity into Advantage

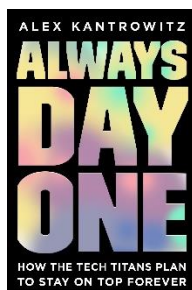
Jan. 2020

How do you find a competitive edge when the obstacles feel insurmountable? How do you get people to take you seriously when they're predisposed not to? Many of us sit quietly, hoping that our hard work and effort will speak for itself. Or we try to force ourselves into the mold of who we think is successful, stifling the creativity and charm that make us unique and memorable. But success is rarely just about the quality of our ideas, credentials, skills, or effort. Instead, it's about how well we shape others' perceptions—of not just our strengths, but also our flaws. It's about creating our own edge by confronting the factors that seem like shortcomings and turning them into assets that make others take notice. In *Edge*, [Laura Huang](#) draws from her award-winning research on entrepreneurial intuition, persuasion, and implicit decision-making, as well as stories about previously-overlooked Olympians, assistants-turned-executives, and first-time entrepreneurs. She shows how we can turn weaknesses into strengths and create an edge in any situation. It's all about knowing who you are and using that knowledge unapologetically and strategically. This book will teach you how to find your unique edge and keep it sharp. Huang is an associate professor at Harvard Business School.

Translation: Portfolio (editor Merry Sun)

Agent: Sanford J. Greenburger Associates

UK: Piatkus; Chinese (cc): CommonWealth Mag; Chinese (sc): CITIC; Korean: Segyesa; Romanian: Publica



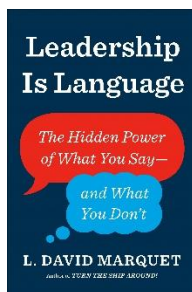
Kantrowitz, Alex
ALWAYS DAY ONE: How the Tech Titans Plan to Stay on Top Forever

May 2020

Despite their enormous size and reach, it's always day one at Amazon and its rival tech titans. With unprecedented access, [Alex Kantrowitz](#) takes us behind the scenes to show how their CEOs are operating with startup-esque nimbleness. Bezos, Mark Zuckerberg, Sundar Pichai, and Satya Nadella are pioneering a new model of leadership, rooted in their technical backgrounds and brought to life by the latest workplace technology. These CEOs are not the stereotypical outspoken, obstinate, sales-oriented leaders. Instead, they're introverted engineers who function best in flat, collaborative environments. Instead of building hierarchical organizations with themselves as central sources of inspiration, they've built workplaces that elevate the best ideas from across their organizations. For instance, Bezos is automating everything from order fulfillment to negotiation so his employees can spend their time inventing. Zuckerberg's engineers are learning to trust artificial intelligence to make decisions for them. Pichai surfaces good ideas from Google's vibrant, unruly internal communications networks. And Nadella is using AI to empower Microsoft's salesforce. *Always Day One* reveals a new leadership model helping these companies become more dominant at a stage when most begin to decline. It shows the way forward for anyone who wants to compete with the existing tech titans. Kantrowitz is a senior technology reporter at *BuzzFeed*.

UK, Translation: Portfolio (editor Merry Sun)

Agent: Levine, Greenberg, Rostan



Marquet, L. David

Feb. 2020

LEADERSHIP IS LANGUAGE: The Hidden Power of What You Say—and What You Don't

In order to harness the eyes, ears, and minds of your people, you need to foster a climate of collaborative experimentation that encourages people to speak up when they notice problems and work together to identify and test solutions. Too many leaders fall in love with the sound of their own voice and wind up dictating plans and digging in their heels when problems begin to emerge. Even when you want to be a more collaborative leader, you can undermine your own efforts by defaulting to command-and-control language that we've inherited from the

industrial era. It's time to ditch the industrial age playbook of leadership. In *Leadership is Language*, you'll learn how choosing your words can dramatically improve decision-making and execution on your team. [L. David Marquet](#) gives businesspeople the tools they need to achieve such transformational leadership in their own organizations. Marquet, a top graduate of the US Naval Academy, commanded the nuclear-powered, fast-attack submarine *USS Santa Fe* from 1999 to 2001. Since retiring from the Navy, he has worked with businesses as a leadership consultant and spoken to audiences worldwide. His ["What is Leadership?" video](#) on YouTube has been viewed a combined 2.5 million times.

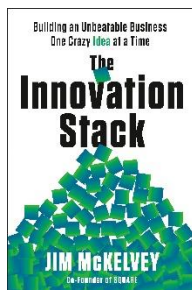
Translation: Portfolio (editor Kaushik Viswanath)

Agent: Author c/o Portfolio

UK: Penguin Business; Chinese (cc): Longstone; Chinese (sc): China Youth; Japanese: Toyo Keizai; Korean: Booklog; Vietnamese: Happy Live

Sales for *Turn the Ship Around*:

UK: Penguin Business; Bulgarian: Klasika & Stil; Chinese (cc): Longstone; Chinese (sc): CITIC; Czech: Motiv; Dutch: Boom; French: Un Monde Different; German: Dpunkt; Japanese: Toyo Keizai; Korean: Sejong; Polish: OSM Power; Romanian: Act & Politon; Russian: MIF; Spanish: Conecta/PRH; Ukrainian: Nash Format; Vietnamese: Happy Live



McKelvey, Jim

March 2020

THE INNOVATION STACK: Building an Unbeatable Business One Crazy Idea at a Time

In 2009, glassblowing artist and technologist Jim McKelvey joined his friend Jack Dorsey (the co-founder of Twitter) to launch [Square](#), a payment processing startup that would enable small merchants to accept credit card payments. With no expertise in the world of payments, they innovated their way to develop a product that saw widespread adoption. Just as Square was beginning to find success, however, Amazon launched a similar product. For most startups, this would have spelled the end. Instead, soon after, Amazon discontinued its service. How did

Square beat the most dangerous company on the planet? Through a strategy McKelvey calls *the innovation stack*, a cascade of interdependent business decisions that create a competitive advantage. Your competition might be able to copy one innovation, but a business model based on a series of interlocking solutions is a lot harder to replicate. McKelvey's fascinating and humorous stories of Square's early days combine with examples of other world-changing companies—all of them guided by an impulse to square up an industry that was leaving many behind—to reveal a pattern of groundbreaking, competition-proof entrepreneurship that is rare but repeatable.

UK, Translation: Portfolio (editor Kaushik Viswanath)

Agent: Levine, Greenberg, Rostan

Japanese: Toyokan; Korean: Woongjin



Michalowicz, Mike

April 2020

FIX THIS NEXT: Make the Vital Change That Will Level Up Your Business

The biggest problem facing entrepreneurs is that they don't know what their biggest problem is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you do first? Every problem seems urgent, but there is no way to address all of them at once. The usual result: a business that continues in endless circles. [Mike Michalowicz](#) has a simple system to help you eradicate these frustrations and get your business moving forward, fast. Every business has a hierarchy of needs, and if you can understand where you are, you can identify what needs immediate attention. Simply fix that one thing next, and your business will naturally and effortlessly level-up. Michalowicz is the author of *Profit First*, *Clockwork*, and *The Pumpkin Plan*.

UK, Translation: Portfolio (editor Kaushik Viswanath)

Agent: Author c/o Portfolio

Sales for previous Mike Michalowicz books:

Chinese (cc): CITIC; Chinese (sc): Commonwealth Mag, Sun Color; Dutch: Boom; Estonian: Loogiline; German: Budrich; Hungarian: Pongor; Japanese: Diamond, Direct; Korean: Thenan; Polish: Helion, MT Biznes; Portuguese (B): Alta; Russian: Eksmo, MIF; Spanish: PRH Grupo; Thai: WeLearn; Ukrainian: Vivat; Vietnamese: Alpha

Soforic, John

Feb. 2020

THE WEALTHY GARDENER

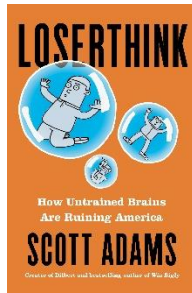
A self-published bestseller, now reissued! For decades, [John Soforic](#) earned an average income. He began growing his wealth by starting several common small businesses that provided steady cash flows. By age 50—without ever having to attract investors to a big idea or learning a skill outside his comfort zone—he consistently applied his mindset of self-reliance and achieved total financial freedom. As his son entered adulthood, Soforic gave him weekly lessons about his common-sense yet counterintuitive principles and strategies for lasting prosperity. This book is the result of those conversations. Part heartwarming parable and part practical path to financial freedom, *The Wealthy Gardener* is loaded with insights and strategies you can implement immediately, no matter your income level. It will relieve your deepest financial worries, explode popular myths about money, and teach you fool-proof mental habits for lasting prosperity so you can live for something bigger.

UK, Translation (excluding simplified Chinese and Korean): Portfolio (editor Helen Healey)

Agent: Author c/o Portfolio

Chinese (sc): Grand China; Korean: Will Books (sold via the author)

FALL 2019 HIGHLIGHTS



Adams, Scott

Nov. 2019

LOSERTHINK: How Untrained Brains are Ruining America

Too many of us are trapped in mental prisons that cause us to follow the herd instead of thinking independently and rationally. Now [Scott Adams](#), the world-famous creator of *Dilbert* and *New York Times*-bestselling author of *Win Bigly* and others, offers a strategy for recognizing and avoiding “loserthink.” Between the never-ending stream of urgent notifications on your phone and anger on your social media feeds, it’s easy to feel miserable, defensive, anxious, poor, and sick. Adams offers a cure for loserthink, with bold strategies that will help change your perspective so you can finally break out of negative thought patterns and do your best work.

UK, Translation: Portfolio (editor Leah Trouwborst)

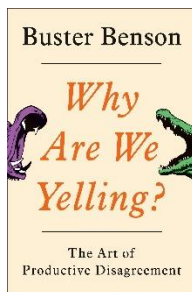
Agent: Levine, Greenberg, Rostan

Chinese (sc): CITIC; Spanish: Urano

Sales for *Win Bigly*:

Chinese (cc): Business Weekly; Chinese (sc): Cheers; Dutch: De Blauwe Tijger; German: Redline; Korean: Gilbut;

Portuguese (B): Record; Russian: Eksmo; Swedish: Pagina



Benson, Buster

Nov. 2019

WHY ARE WE YELLING? The Art of Productive Disagreement

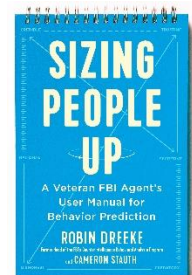
Most of our arguments are muddled by poor communication habits that cause bad faith and misunderstandings, or quickly descend into personal attacks. But Buster Benson is on a mission to help us have better discussions. We can learn better habits to help us persuade others and find a resolution more quickly. Instead of dreading arguments, we can start to look forward to them as one of the most rewarding parts of our lives. With this new toolkit, we can learn to see the world as more interesting and promising place, once we are no longer afraid to wade into scary topics of conversation. Benson blogs on [Medium](#) and at [BusterBenson.com](#).

Translation: Portfolio (editor Leah Trouwborst)

Agent: Levine, Greenberg, Rostan

UK: Macmillan; Chinese (cc): Commonwealth Mag; Chinese (sc): CITIC; Japanese: Hayakawa; Korean: Hakgojae;

Thai: B2S; Vietnamese: 1980



Dreeke, Robin

Jan. 2020

SIZING PEOPLE UP: A Veteran FBI Agent's User Manual for Behavior Prediction

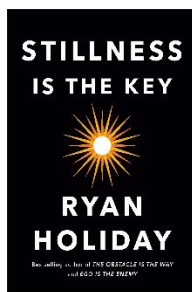
After two decades as a behavior analyst in the FBI, [Robin Dreeke](#) knows a thing or two about sizing people up. He’s navigated complex situations from handling spies to the internal politics at the Bureau. Using this book, readers will be able to determine who they can trust and who they can’t, who is likely to deliver on promises and who will disappoint, and when people are vested in their success versus when they are plotting their demise. With this knowledge they can confidently embark on anything from a business venture to a romantic relationship without the stress of the unknown. Dreeke is also the author of *The Code of Trust* and *It’s Not All About Me*.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Inkwell Management

UK: John Murray Learning; Chinese (cc): China Times; Italian: Sperling & Kupfer; Japanese: Toyo Keizai; Polish:

Kompania Mediowa; Portuguese (B): Universo dos Livros



Holiday, Ryan
STILLNESS IS THE KEY

Oct. 2019

Throughout history, there has been one indelible quality that great leaders, thinkers, artists, and visionaries have shared. It enables them to conquer their tempers. To avoid distraction and discover great insights. To achieve happiness and do the right thing. The Zen Buddhists described it as *inner peace* and knew it was essential whether you were a Samurai warrior or a monk. The Stoics and Epicureans called it *ataraxia* and believed it was a bulwark against the passions of the mob, a requirement of good leadership, and a pathway to deep truth. [Ryan Holiday](#) calls it *stillness*—to be steady while the world spins around you. In this book, he outlines a path for achieving this timeless but urgently necessary way of living. Drawing on a wide range of history's greatest thinkers, from Confucius to Seneca, Marcus Aurelius to Thich Nhat Hahn, John Stuart Mill to Nietzsche, he argues that stillness is not merely inactivity, but the doorway to self-mastery, discipline, and focus. Written in the same engaging style and packaged in the same concise, addictive format as *The Obstacle Is the Way* and *Ego Is the Enemy*, *Stillness Is the Key* establishes Holiday as one of the preeminent writers making ancient wisdom accessible and relevant for a new generation. Holiday is also the author of *The Daily Stoic* and *Growth Hacker Marketing*, among others.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Level Five Media

UK: Profile; Dutch: Bruna; German: Finanzbuch; Hungarian: XXI Szazad; Korean: Next Wave; Portuguese (B): Intrinseca; Romanian: Act si Politon; Spanish (LA): Oceano

Sales for Ryan Holiday's previous philosophy books:

UK: Profile; Albanian: Minerva; Arabic: Jarir; Azeri: TEAS; Bulgarian: Ciela; Chinese (cc): Commonwealth Mag, Sun Color, Yuan-Liou; Chinese (sc): Beijing ERC, Guomai; Czech: Beta, Albatros; Dutch: Bruna; Estonian: Oceanic; Finnish: Basam; French: Leduc; German: Finanzbuch; Greek: Klidarithmos, Pedio; Hungarian: XXI Szazad; Indonesian: Elex Media; Italian: Sangiovanni's, Giunti; Japanese: Pan Rolling; Korean: Simple Life, Next Wave, Smallbig; Lithuanian: Tobulejimo Projektai; Polish: Helion; Portuguese (B): Rocco, Intrinseca; Portuguese (P): Sabedoria Alternativa; Romanian: Seneca, Act si Politon; Russian: Popuri; Serbian: Vulkan; Slovak: Eastone; Slovene: UMco; Spanish: Oceano, Planeta; Thai: WeLearn; Turkish: Dogan, Kapital, Pegasus; Ukrainian: Nash Format; Vietnamese: Alpha, MCBooks



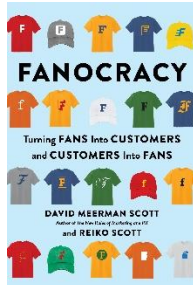
Neustadt, Romi
YOU CAN HAVE IT ALL, JUST NOT AT THE SAME DAMN TIME

Jan. 2020

[Romi Neustadt](#) has a message for women: You *can* have it all—just not at the same damn time. Neustadt is a mom of two, a wife, a daughter, a bestselling author, a speaker, an entrepreneur, and a coach. What's more, she achieved these things without a staff of ten, the ability to sleep two hours a night, or driving herself crazy. She's figured out the key to having it all: Priorities, babe. In her second book, Neustadt provides a no-BS blueprint for women to figure out what to focus on and what not to. She explains why saying yes to everything and everyone really means saying no to the things that matter: your goals, your dreams, and your true self. Neustadt is the author of the bestseller *Get Over Your Damn Self*.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Levine, Greenberg, Rostan



Scott, David Meerman; and Reiko Scott; foreword by Tony Robbins
FANOCRACY: Turning Fans into Customers and Customers into Fans

Jan. 2020

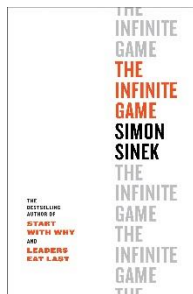
Creating and nurturing passionate fans is so essential to the long-term success of any business that we need to move it to the top of our priority lists. We need to think of any business as a “fanocracy”—fundamentally driven by its most passionate customers. Far beyond famously fan-driven entities like the Grateful Dead, the ideas and tactics in *Fanocracy* apply to all kinds of businesses. Even if you sell something as boring as insurance or dentistry, you can turn your business into a fanocracy. [David Meerman Scott](#) is the bestselling author of *The New Rules of*

Marketing and PR.

UK, Translation: Portfolio (editor Nina Rodriguez-Marty)

Agent: Margret McBride Literary

Chinese (cc): Acme; Chinese (sc): CITIC; Ukrainian: Yakaboo



Sinek, Simon
THE INFINITE GAME

Oct. 2019

[Simon Sinek's](#) *Start With Why* and *Leaders Eat Last* have helped millions of readers see the hidden rules that govern our behavior. Now *The Infinite Game* challenges us to rethink our perspective on how organizations really work. Sinek explores a deceptively simple question: How do you stay ahead in a game with no end? Games like basketball and chess are finite, with firm rules and clear endpoints. But business is infinite: There's ultimately no such thing as winning because there's always a new set of challenges. Those who thrive are those who play by infinite rules. They do things that enable them to out-maneuver, out-innovate, and outlast their competitors. Sinek explores how infinite players can exhaust their competitors, stay ahead for the long run, and create strong organizations. Great leaders instinctively play the infinite game rather than chase short-term gains. Now the rest of us can understand how they do it. Sinek is also the bestselling author of *Find Your Why* and *Together is Better*. His speech based on *Start With Why* remains the third-most popular [TED Talk](#) of all time.

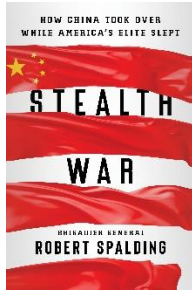
Translation: Portfolio (editor Adrian Zackheim)

Agent: Inkwell Management

UK: Penguin Business; Albanian: Minerva; Arabic: Jarir; Bulgarian: Kragozor; Chinese (cc): Commonwealth Mag; Chinese (sc): Cheers; Croatian: Udruga; Czech: Jan Melvil; Danish: Dafolo; Dutch: Business Contact; French: Pearson; German: Redline; Hungarian: HVG; Italian: Vallardi; Korean: Segyesa; Portuguese (B): Sextante; Portuguese (P): Lua de Papel; Romanian: Publica; Russian: Eksmo; Spanish: Urano; Swedish: Volante; Thai: WeLearn; Turkish: Aritan; Ukrainian: Vivat; Vietnamese: 1980 Books

Sales for previous Simon Sinek books:

UK: Penguin Business; Arabic: Jarir; Azeri: Qanun; Bosnian: Ilum; Bulgarian: Knigopis, Kragozor; Chinese (cc): Commonwealth Mag, Yuan-Liou; Chinese (sc): Shanghai Dook, CITIC, Cheers; Czech: Jan Melvil; Danish: Gyldendal, Dafolo; Dutch: Business Contact; Estonian: Million Mindset; Farsi: Phoenix Vision; French: Pearson; Georgian: Palitra; German: Redline; Greek: Klidarithmos; Hebrew: Opus; Hindi: Manjul; Hungarian: HVG; Indonesian: Gramedia; Italian: Vallardi, Franco Angeli; Japanese: Nikkei, Diamond; Korean: E-Public, Book in My Life, Time, Sallim; Lithuanian: Eugrimas; Macedonian: Tri; Marathi: Manjul; Mongolian: Concept; Polish: Helion; Portuguese (B): Sextante, HSM, Saraiva; Portuguese (P): Lua de Papel; Romanian: Publica; Russian: Eksmo; Serbian: Kontrast; Slovene: Smart Com; Spanish: Urano; Swedish: Volante; Tamil: Manjul; Telugu: Manjul; Thai: WeLearn, Touch; Turkish: Aritan, Dogan; Ukrainian: Osnovy; Vietnamese: Thai Ha



Spalding, Brigadier General Robert

Oct. 2019

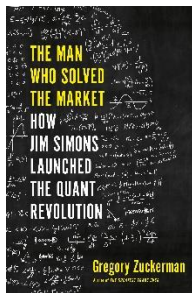
STEALTH WAR: How China Took Over While America's Elite Slept

While those in power have been distracted and disorderly, China has waged a six-front war on America's economy, military, diplomacy, technology, education, and infrastructure. Here retired Air Force Brigadier General Robert Spalding reveals China's motives and secret attacks on the West. Chronicling how our leaders have failed to protect us, he provides shocking evidence of some of China's most brilliant plays. Spalding's concern isn't merely that America could lose its position on the world stage. More urgently, the Chinese Communist Party has a fundamental loathing of the legal protections America grants its people and seeks to create a world without those rights. Despite all the damage done so far, Spalding shows how it's still possible for the US and the rest of the free world to combat—and win—China's stealth war. Robert Spalding retired from the US Air Force as a brigadier general after more than 25 years of service. He is a former China strategist for the chairman of the Joint Chiefs of Staff and the Joint Staff at the Pentagon, as well as a senior defense official and defense attaché to China.

UK, Translation: Portfolio (editor Bria Sandford)

Agent: AGI Vigliano Literary

Chinese (cc): Yuan-Liou; Polish: Jeden Swiat



Zuckerman, Gregory

Nov. 2019

THE MAN WHO SOLVED THE MARKET: How Jim Simons Launched the Quant Revolution

Shortlisted for the Financial Times/McKinsey Business Book of the Year! Jim Simons is the greatest moneymaker in modern financial history. His track record bests those of legendary investors like Warren Buffett, Peter Lynch, Ray Dalio, and George Soros. Yet Simons and his strategies are shrouded in mystery. Wall Street insiders have long craved a look inside Simons' singular mind and his secretive hedge fund, Renaissance Technologies. *The Man Who Solved the Market* is the dramatic story of how Simons and a group of unlikely mathematicians remade Wall Street and transformed the world. [Gregory Zuckerman](#) is the author of *The Greatest Trade Ever* and *The Frackers*. He is a Special Writer at the *Wall Street Journal*.

Translation: Portfolio (editor Merry Sun)

Agent: Author c/o Portfolio

UK: Penguin Business; Chinese (cc): Commonwealth; Chinese (sc): Cheers; Japanese: Diamond; Korean: Rokmedia; Portuguese (B): Alta; Thai: Live Rich Forever; Vietnamese: Phuong Nam

Sales for *The Frackers*:

UK: Penguin Business; Chinese (sc): China Renmin UP; Japanese: Rakkosha; Korean: Jinswon; Polish: Kurhaus

PORTFOLIO CO-AGENTS

THE BALTIC STATES

Andrew Nurnberg Associates: Tatjana Zoldnere
zoldnere@anab.apollo.lv

BRAZIL

Agencia Riff: Joao Paulo Riff
joapaulo@agenciariff.com.br

BULGARIA

Anthea Agency: Katalina Sabeva
katalina@antheaights.com

CHINA

Andrew Nurnberg Associates: Jackie Huang
jhuang@nurnberg.com.cn

CZECH REPUBLIC & SLOVAKIA

Kristin Olson Literary Agency: Kristin Olson
kristin.olson@litag.cz

FRANCE

La Nouvelle Agence: Vanessa Kling
vanessa@lanouvelleagence.fr

GERMANY

Mohrbooks: Sebastian Ritscher
sebastian.ritscher@mohrbooks.com

GREECE

JLM Literary Agency: John Moukakos
jlm@jlm.gr

HUNGARY & THE BALKAN STATES

Katai & Bolza Literary Agency: Réka Bartha
reka@kataibolza.hu

ISRAEL

Deborah Harris Agency: Efrat Lev
efrat@thedeborahharrisagency.com

ITALY

Berla & Griffini: Erica Berla
berla@bgagency.it

JAPAN

Tuttle-Mori Agency: Manami Tamaoki
manami@tuttlemori.com

KOREA

Milkwood Agency: Alex Lee
alex@milkwoodagency.com

THE NETHERLANDS

Schonbach Literary Agency: Marianne Schonbach
m.schonbach@schonbach.nl

POLAND

Graal: Filip Wojciechowski
filip.wojciechowski@graal.com.pl

SCANDINAVIA

Ulf Toregard Agency: Ulf Toregard
ulf@toregardagency.se

SPAIN, PORTUGAL & LATIN AMERICA

The Foreign Office: Teresa Vilarrubla
teresa@theforeignoffice.net

ROMANIA

Simona Kessler Agency: Marina Adriana
marina@kessler-agency.ro

RUSSIA

Anna Jarota Agency: Zuzanna Brzezinska
zuzanna@ajapl.com

TAIWAN

Andrew Nurnberg Associates: Whitney Hsu
whsu@nurnberg.com.tw

TURKEY

Akcali Copyright Agency: Atilla Izgi Turgut
atilla@akcalicopyright.com

SUBSIDIARY RIGHTS CONTACT

Tom Dussel, Director of Subsidiary Rights
tdussel@penguinrandomhouse.com