

page two:

### Wake Up Before Your Wake-Up Call

The Five Pillars for Deeper Love, Joy, and Connection

by Toni Parker

Do you wake up most mornings and go along with the day as usual, taking for granted that things will unfold the way they always have? Do you go through your days on autopilot, with no real thought that something life-changing could happen at any moment? Many times our bodies have feelings and sensations that our mind perceives, messages meant to wake us up as if from sleepwalking, so that we can be more attuned and alive to our experiences, alert to the impulse to change before calamity happens.

Through real-life examples and practical exercises for meditation and self-reflection, Toni Parker unpacks the five pillars for waking up: Body Sensation Awareness, Mind Kindness, Emotional Equanimity, Self-Compassion, and Waking Up to the World. She shows readers how to identify the signs and offers proven strategies for tuning in to the telltale whispers and sensations that alert us to when a wake-up call is building. This self-awareness and strength to stay in the present moment, see and accept a situation for what it is allows us to move forward differently?awake, centered, and prepared for the smallest experiences and the biggest changes in life.

*Wake Up Before Your Wake-Up Call* expands on Parker's work as a therapist and speaker and will help readers live more meaningful and engaged lives through deeper love, joy, and connection.

### Author Bio

Dr. Toni Parker is a certified Gottman therapist, meditation teacher, psychotherapist, and speaker. As a Gottman therapist, Toni provides clinical trainings and teaches workshops on the Art of Science and Love in the U.S. and abroad. She has studied various mind-body modalities, including at Harvard University and other institutions, has trained with world-renowned meditation teachers Jack Kornfield and Tara Brach, and is a certified Mental Health Integrative Medicine Provider. Having been in private practice for more than twenty-five years, providing couples counselling, corporate trainings, and individual and group therapy, Toni has helped many discover their own potential and understand their emotional and compassionate selves, and ultimately, how to lead a more mindful and awakened life. She lives in Encino, California.

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On Sale: Sep 17/19

5.5 x 8.5 • 240 pages

9781989025697 • \$21.00 • pb

Self-Help / Personal Growth / Happiness • Ages adult general

### Notes

### Promotion



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## Own Your Anxiety

99 Simple Ways to Channel Your Secret Edge

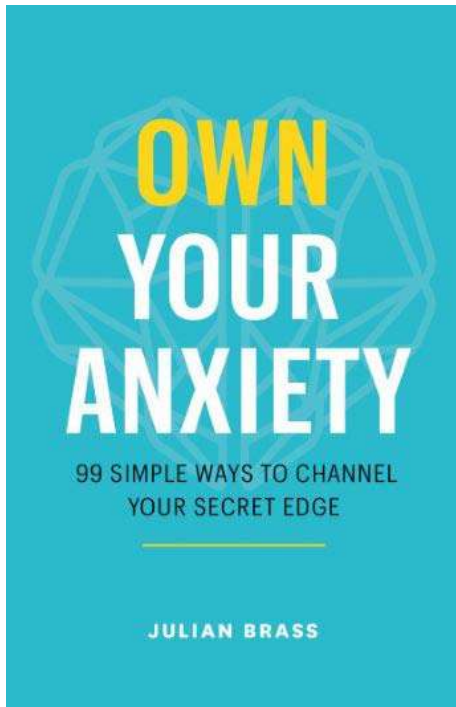
by Julian Brass

Author and anxiety coach Julian Brass helps people all over the world own anxiety by guiding them toward empowering, natural tools to redirect that raw, disruptive emotion into positive action. These tools, which are the foundation of his Own Anxiety method lead, to a redefined relationship with anxiety, taking it from negative and debilitating to positive and facilitative. Rather than trying to fight it, Brass encourages readers to consider anxiety a gift. Personal, personable, and highly motivating, the book offers practical lessons to overcome the effects of anxiety by owning it in three key areas of body, mind and soul.

Combining medical research from the West and holistic philosophies from the East, the tips offer daily doses of inspiration. From guidance on how to schedule smarter to reduce stress, how to say no more often, and how to rein in the use of social media to advice about spreading love and playing more often, the book makes owning anxiety both accessible and fun. Warm, enthusiastic, and at times irreverent, Brass offers stories from his own life and shows from personal experience how to conquer anxiety. He is a coach of superlative positivity, encouraging readers to find the resources within to master anxiety toward a more fulfilling and healthier lifestyle.

## Author Bio

Julian Brass is the founder and former CEO of award-winning Canadian media company Notable.ca (Notable Life), a front-running online brand dedicated to inspiring driven Millennials to live a notable life. On an ever-expanding journey of exploring natural lifestyles such as holistic health and wellness, spirituality, yoga, and positive psychology, Julian has trained and collaborated with yogis from India, rabbis and priests in Jerusalem, top medical doctors in NYC, and some of the most successful entrepreneurs in the world. As an international keynote speaker, workshop facilitator, coach, teacher, and healer, Julian aims to leave every person he connects with ready to own not just anxiety, but to truly *own their lives*. Follow him on Instagram at [julian\\_brass](#).



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On Sale: Sep 17/19

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Self-Help / Anxieties & Phobias • Ages adult general

## Notes

## Promotion



9 781989 025628



Raincoast Books

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## The Responsibility Ethic

12 Winning Strategies to Power Lasting Success and Happiness

by Adam Kreek

How do you fuel lasting happiness? When you're striving toward a big milestone, how do you find the momentum to keep going? And when you're at the top of your game, how do you improve? It's not reaching toward the next major goal that will propel you to the next height. It's a relentless focus on taking responsibility for your actions that will drive you to the next level of success. In *The Responsibility Ethic*, author, executive coach, and Olympic Gold Medalist Adam Kreek shares twelve principles for mastering this path of progress - from taking responsibility for the fear of failure to channeling stress into performance energy to embracing shared leadership and more.

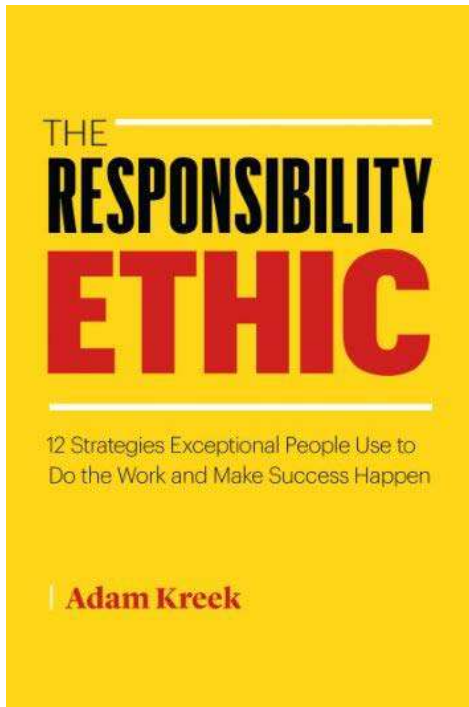
*The Responsibility Ethic* reveals how to move forward by looking inward and doing the work to access your best, highest self, and how to find peace on even the toughest journeys. Drawing on stories from his training as an Olympian, his adventures rowing across the ocean in a team of four, and his career as an executive coach and speaker, Kreek is a powerful guide who shows you how to realize your full potential at any stage of your career and life.

### Author Bio

Adam Kreek is a management consultant, entrepreneur, and executive coach. He teaches strategies and skills of leadership, high performance, and perseverance to corporate, non-profit, and government teams globally through keynotes, workshops, and online seminars, for organizations including Microsoft, General Electric, Mercedes-Benz, L'Oreal, and many others. A freelance columnist, he writes on leadership, personal development, and health for peak performance.

A two-time Olympian, Adam holds sixty international medals, including Olympic Gold, and multiple hall of fame inductions. In 2013, Adam made the first ever attempt to row unsupported across the Atlantic Ocean from Africa to America, the subject of the NBC Dateline Documentary *Capsized*.

He lives in the Pacific Northwest with his wife and three children.



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On Sale: Oct 1/19

6 x 9 • 240 pages

9781989025673 • \$21.00 • pb

Bus & Econ / Leadership • Ages adult general

### Notes

### Promotion



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Raincoast Books

page two:



### This Is Depression

A Comprehensive, Compassionate Guide for Anyone Who Wants to Understand Depression

by Diane McIntosh

Depression sucks. It's a debilitating illness that affects both mind and body—and chances are, at some point in your life, you or someone you love will battle depression. *This Is Depression* is your guide through the darkness, written by a widely respected authority on the treatment and management of mood disorders.

Renowned psychiatrist Dr. Diane McIntosh is a committed and renowned public educator, whose writing on mental illness has earned her a dedicated following on the *Huffington Post*. Here, she provides you the information you need to understand and combat this serious, isolating disorder. With compassion and humour, Dr. McIntosh takes a science-based approach to explaining the causes, effects, and treatment of depression, while providing evidence that it can be overcome.

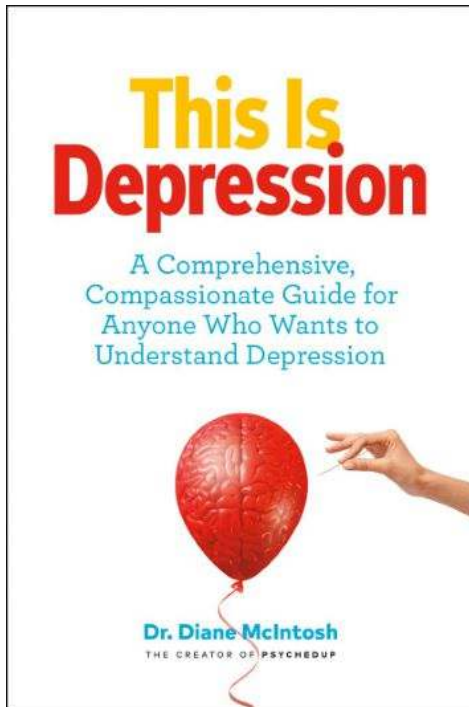
She outlines how factors such as life experiences, genetics, and hormones play a role in the development and maintenance of depression, and describes the common overlap between depression and other mental and physical illnesses.

An expert in pharmacology, Dr. McIntosh reviews the medications available for the treatment of depression, and assesses whether they are worth it, useless—or even dangerous. She also evaluates the efficacy of other forms of treatments, including psychotherapy, brain-stimulation treatments, and exercise. Finally, she describes how all areas of life can be impacted by depression, including the ability to function optimally at home and work.

To inspire hope, Dr. McIntosh includes stories, shared with permission, from patients who have overcome depression. She also addresses the questions from patients and their loved ones that she is asked every day. Depression can be a lonely, debilitating illness. Dr.

### Author Bio

Dr. Diane McIntosh graduated from Dalhousie University, where she completed an undergraduate degree in pharmacy before completing medical school and residency training in psychiatry. She is a clinical assistant professor at the University of British Columbia and has a community psychiatry practice, with a particular interest in the neurobiology of mood and anxiety disorders and ADHD. She is extensively involved in continuing medical education programs to colleagues nationally and internationally,



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On Sale: Oct 10/19

6 x 9 • 280 pages

bw graphics (30-40)

9781989025567 • \$21.95 • pb

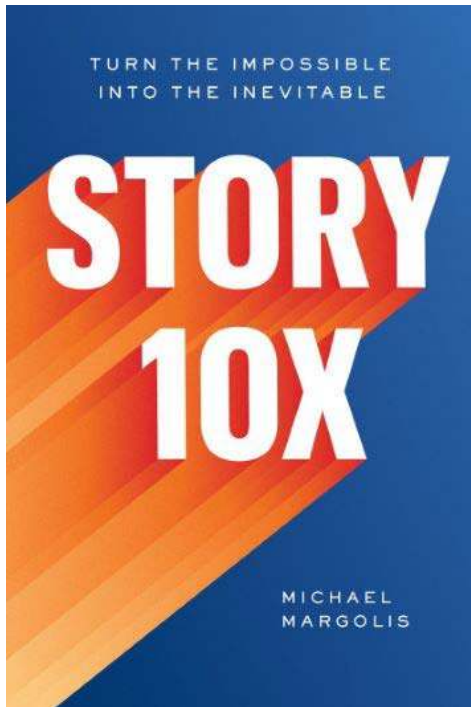
Self-Help / Depression • Ages adult general

### Notes

### Promotion



Raincoast Books



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On Sale: Oct 22/19

6 x 9 • 248 pages

9781989025581 • \$20.00 • cl

Bus & Econ / Sales & Selling • Ages adult general

### Notes

### Promotion

page two:

### Story 10X

Turn the Impossible Into the Inevitable

by Michael Margolis

If you want to disrupt, inspire, and persuade. You need a story.

Whether you're the next Steve Jobs, Beyoncé, or an up-and-coming leader, get your story straight and you can win over even the most reluctant audience. Drawing on more than 30,000 years of human storytelling, Story 10x is a ground-breaking handbook to navigating the Age of Disruption. In these pages, you'll learn how to craft an Undeniable Story--a 3-step narrative structure that makes your big ideas difficult, if not impossible, to reject. You'll also discover how to turn your vision, strategy, and roadmap into a message that captures the imagination and inspires any audience. With lessons drawn from game-changing companies, you'll discover how narrative is both a mindset and a methodology designed for the biggest challenges of our time.

Storytelling is a force multiplier for 10x growth, powering every true leader's success. When you harness this wisdom of the ages, you do more than captivate your listener: you turn the impossible into the inevitable and literally rewrite the future.

Master the skill of storytelling and you can redefine the boundaries of what's possible.

### Author Bio

Michael Margolis is CEO and founder of Storied, a storytelling and culture-making company dedicated to the biggest stories of our time. A globally renowned expert on strategic messaging, Michael helps executives deliver on the promise of disruptive transformation. Trained as a cultural anthropologist, Michael often works alongside visionary leaders tasked with imagining and building an ambitious future, such as Silicon Valley heads of product, design, and innovation. Since 2002, he's advised hundreds of organizations -including Facebook, Google, Walmart, Greenpeace, and NASA - on some of their highest-stakes initiatives. Michael is a frequent keynote speaker at top conferences around the globe. He has trained tens of thousands of people on how to harness storytelling as an organizational capability and culture. Michael is a 2x TEDx speaker, #1 Amazon best-selling author, and has more than 200,000 followers on Twitter. His work has been prominently featured in Fast Company, TIME, and Inc. magazines. The son of an inventor and artist, Michael grew up in Switzerland and Los Angeles in a Willy Wonka-esque home overflowing with creativity and wild imagination. To this day, Michael remains left-handed, color blind, and eats more chocolate than the average human.



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Raincoast Books



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### Brand New Name

A Proven, Step-by-Step Process to Create an Unforgettable Brand Name

by Jeremy Miller

You need a name to start a business, create a product, launch a campaign, share an idea, or define a place. Everything, literally everything, has a name. It's the cornerstone of your brand, and it is how people and customers will know it.

It cannot be overstated, choosing a brand name is one of the most important business decisions you will make. Websites and campaigns are temporary, but brand names stick around for a very long time. They are the longest living artifact of a company. It's how your brand will be known, forever. Getting your brand name right is essential.

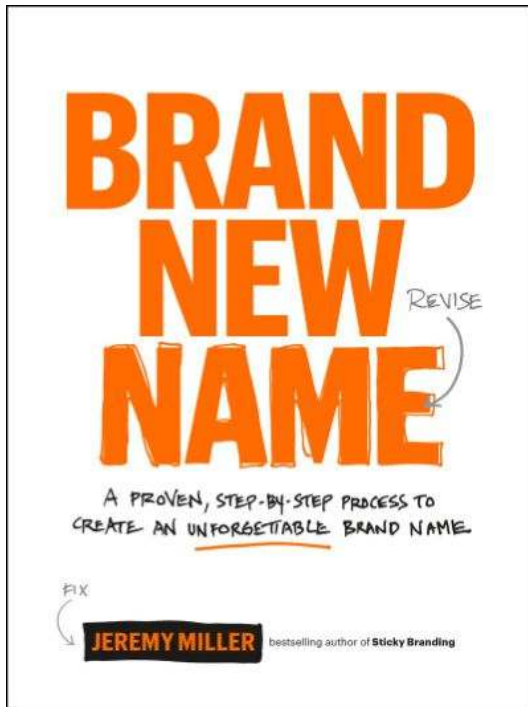
*Name This \_\_\_\_!* delivers a proven, step-by-step brand naming process to create an unforgettable name. The book shows you what to do every step of the way—right down to exercises to generate lots of naming ideas to techniques on how to test which names resonate the most.

You'll discover the science of how names persuade people and how they get stuck in your mind, and you will learn the origin stories of interesting brands. *Name This \_\_\_\_!* brings together a practical how-to guide with loads of inspiration and stories to challenge you to create a brilliant name that you will be proud to own.

Learn how to create an unforgettable name — whether it's for your company, product, or idea.

### Author Bio

Jeremy Miller is a Brand Strategist and the bestselling author of *Sticky Branding*. After watching his family's business nearly hit rock bottom, he was forced to revamp and rebrand the business, and within a year the company turned the corner and rocketed into growth mode. Jeremy studies how companies grow recognizable, memorable brands, and shows organizations of all sizes how to unlock the creative genius of teams to solve complex sales and marketing challenges. As an inspirational keynote speaker, his blend of humor, stories, and actionable ideas will inspire you to innovate and grow your business and brand from the inside out.



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On Sale: Oct 1/19

6 x 8 • 232 pages

9781989025604 • \$24.95 • pb

Bus & Econ / Advertising & Promotion • Ages adult general

### Notes

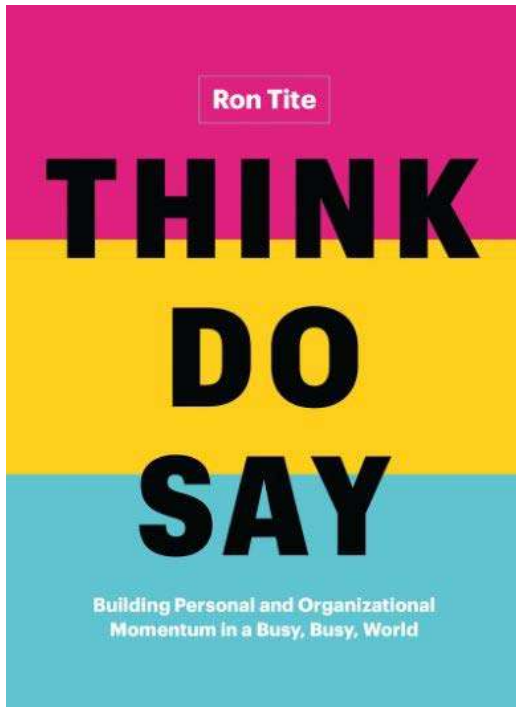
### Promotion



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Raincoast Books



page two:



### Think. Do. Say.

Building Personal & Organizational Momentum in a Busy, Busy World  
by Ron Tite

Today, your consumers, clients, prospects, and colleagues are inundated with promotional messaging, non-stop content, broken promises, endless product extensions, and the pressure to follow articles that state, "Here's What Successful People Do Before 7am." They're standing in the middle of Times Square surrounded by blinking, scrolling advertising above and aggressive street entrepreneurs selling everything from T-shirts to theatre tickets and recreational drugs down below.

They don't know where to look and they don't know who to trust.

People used to vote with their wallet but now they vote with their time. Winning that time has never been more difficult and staying top of mind is even tougher.

The answer to cutting through and building trust doesn't isn't found in a sea of management jargon. It's based on three words: Think. Do. Say.

Great people and great organizations succeed in this busy, busy world based on:

1. What they think: The purpose behind the person or company.
2. What they do: How they behave to reinforce the purpose.
3. What they say: How they talk about what they believe and how they act.

When every person within a company thinks, does, and says what the organization thinks, says, and does, you achieve Total Organizational Alignment and create Positive Organizational Momentum. When someone contradicts what the organization thinks, says, and does, an Integrity Gap between what's promised and what's delivered occurs with Negative Organizational Momentum as the result.

*Think. Do.*

### Author Bio

Founder and CEO of marketing agency Church+State and Host & Executive Producer of the eOne podcast, *The Coup*, **Ron Tite** has been an award-winning advertising Creative Director for some of the world's most respected brands. He co-authored *Everyone's An Artist (Or At Least They Should Be)* (HarperCollins, 2016), wrote the stage play *The Canadian Baby Bonus*, has written for television, penned a children's book, and hosted the award-winning



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On Sale: Oct 1/19

5.5 x 7 • 200 pages

9781989025710 • \$30.00 • cl

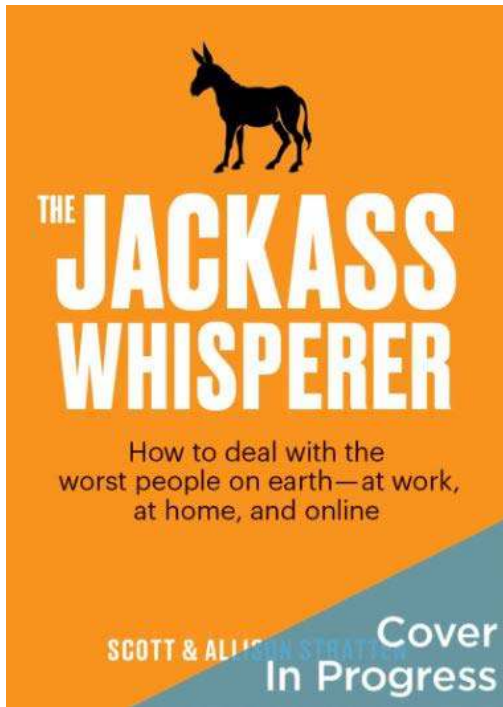
Bus & Econ / Personal Success • Ages adult general

### Notes

### Promotion



Raincoast Books



page two:



### The Jackass Whisperer

How to deal with the worst people on earth--at work, at home, and online

by Scott Stratten and Alison Stratten

A rallying cry for everyone tired of keyboard commandos and people who use speakerphones in open plan offices, *You're Not the Jackass Whisperer* is your guide to dealing with the worst people on earth. Jackasses are those who make our lives needlessly harder. They drive too slowly in the fast lane and too quickly in the slow lane, reply all, heat up fish in the microwave at work and share way too much information about their cleanse on Facebook. They live in our homes, work in our offices and shop at our stores. Jackasses are among us, and we have some bad news for you: if you can't spot the Jackass at the (enter literally any place on the planet), then the Jackass is you. After a lifetime of research, Scott and Alison Stratten offer the definitive guide to surviving the Jackassery in your life and making the world a better place, one set of noise-cancelling headphones at a time.

### Author Bio

Scott and Alison Stratten are Jackass experts, co-authors of five best-selling business books, co-owners of UnMarketing Inc and co-hosts of not only *The UnPodcast*, but five children, three dogs and one cat. Their books, their company and their show all represent their thoughts on the changing world of business through their experiences of entrepreneurship, two degrees (Alison), not lasting long as an employee (both) and screaming at audiences around the world (Scott; Alison is more polite). They were put on this earth as a reminder that not all Canadians are passive and apologetic. Businesses like PepsiCo, Saks Fifth Avenue, IBM, Cirque du Soleil and Microsoft have been brave enough to want their advice. They now spend their time keynoting around the world, and realizing they rank tenth and eleventh in order of importance in their home.

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5 x 7 • 208 pages

9781989025734 • \$20.00 • pb

Self-Help / Personal Growth / Happiness • Ages adult general

### Notes

### Promotion

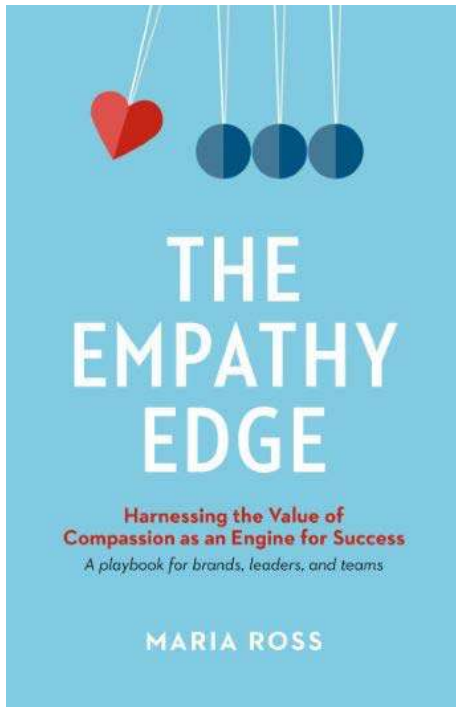


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Raincoast Books





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### The Empathy Edge

Harnessing the Value of Compassion as an Engine for Success  
by Maria Ross

**Furious customers? Missed deadlines? Failed products? The problems your business faces may stem from a single issue: lack of empathy.**

Being empathetic at work means seeing the situation from another's perspective, and using that vantage point to shape your leadership style, workplace culture, and branding strategy. Pairing her knowledge as a branding expert with proven research and fascinating stories from executives, change-makers and community leaders, Maria Ross reveals exactly how empathy makes brands and organizations stronger and more successful.

Ross shows why your business needs to cultivate more empathy now, and shares the habits and traits of empathetic leaders who foster more productivity and loyalty. She gives practical tips, big and small, for how to align your mission and values and hire the right people, cultivating a more empathetic—and innovative—workplace culture. Finally, she gives you the goods on building your empathetic brand in an authentic and proactive way, and shows how doing so results in happier customers, innovative work cultures and increased profits.

In this practical playbook for businesses of all types, Maria Ross proves that empathy is not just good for society—it's great for business, and may transform you at a personal level, too.

### Author Bio

Maria Ross is the founder of Red Slice, a consultancy that advises solopreneurs, startups, and fast-growth businesses on how to build an irresistible brand story and authentically connect with customers. She is a keynote speaker who regularly speaks to audiences on marketing and building an engaging brand that engages the right customers and drives growth. She is the author of *Branding Basics for Small Business* and *The Juicy Guide Series for Entrepreneurs*. Maria started her career as a management consultant with Accenture and went on to build marketing and brand strategies for multiple companies, including Discovery Communications, Monster.com, BusinessObjects (now SAP) and many other startups and technology leaders, before starting her own business. Maria understands the power of empathy at both a brand and personal level: In 2008, six months after launching her business, she suffered a ruptured brain aneurysm that almost killed her. Her humorous and heartfelt memoir about surviving this health crisis, *Rebooting My Brain*, has received worldwide praise. Maria lives with her husband, preschool son, and precocious black lab mutt in the San

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On Sale: Oct 22/19

5.5 x 8.5 • 256 pages

9781989025796 • \$19.95 • pb

Bus & Econ / Workplace Culture • Ages adult general

### Notes

### Promotion



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Raincoast Books

page two:



**Awesome Music Project**  
Songs of Hope and Happiness  
by Terry Stuart

I've always been a musician," writes astronaut Chris Hadfield in *The Awesome Music Project: Songs of Hope and Happiness*. "I think we all are, it's just that only some of us learn to play instruments."

So why did Hadfield sing a David Bowie song in space, inspiring 40 million Earthbound YouTubers to sing along? New neurological research provides the answer: music is good for us. It heals and soothes; it connects us to other people, and the divine; it improves our mental, emotional and physical health, wards off loneliness and depression, and even delays dementia. And sometimes it just makes us feel good. Now music therapy is being used to combat many mental health issues, including autism and learning difficulties. Millions of people could lead better lives if they listened to and played more music.

*The Awesome Music Project: Songs of Hope and Happiness* explores this magical and powerful force through the true stories of dozens of Canadians from across our country. Some are well known -- astronaut Hadfield, singer Michael Bublé, skier Jennifer Heil, TV presenter Nobu Adilman, musician Danny Michel -- but most are not: teachers, cab drivers, artists, tech entrepreneurs, high school children. What they share is a love for the uplifting, healing power of music.

This beautifully designed illustrated book is a life-affirming compilation bursting with stories of the uplifting, healing power of song. All the profits will go to the, Canadian Centre for Addiction and Mental Health Research the country's largest mental health and addiction teaching hospital and one of the world's leading research centres in these areas.

Music is (...)

**Author Bio**

Born and raised on a dairy farm in Simcoe, Ontario, **Terry Stuart** pursued an international baccalaureate degree at Atlantic College in Wales, UK and then studied engineering at Waterloo. He is now Chief Innovation Officer for Deloitte Canada and a Partner with the Canadian Financial Services consulting practice. One of Terry's close family members battled anxiety and depression, and he was inspired by the wonderful therapeutic impact that music had to help soothe this. He is giving back with *The Awesome Music Project*, a book full of stories about the wonderful therapeutic effects of music.



Page Two  
On Sale: Oct 10/19  
8 x 11 • 208 pages  
colour illustrations throughout  
**9781989025291** • \$35.00 • cl  
Self-Help / Personal Growth / Happiness • Ages adult  
general

**Notes**

**Promotion**

