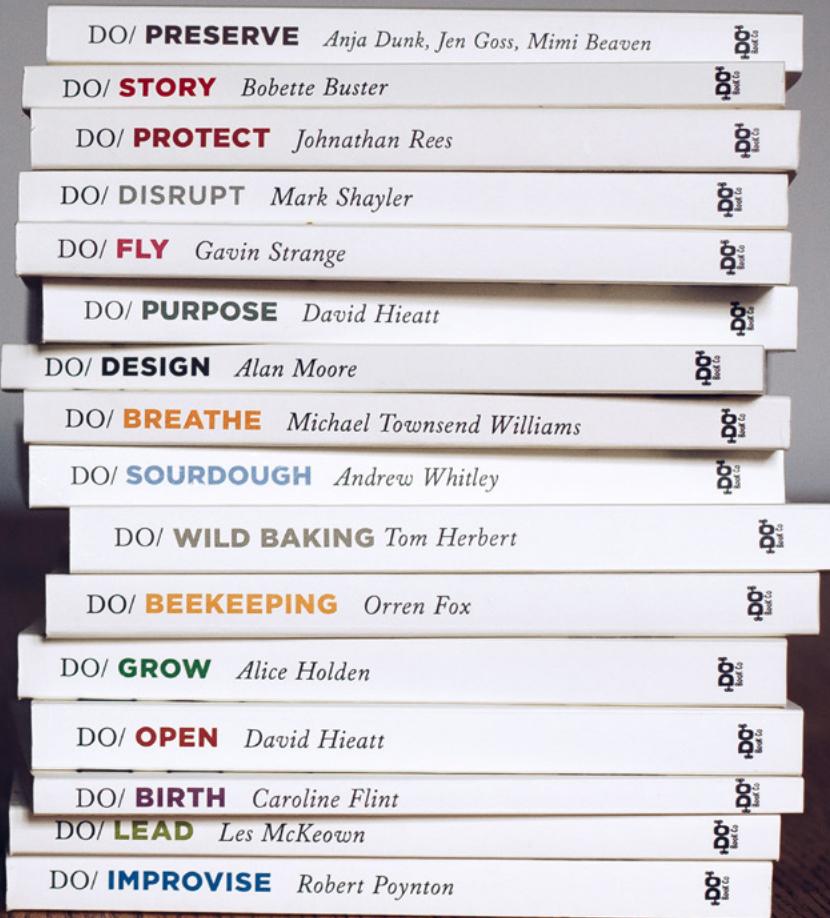


# Do Books

## Catalogue 2021



DISTRIBUTED BY CHRONICLE BOOKS

Hello, and welcome to our Do Books catalogue.



Launched in 2013, we publish books by the world's Doers whose stories and ideas have inspired others to go and Do. We aim to encourage action and positive change; to close the gap between where you are, and where you want to be. And we believe a small clever book can do just that.

Beautifully designed inside and out, each book is written by an expert — an innovator, disruptor or change maker — who has taken to the stage at the annual Do Lectures event. By giving them the opportunity to go beyond a 20-minute talk to a 20,000 word guidebook, they can go deeper into their subject and provide readers with all the guidance, wisdom and inspiration needed.

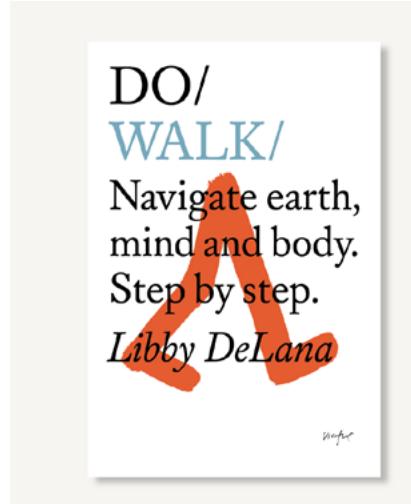
From life skills to smart working practices, with subjects covering design, business, wellbeing and sustainable living: these are books that make it easier to Do stuff.

We hope you like them.

Miranda & team



# NEW TITLES



\$14.95 | ISBN 978-1-907974-96-0  
Paperback | 128 pages | 4¾ × 7 in  
30 colour photographs

Rights: US & CAN

July 2021

## Do Walk

Navigating earth, mind and body. Step by step.  
**Libby DeLana**

One morning in 2011, Libby DeLana stepped outside her New England home for a walk. She did the same thing the next day, and the next. It became a daily habit that has culminated in her walking over 25,000 miles—the equivalent of the earth’s circumference.

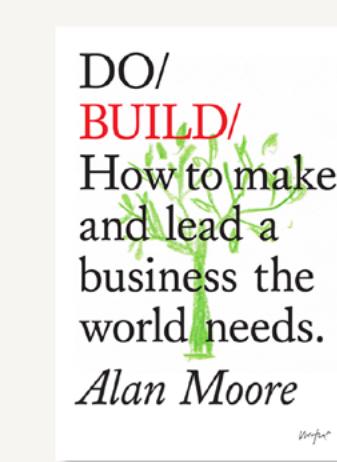
In *Do Walk*, Libby shares the transformative nature of this simple yet powerful practice. She reveals how walking each day provides the time and space to reconnect with the world around us; process thoughts; improve our physical wellbeing; and unlock creativity. It is the ultimate navigational tool that helps us to see who we are—beyond titles and labels, and where we want to go.

With stunning photography, this inspiring and reflective guide is an

invitation to step outside, and see where the path takes us.

**Libby DeLana** is an award-winning creative director, an advocate for female leadership, mom to two tall boys, aspiring pilot, and rookie fly-fisher. Her work has featured in *Fast Company*, and she has been profiled by the BBC R4 series *The Chain* and several podcasts.

**'A moving and wise book that powerfully conveys a simple truth: that putting one foot in front of the other is a transformative act. DeLana writes with insight, heart and wit.'**  
— Cheryl Strayed, international bestselling author of *Wild*



# Do Build

**How to make and lead a business the world needs.**  
**Alan Moore**

The world of business is changing. The single pursuit of 'profit at any cost' has been replaced by a desire to build and run companies that create a better future, as well as enjoying commercial success.

In *Do Build*, Alan Moore draws on his years of research into some of the most pioneering businesses on the planet. By speaking to purpose-driven founders, he discovers that it is possible to lead with generosity, create a company culture that allows individuals to flourish, to have a transparent supply chain, and create products and services that are considered and profitable. By sharing examples of best practice, Moore invites us to create sustainable and regenerative businesses that are built to last. His insights will challenge and inspire founders to build

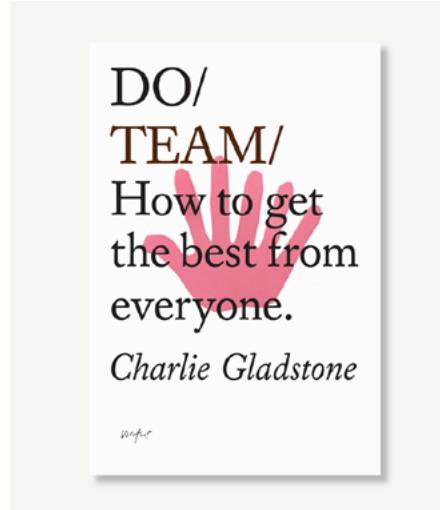
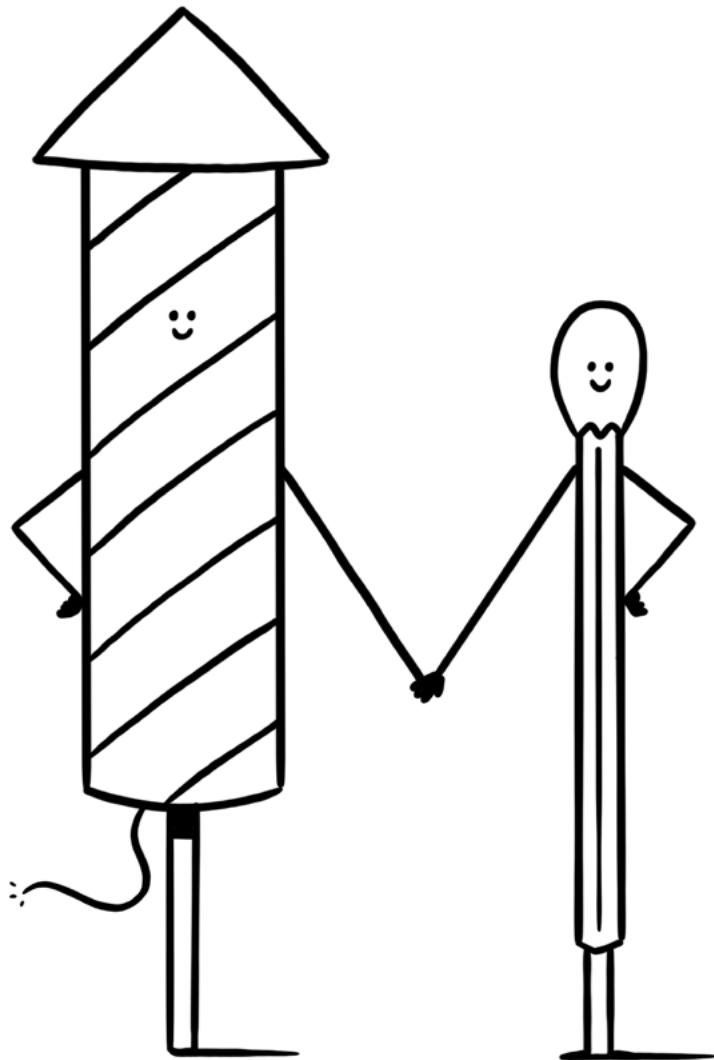
\$14.95 | ISBN 978-1-907974-91-5  
Paperback | 128 pages | 4¾ × 7in  
10 colour photographs by Julian Calvarley

Rights: US & CAN

a different type of business that will regenerate and restore our economy, our environment, and our civilisation.

**Alan Moore** is a designer and business innovator on a mission to help businesses discover their own unique beauty. He has collaborated with companies and institutions all over the world, including PayPal, Microsoft, Coca-Cola, and MIT. He is the author of *Do Design*.

**'This may be the most enlightened, concise, and extraordinary book on business ever written. It could be said that true beauty and business have never met. They do here.'**  
— Paul Hawken, author & environmentalist



## Do Team

**How to get the best from everyone.**

**Charlie Gladstone**

This book is about working with other people. It's about making that experience a positive one. It's about how a happy, engaged and motivated team becomes an unstoppable force.

In *Do Team*, entrepreneur Charlie Gladstone draws on three decades of experience as an employer of over 100 people and father of six, to share practical, honest and insightful advice on such matters as: Choosing the right people; Getting through tough times; Team building for introverts; The power of (very) small teams; Why good manners and kindness matter most

With easy-to-follow entries on hiring, gentle leadership, emotional

\$14.95 | ISBN 978-1-907974-88-5  
Paperback | 112 pages | 4¾ × 7 in  
20 line artworks by Matt Bleas

Rights: US & CAN

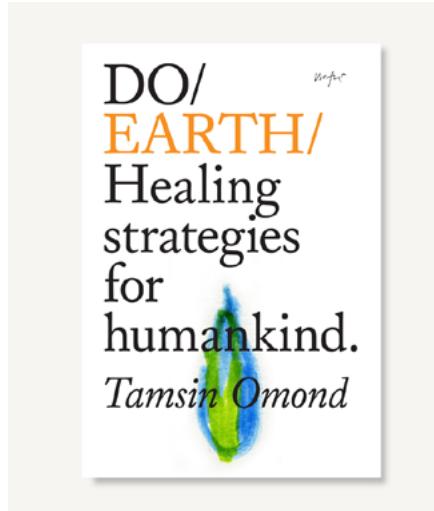
intelligence and retaining a sense of humour, *Do Team* will help you get the best from everyone so that you, your team and your business can thrive.

**Charlie Gladstone** is an entrepreneur with 30 years of experience operating small businesses. He is an employer of over 100 people and a father of six. With his wife Caroline, he wrote *The Family Guide to the Great Outdoors* (Penguin Random House).

**'A must-read for anyone who wants to lead their team with empathy and kindness— from the man who does it best.'** — Holly Tucker MBE



© Moana Ghiandoni



# Do Earth

Healing strategies for humankind.

Tamsin Omond

*Do Earth* is a ‘now or never’ handbook about climate change and the steps we need to take towards collective action and soul-enriching consciousness. Environmental activist, Tamsin Omond guides the reader through three parts: Self (where we are now), Community (what we need to do) and Earth (where we need to go).

As much about personal transformation and community engagement as action against climate change, *Do Earth*

\$14.95 | ISBN 978-1-914168-00-0  
Paperback | 144 pages | 4¾ × 7 in  
15 linocut prints

Rights: US & CAN

September 2021

will offer gentle encouragement and new ways to live more earth consciously as we collectively respond to our planet’s final call for change.

**Tamsin Omond** is an environmental activist, founding member of Extinction Rebellion, journalist, author of *RUSH! The Making of a Climate Activist* (2009) and former Head of Global Campaigns at Lush Cosmetics. They are based in London.

# LIFE SKILLS



DO/  
PHOTO/  
Observe.  
Compose.  
Capture.  
Stand out.  
*Andrew Paynter*

\$14.95 | ISBN 978-1-907974-84-7  
Paperback | 128 pages | 4¾ × 7 in  
30 colour photographs by  
Andrew Paynter

Rights: US & CAN

# Do Photo

Observe. Compose. Capture. Stand out.

**Andrew Paynter**

Preface by Geoff McFetridge

This isn't a book about how to take the best pictures. It's not even about the technical aspects of photography or how to 'make it' as a photographer. In fact, it argues that you should take *fewer* photographs. By sharing 10 practices honed over a lifetime spent behind the lens, photographer Andrew Paynter encourages you to develop a more considered approach to photography so that you craft pictures with care.

*Do Photo* teaches novice, intermediate and advanced photographers — and everyone in between — how to use their cameras to really connect with subjects, create memorable and more impactful photographs, and to enjoy

the process along the way. And guess what? It all starts before you even pick up the camera.

**Andrew Paynter** is a photographer and director based in Oakland, California, who is interested in exploring character and the creative process. His clients include Coca-Cola, Apple and *Rolling Stone*.

**'In a world where everyone is a photographer now, how do you stand out? The answer can be found in this simple but profound book. It will train your eye to see what others don't.'** — David Hieatt



# DO/ MAKE/

The power  
of your own  
two hands.

James Otter

\$14.95 | ISBN 978-1-907974-86-1

Paperback | 128 pages | 4¾ × 7 in

30 colour photographs

Rights: US & CAN

# Do Make

**The power of your own two hands.  
James Otter**

We are all makers. From brewing our morning coffee to folding a paper aeroplane, we find it satisfying to create something that didn't exist before. And it isn't just about the outcome. Making requires us to slow down and become absorbed in the process: an antidote to our fast-paced world.

James Otter is a wooden surfboard maker with a passion for craftsmanship — and the ocean. In *Do Make*, he invites us to rediscover the joy of making. By using our hands to transform natural materials into objects of beauty and utility, we reconnect with our creativity, our environment, and back to ourselves.

With incredible photography, plenty of encouragement and even a 'how to' guide to make your own handplane to

take bodysurfing, *Do Make* reminds us that nothing quite beats the feeling of having made something with our own hands. Isn't it time to make your mark on the world?

**James Otter** is the founder of Otter Surfboards, where he designs and makes award-winning wooden surfboards. He has led workshop courses for the past eight years, sharing his passion for making with others. He lives with his young family in Cornwall on a rugged stretch of coastline where the Atlantic meets the southern tip of the UK.

**'Whatever you aspire to make, this is the perfect book to guide you on your journey.'** — Dan Kieran



**'A pause is an opening.  
It acts as a portal to other  
options and choices,  
giving more dimension  
to your experience'**

**DO/  
PAUSE/**  
You are not a  
To Do list.  
*Robert Poynton*

## **Do Pause**

**You are not a To Do list.**

**Robert Poynton**

Machines are designed to run constantly; people aren't. Our coping mechanisms are meditation apps, weekend breaks and annual holidays, but things soon revert. To prosper, we need a more sustainable approach — an ability to pause.

*Do Pause* looks at the importance of this subtle yet powerful idea to communication, creativity, relationships — as well as our wellbeing and sanity. With practical tools to help you create new habits or make more significant lifestyle choices, you'll discover ways to reset and regenerate; take back control of your time; and reconnect with other people — and yourself.

From taking a breath to taking a sabbatical, a pause can be many things.

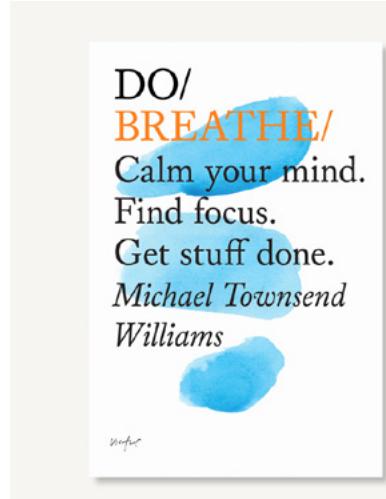
\$14.95 | ISBN 978-1-907974-63-2  
Paperback | 128 pages | 4¾ × 7 in  
15 colour photographs  
Over 10,000 copies sold worldwide  
since 2019

Rights: US & CAN

And the good news is, even just a small pause every now and again can make a real and lasting difference.

Robert Poynton lives in an off-grid house in rural Spain. He is the author of *Do Improvise* and an Associate Fellow of the Saïd Business School at the University of Oxford, where he designs and runs executive education programmes, helping senior leaders understand and work with complex change.

**'Most self-help guides give you tips to cram more into your life. But *Do Pause* ensures the reverse — that you get more out. Pressing the pause button is the key to being happier and healthier'**  
— Daily Mail



\$14.95 | ISBN 978-1-452171-69-2  
Paperback | 128 pages | 5 × 7 in  
10 black and white photographs  
25,000 copies sold worldwide

Rights: US & CAN

# Do Breathe

Calm your mind. Find focus. Get stuff done.

**Michael Townsend Williams**

When you get the right balance in life you can do amazing things: create, perform, lead a team, build a company, raise a family. But so often the scales tip and we feel overwhelmed.

Michael Townsend Williams, an adman turned yoga teacher and mindfulness coach, is an advocate of 'welldoing' — leading a busy and productive life, but not at the expense of our health and wellbeing. And key to this? Our breath.

The crucial link between mind and body, our breath reflects what we're dealing with at any given moment. It tells us when we're out of our depth.

With simple breathing exercises and elements from yoga, meditation and

mindfulness, *Do Breathe* will help you to reduce stress and increase productivity; improve focus and work flow; cultivate new good habits and drop the bad; and build courage and resilience. Why not breathe yourself better?

From a life of 'doing' in the world of advertising to a life of 'being' as a yoga and mindfulness teacher, **Michael Townsend Williams** now works on the integration of both. He is also the creator of the pioneering BreatheSync app.

**'A great little book about something we do 600 million times in our life but rarely think about.'**

— Michael Acton Smith, CEO of Calm



# Do Inhabit

Style your space for a creative and considered life.  
Sue Fan, Danielle Quigley

Home is where we make space for our senses to come alive — and come to rest. Somewhere that is both restorative when we need to be, and inspiring when we need to do. Yet so often, we settle into a place without considering how the things around us affect our mood and ability to get things done.

Whether you live in a studio, large house or cosy cabin, *Do Inhabit* will help you to create a home (and work space) that invites connection and creativity. With room-by-room guides and an emphasis on nature as a source of inspiration, you will discover a few simple rules of interior design: the importance of evoking all five senses;

\$16.95 | ISBN 978-1-452180-27-4  
Paperback | 128 pages | 5 × 7 in  
45 colour photographs

Rights: US & CAN

lessons from the Japanese art of forest bathing; and how to style your objects, hang art and lay a supper table.

Styling those places you inhabit is not about trends, it is about creating a space that is meaningful to you. Less house, more home.

Sue Fan and Danielle Quigley created Wild Habit, a lifestyle brand that takes inspiration from nature to design spaces, homeware and jewellery. They live on opposite coasts of the US.

**'Overflowing with interiors inspiration.'**  
— Enki magazine

# listening IS THE FOUNDATION OF Respect

DO/  
**LISTEN/**  
Understand  
what's really  
being said.  
Find a new  
way forward.  
*Bobette Buster*

\$14.95 | ISBN 978-1-452171-68-5  
Paperback | 112 pages | 5 × 7 in  
11 papercut illustrations

Rights: US & CAN

## Do Listen

**Understand what's really being said.  
Find a new way forward.**

**Bobette Buster**

Why is it that we seem astonished, even grateful, when someone really hears us? When they lean in and give us their time and attention. How has this basic act become such a rare commodity? Has the one-way street of social media 'broadcasting' really marked the end of conversation and listening?

*Do Listen* is about rediscovering the lost art of listening. How to form deeper connections, generate moments of wonder, and achieve breakthroughs after a stand-off or stalemate.

Listening can take time. And it can be uncomfortable. Yet it is a skill that can be cultivated and mastered. It can also be a strategy. And sometimes, it will be the most important thing you ever do.

What if we each took five minutes a day to actively listen? How might our world change?

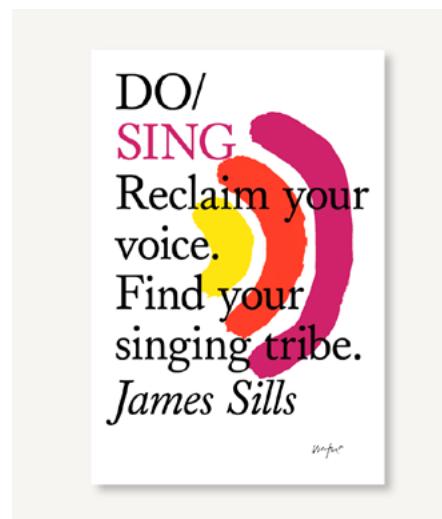
**Bobette Buster** is a writer, producer, and story consultant to major studios including Pixar, Disney, and Sony Animation and to leading production companies, as well as advertising and marketing agencies around the world. She lives in Los Angeles and is Professor of the Practice of Digital Storytelling at Northeastern University, Boston. She is also the author of *Do Story*.

**'Do Listen focuses on practical ways we can reacquaint ourselves with deep and conscious listening.'** — SheerLuxe



**Let's get together and feel alright.**

—  
Bob Marley



\$14.95 | ISBN 978-1-907974-70-0  
Paperback | 120 pages | 4¾ × 7 in  
3 black and white photographs  
15 linocut prints by Hannah Cousins

Rights: US & CAN

## Do Sing

**Reclaim your voice. Find your singing tribe.  
James Sills**

Singing is one thing, but singing *together* is something else. Powerful and uplifting, group singing creates deep human connections and benefits our wellbeing. And it's fun.

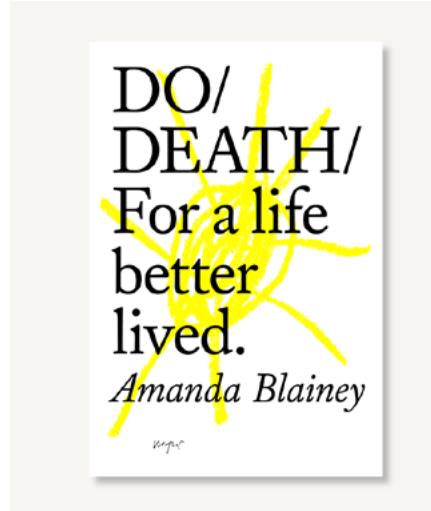
Vocal leader James Sills believes that group singing has the power to change lives. It is a joyful expression of our humanity that gives us purpose, encourages us to be fully present, and helps foster social bonds.

With exercises to help unlock your voice, improve breathing, release tension, and a few simple songs to get you started, *Do Sing* will help you to overcome any inhibitions and reawaken

a love of singing. A welcome remedy to the demands of modern life.

**James Sills** is a musician and vocal leader with a passion for bringing people together to sing. Over the years, he has led thousands of people in song. In response to global self-isolation during Covid-19, he set up online choir, The Sofa Singers. It was a phenomenal success and received worldwide media coverage. He lives in North Wales with his family and vinyl collection.

**'An open door to the joyous world of singing.'** — Cerys Matthews



# Do Death

For a life better lived.  
Amanda Blainey

Death has a 100 per cent success rate. We can't escape its inevitability nor can we deny its existence. So, when someone close to us dies or we are confronted by our own mortality, why are we utterly unprepared?

In *Do Death*, Amanda Blainey seeks to transform our lives through our relationship with death. By inviting us to accept death as a natural part of life, she encourages us to think about what really matters — and live more consciously. With uplifting wisdom from leaders and visionaries, *Do Death* will help us rediscover the power of human connection; inspire us to talk about death more openly,

\$14.95 | ISBN 978-1-907974-67-0  
Paperback | 120 pages | 4¾ × 7 in  
15 colour photographs

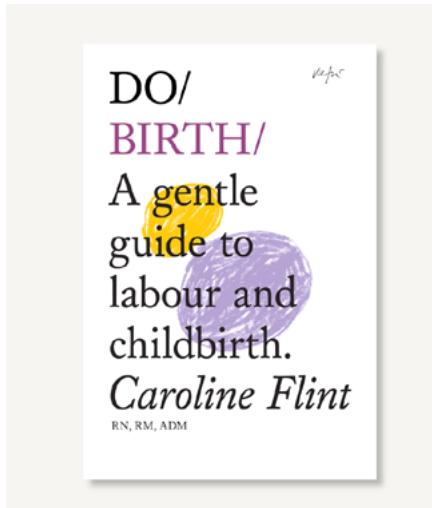
Rights: US & CAN

offer sage advice on navigating grief and talking to children; and empower us to be better prepared, both practically and emotionally.

Death can be our greatest teacher. This book is a manual for living, at any stage in life.

**Amanda Blainey** is the founder of Doing Death, a multi-media platform and podcast that opens up more authentic conversations about death and dying to inspire people to live more fully.

**'A tiny gem crammed with wisdom and kindness.'** — Kathryn Mannix



# Do Birth

A gentle guide to labour and childbirth.  
**Caroline Flint**

Whether it's your first, second or fifth baby, most of us approach childbirth with some trepidation. Yet this life-changing event can and should be a positive one.

Caroline Flint is a practising midwife and one of the most inspirational figures in the world of childbirth. Over the years she has helped hundreds of women give birth comfortably and confidently. And now she will help you.

Find out how to make preparations if you choose to try and have your baby at home, or want to stay there as long as possible; intuitive ways to help labour progress; how to make a hospital birth more homely, and how to enjoy the first hours, days and weeks with your newborn.

\$14.95 | ISBN 978-1-907974-03-8  
Paperback | 96 pages | 4¾ × 7 in  
17 illustrations

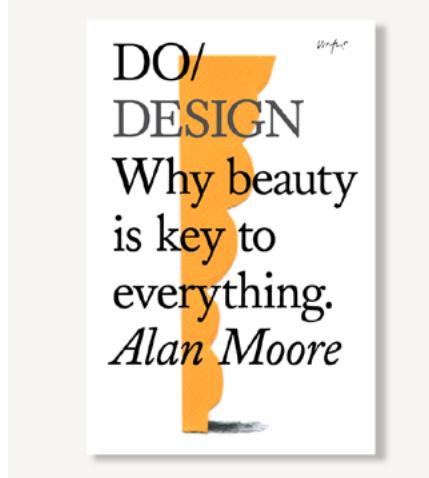
Rights: US & CAN

Having a baby is one of life's most exciting adventures. This book will help you to embrace it.

**Caroline Flint** has been a midwife for four decades. She was President of The Royal College of Midwives and the first Chair of the Midwives Information and Resource Centre. She continues to talk at conferences and hold regular antenatal classes for the NCT.

**'Caroline uses her unparalleled expertise to empower mothers. Her loving, no-nonsense approach helped make the births of my two daughters the best hours of my life. This wonderful book shows how that's possible.'** — Thandie Newton

# SMART WORKING



# Do Design

Why beauty is key to everything.  
Alan Moore

So much goes unnoticed. We multi-task, switch between screens, work faster. When was the last time you paused to consider a beautifully made object or stunning natural landscape? Yet this is when our spirits lift, our soul is restored.

Designer Alan Moore invites us to rethink not only what we produce — whether it's a website, a handmade chair, or an entire business — but how and why. With examples from Apple, Blitz Motorcycles and more, we are encouraged to ask: is it useful and considered. Is it a thing of beauty?

*Do Design* will inspire you to raise the quality and craft of your work; consider the experience as much as the product; and adopt simplicity, utility and honesty as guiding principles.

\$14.95 | ISBN 978-1-452174-97-6  
Paperback | 112 pages | 5 × 7 in  
15 black and white photographs  
Over 20,000 copies sold worldwide

Rights: US & CAN

We are creative beings. We love to make things. This book will inspire you to create better things for better reasons. Some say beauty is a luxury. But what if it is key to creating a better world for us all?

**Alan Moore** has designed and created everything from books to businesses. He has shared his knowledge in the form of board and advisory positions at major companies, and speaking and teaching in institutions including MIT and INSEAD.

**'An excellent guide to the essence of beauty — the freedom to create it and an argument for its power and importance to the soul.'** — Tim Smit, The Eden Project



DO/  
PURPOSE/  
Why brands  
with a purpose  
do better and  
matter more.  
*David Hieatt*

\$16.95 | ISBN 978-1-452171-70-8  
Paperback | 160 pages | 5 × 7 in  
40 black and white photographs  
10 linocut prints  
Over 25,000 copies sold worldwide

Rights: US & CAN

## Do Purpose

**Why brands with a purpose do better and matter more.**

**David Hieatt**

The most important brands in the world make us feel something. They do that because they have something they want to change. And as customers, we want to be part of that change. These companies have a reason to exist over and above making a profit: they have a Purpose.

Yes, we love the product they make. But the thing we love most about them is the change they are making.

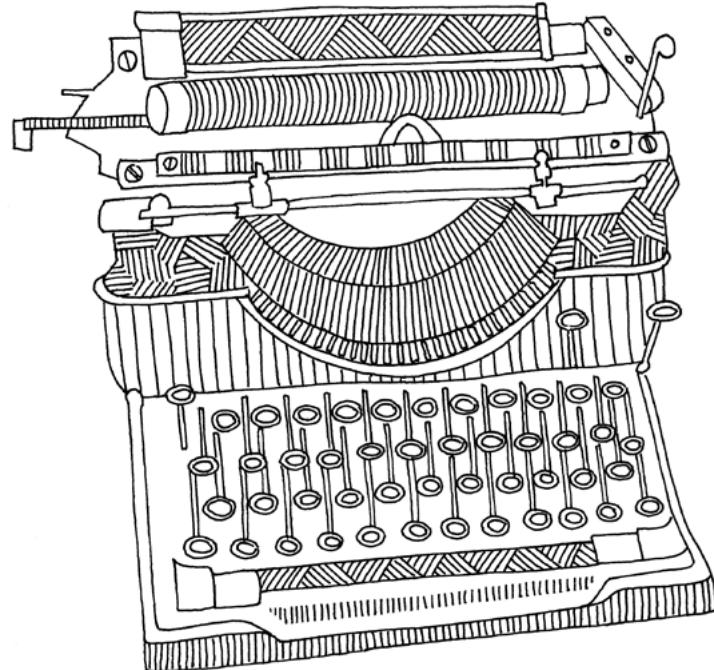
Purpose is an incredibly powerful thing. It provides the strength to fight the impossible. It tells your story, it builds your team and it defines your culture.

In *Do Purpose*, David Hieatt offers insights on how to build one of these purpose-driven companies. You know, those rare brands we all fall in love with.

The crazy ones that don't just make something, but change something as well.

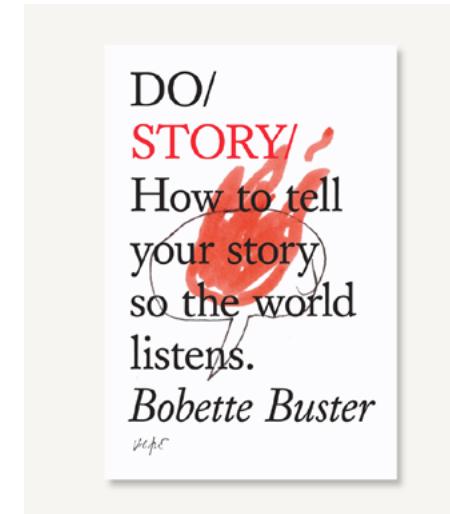
**David Hieatt** started *Hiut Denim* in his hometown of Cardigan, a town that used to have Britain's biggest jeans factory. Its purpose is to get 400 people their jobs back. He is co-founder of The Do Lectures and has spoken at Apple, Google and Red Bull, amongst others. He is also the author of *Do Open* and *The Path of a Doer*.

**'David Hieatt is the man who proved to a world full of shallow brands the benefits of having a real purpose. There is no greater expert on the matter.'** — Richard Reed, co-founder Innocent Drinks



**The universe is made of stories, not of atoms.**

Muriel Rukeyser



\$16.95 | ISBN 978-1-452171-46-3  
Paperback | 136 pages | 5 × 7 in  
11 illustrations by Millie Marotta  
Over 30,000 copies sold worldwide

Rights: US & CAN

## Do Story

**How to tell your story so the world listens.**  
**Bobette Buster**

Today's world wants to know you and the real story behind why you do what you do. Whether you have a product to sell, a company mission to share or an audience to entertain, people are far more likely to engage and connect if you deliver a well-crafted story with an emotional core.

Bobette Buster is a story consultant to major studios including Pixar, Disney and Sony Animation. In *Do Story* she teaches the art of telling powerful and engaging stories. With profiles of activists, leaders and visionaries, she shares a variety of styles and subjects to demonstrate her Ten Principles of Storytelling. Find out how to source,

structure and shape your story, the power of the 'gleaming detail', and why an emotional connection is key.

With practical tips and exercises, you will discover how to take your own storytelling from good ... to great. So, what's your story?

**Bobette Buster** is a writer, producer, and story consultant to major studios and to leading production companies, as well as advertising and marketing agencies around the world. She is Professor of the Practice of Digital Storytelling at Northeastern University, Boston. She lives in Los Angeles and is also the author of *Do Listen*.



\$14.95 | ISBN 978-1-452174-96-9  
Paperback | 112 pages | 5 × 7 in  
10 illustrations by Millie Marotta  
Over 15,000 copies sold worldwide

Rights: US & CAN

## Do Lead

**Share your vision. Inspire others. Achieve the impossible.**  
**Les McKeown**

Real-world leadership is very different from all that the media would have us believe. Forget the dashing swashbuckler — effective leadership is typically understated. It's the myriad small things that make the big things possible.

In *Do Lead*, Les McKeown demolishes the myths that have paralysed leadership in our modern era, then provides new, relevant tools for the job. You'll discover that we can all lead. And what's more, we should. Because effective leadership is goal- not people-oriented. It's about the person with the right skills stepping forward. Find out the mindset required; the basic leadership toolkit; and techniques for dealing with the (inevitable) failures.

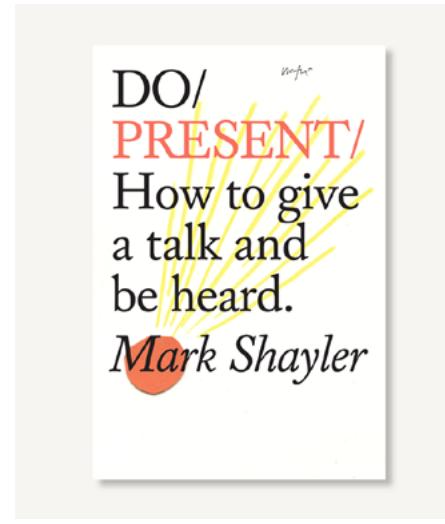
Whether you are new to the game

or reigniting a dormant passion, start leading from where you are, right now, and make a difference.

**Les McKeown** is the President and CEO of Predictable Success. He advises senior leaders on personal leadership and how to achieve scalable, sustainable growth, with clients including Harvard University and American Express. Les is based in Washington DC. He is also the author of *Do Scale*.

**'If you don't think of yourself as a leader — think again. Les McKeown shows you how to be a great one. This is a must read for anyone who leads (or wants to lead) a company, team or group.'** — JJ Ramberg

**WE ALL HAVE A VOICE.  
WE ALL HAVE  
A STORY TO TELL.  
GO AND TELL YOURS,  
AS NO ONE ELSE  
WILL TELL IT FOR YOU.**



## Do Present

**How to give a talk and be heard.**

**Mark Shayler**

Getting our voices heard can be a nerve-wracking and overwhelming task — particularly in a world where everyone seems to have something to say. The ability to present our ideas with confidence is now a coveted skill. Yet on the stage or screen, we become this other person: less funny, less engaging, less human.

Mark Shayler draws on his own experience — from nervous speaker to charismatic compere — to guide you through the task of public speaking. He takes a deeper look at what's holding you back, and will help you to find your voice and the confidence to share it; learn how to tell stories, not just share data; stand and move around the stage comfortably; and leave the audience

\$14.95 | ISBN 978-1-907974-76-2  
Paperback | 128 pages | 4¾ × 7 in  
10 illustrations

Rights: US & CAN

informed, entertained and uplifted.

Giving a brilliant talk is not about following a method. It's not about rules. It's about understanding what you want the audience to think, feel and do afterwards. Ultimately, it's about being more you.

**Mark Shayler** is one of Britain's most charismatic keynote speakers. He has made a reputation by thinking on his feet and engaging audiences all over the globe. He is also the author of *Do Disrupt*.

**'Now more than ever, the world needs us to share the stories of who we are, and how we came to be. This book shows us how.'** — Joan Iyiola



\$14.95 | ISBN 978-1-452171-47-0  
Paperback | 128 pages | 5 × 7 in  
20 colour photographs  
15,000 copies sold worldwide

Rights: US & CAN

# Do Fly

**Find your way. Make a living. Be your best self.**  
**Gavin Strange**

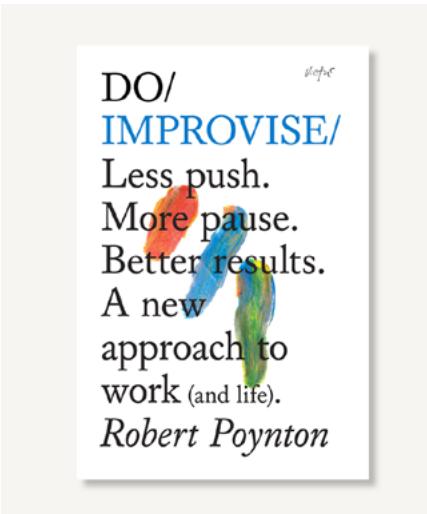
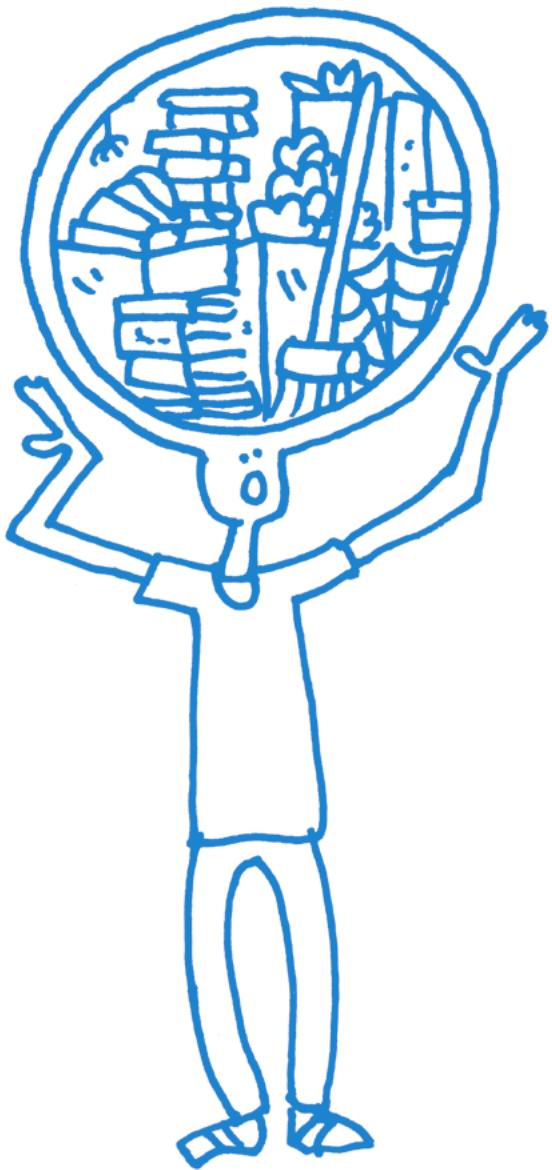
Do Work You Love. Sounds simple, doesn't it? But the reality can be quite different. Whether you're just starting out or simply ready to head in a new direction, you're going to need some help turning your natural skills into winning strategies.

On hand is Gavin Strange — a creative working by night under the name of JamFactory and, by day, at the award-winning studio Aardman Animations. With advice, encouragement and a reminder that life's too short to not pursue your passion, *Do Fly* will inspire you to cultivate an optimistic and resilient mindset; reframe your relationship with work; develop creative side projects; and teach yourself a whole new skillset.

*Do Fly* is your all-in-one guide, ticket and passport to a new destination. Ready for take off?

**Gavin Strange** is a director and designer at Aardman Animations. He is a believer in creative side projects and develops his own under the JamFactory moniker. He is a speaker on the global circuit including OFFF, FITC and Wired: Next Generation. Gavin lives with his family in Bristol, England.

**'A unique formula for self-motivation, staying passionate, and striking that often elusive balance between paying the bills and enjoying life to the creative max. A gem of a book.'**  
— Inky Goodness



\$14.95 | ISBN 978-1-907974-01-4  
Paperback | 144 pages | 4¾ × 7 in  
7 illustrations by Andy Smith  
15,000 copies sold worldwide

Rights: US & CAN

## Do Improvise

**Less push. More pause. Better results.  
A new approach to work (and life).**

**Robert Poynton**

Every day we deal with the unplanned and the unexpected — from a broken toaster to losing (or gaining) a major client. Our natural ability to improvise gets us through. But we feel as if we're winging it, rather than acting with courage and conviction.

Robert Poynton teaches an acclaimed method to some of the world's biggest brands and companies. Improvisational skills that an actor might use on stage are honed and applied to the everyday business of work and life. The end result is a new approach that embraces change as a natural process and has creativity and innovation at its heart.

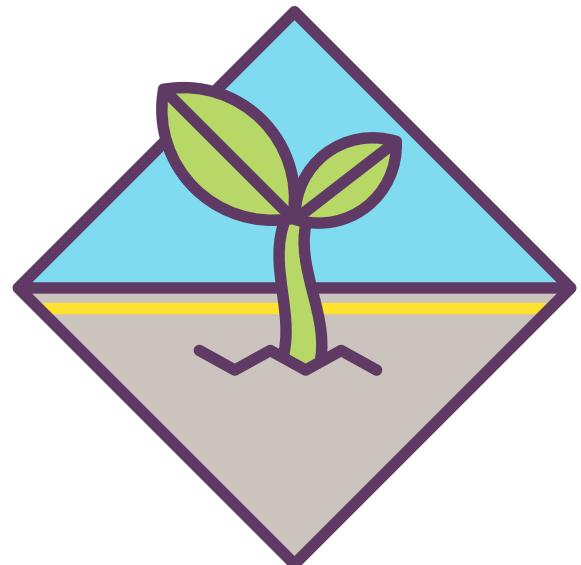
With simple games to put the theory into practice, *Do Improvise* will help

you overcome creative blocks, generate new ideas and respond fluently to circumstances beyond your control. Not sure what to do next? Improvise.

**Robert Poynton** is the author of *Do Pause* and co-founder of On Your Feet, a consultancy that uses improvisational tools and ideas to help people work together more effectively. He is an Associate Fellow of the Said Business School at the University of Oxford.

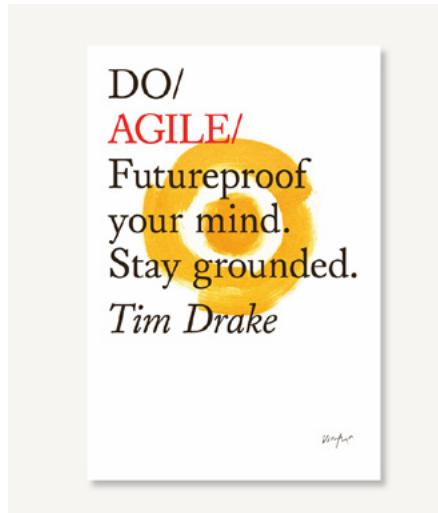
**'I love the book. It's so relevant as we make sense of our lives and work practices during and after Covid.'**

— Chris Pirie, Learning Futures Group



**Everything can be taken away from a man but one last thing: the last of the human freedoms. To choose one's own attitude in any set of circumstances, to choose one's own way.**

Viktor Frankl, *Man's Search for Meaning*



\$14.95 | ISBN 978-1-907974-80-9  
Paperback | 120 pages | 4¾ × 7 in  
10 colour artworks

Rights: US & CAN

## Do Agile

**Futureproof your mind. Stay grounded.**

**Tim Drake**

When faced with 'new' and 'different', are we really open-minded — or wary and suspicious? In a world obsessed with the latest tech or trend, where groupthink dominates, it's easy to close down our thinking; to mentally inhabit a space that is both comfortable and familiar. Yet what if we've become stuck in our ways? Or stopped having an opinion that was truly our own?

*Do Agile* is about resetting our minds and moving forward. Tim Drake shows us that to work effectively in any organisation — and in life in general, we require a mindset that is open, alert, engaged and positive. And importantly, aligned with our core principles. Learn to define your values as they change over time; find out how 'giving back'

leads to a positive mindset; reignite a desire to learn; and retrain your mind to think more autonomously.

Today's world requires a new type of toolkit. One that helps build mental resilience, a growth mindset, and a positive outlook. Once that's in place, you can do practically anything.

**Tim Drake** is an author and keynote speaker to business audiences around Europe on motivation and unlocking potential. He has co-founded and run businesses, think tanks and charities.

**'Full of wisdom, warmth and positivity, *Do Agile* makes the reader feel that anything is possible.'** — Ella Berthoud, Bibliotherapy

This is a workbook.  
It needs writing in.  
It needs crying over.

Isak Dinesen got it right:

**THE CURE FOR  
ANYTHING  
IS SALT WATER:  
SWEAT, TEARS  
OR THE SEA**

So, write your name here:

And draw a picture of yourself here:



Don't be shy – it doesn't have to be a good drawing. A stick person will do. Sometimes we forget to draw (as we forget to play), and this is part of creating, of communicating, of telling your story. So pick up a pencil, stick your tongue out the side of your mouth, concentrate and draw.

DO/ ↓  
**DISRUPT/**  
Change the  
status quo.  
Or become it.  
*Mark Shayler*

\$14.95 | ISBN 978-1-452171-45-6  
Paperback | 144 pages | 5 × 7 in  
Black and white graphics  
Over 15,000 copies sold worldwide

Rights: US & CAN

Henry Ford

**IF YOU ALWAYS  
DO WHAT YOU'VE  
ALWAYS DONE  
YOU'LL ALWAYS  
GET WHAT YOU  
ALWAYS GOT.**

## Do Disrupt

Change the status quo. Or become it.  
**Mark Shayler**

This book is about disruption. About doing things differently. About having ideas that will change the world. That will at least change your world. It's also about delivering those ideas.

*Do Disrupt* is a workbook that will help you create or refine your business idea and take it from concept to market. It will encourage you to define your customer, identify the competition ... and then outsmart them. You'll also find out why you need a chat with your Nan and a tape measure.

If you're starting a new business or you're the rebel inside, it's not enough

to shake things gently. It's about thinking big. Being innovative. Making a difference.

**Mark Shayler** runs an innovation and sustainability agency helping big companies think small, and small companies think big. His clients have included Coca-Cola, Samsung and Unilever. He is a keynote speaker and the author of *Do Present*.

**'A colouring book about world domination.'** — VICE

**INFORMATION  
OVERLOAD  
IS REDUCED  
BY GREAT  
CURATION.  
THE ROLE OF  
THE CURATOR  
HAS NEVER  
BEEN MORE  
IMPORTANT.**



\$16.95 | ISBN 978-1-907974-30-4  
Paperback | 160 pages | 4¾ × 7 in  
37 black and white photographs  
10 illustrations  
10,000 copies sold worldwide

Rights: US & CAN

## Do Open

**How a simple email newsletter can transform  
your business (and it can)**

**David Hieatt**

How do you grow your business when you don't have a marketing budget? How do you stand out in a busy world?

*'For me, the newsletter is the most important tool I have in building a global denim brand. Second only to the sewing machine.'* David Hieatt based his entire marketing strategy around an email newsletter. And it worked. His company has grown into a global jeans brand with a fiercely loyal community. Now, David shares his insight, strategy and methodology so you can do the same. Discover why giving is your secret to success; how to get people's attention when time is your biggest competitor; why creating beats sharing; and how a small team can win.

Build community. Build your brand. Build long-term growth. Discover why the humble e-newsletter is pure and utter gold.

**David Hieatt** has been described as a marketing genius. He is co-founder of Hiut Denim and The Do Lectures and has spoken at Apple, Google and Red Bull, amongst others. He is also the author of *Do Purpose* and *The Path of a Doer*.

**'How a newsletter can have a great impact on your business. Full of practical, helpful tips.'** — Tina Roth Eisenberg a.k.a. @swissmiss

## Intellectual Property Rights



Intellectual property (IP) is fundamentally concerned with ideas and the expression of them whether in writing, film or other mediums. There is, as they say, a clue in the title, and the law has evolved to classify both the different assets which come under this umbrella term and the procedures in place for their protection.

Every business starts with an idea, but it is important to understand that it is not the idea that is protected but how it is articulated. In order for an idea to be protected it has to exist in one of the recognised formats in which intellectual property rights exist. Put another way, if you have a great idea it will only be protected if you don't tell anyone (so no one can copy it) or you set it down in some recorded format.

It follows that every business that articulates its idea owns IP or, put another way, rights in IP (IPR) – we will use these terms interchangeably. To some this statement is obvious, but to many starting out the importance and value of their ideas can be overlooked. So whether you are selling a brand-new product or simply your know-how, this is an important subject for all startups.

In essence IPR are the bricks and mortar of a brand or content led business. As creator, you have the right to stop

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## Building Your Team



For many entrepreneurs, starting out can be a solitary and scary experience. Whether you are a sole trader or in partnership with a couple of colleagues, it is unlikely that you will start your business with a strong supporting cast to whom you can turn. One of the tricks to being a successful startup is not only to recognise your limitations, but to pick and retain the right people.

In this chapter we are going to focus on a few of the legal aspects in the team-building process across the various stages, from hiring and firing to incentivising and managing.

A word of caution: this area, like many others covered in *Do Protect*, is highly regulated. There is insufficient space to cover all aspects of employment law here but, as ever, the intention is to highlight the bigger issues and provide some guidance.

### Types of Employment Relationship

Over the last decade or so, working patterns and practices in the UK have become increasingly diverse as both employers and workers seek greater flexibility.

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**DO/  
PROTECT/**  
Legal advice  
for startups.  
*Johnathan Rees*



**Do Protect**  
Legal advice for startups.  
**Johnathan Rees**

\$14.95 | ISBN 978-1-907974-15-1  
Paperback | 144 pages | 4¾ × 7 in  
10 illustrations by Millie Marotta

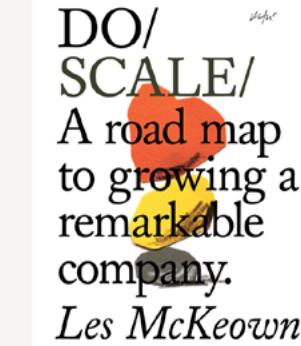
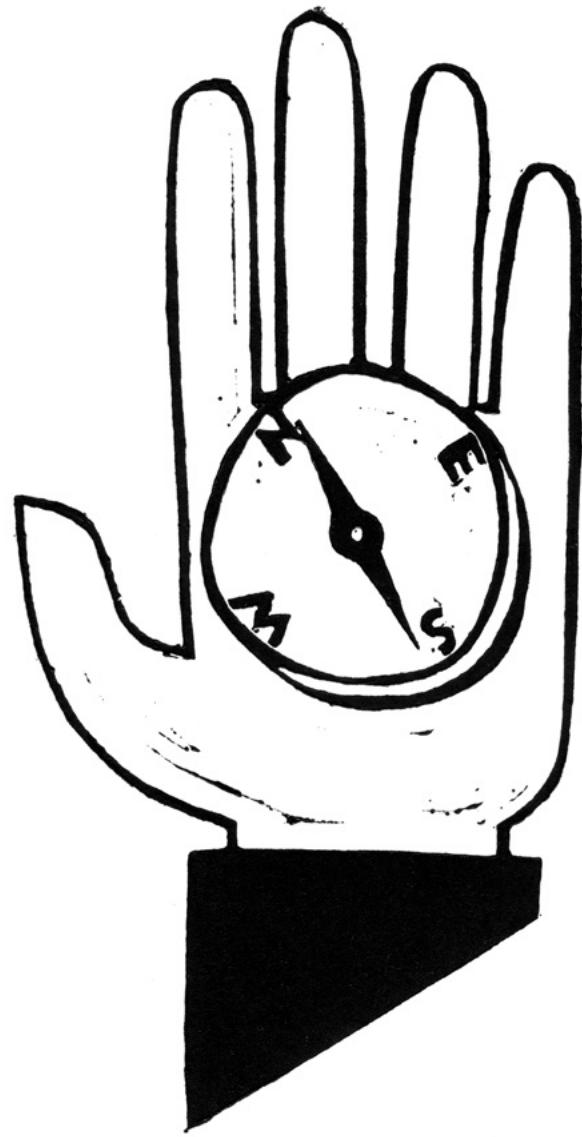
Rights: US & CAN

The best companies are formed around a simple but great idea. As this idea develops and is introduced to the world, it needs to be nurtured and, importantly, protected.

*Do Protect* offers clear and accessible legal advice and explanations on all aspects of setting up, running and growing your own business, including intellectual property rights; raising finance; dealing with customers and suppliers; e-commerce and social media; building a team; and even selling your business.

*Do Protect* is an essential read for anyone starting their own business. Get the legalities right, then focus on the fun stuff. Build your business on a strong foundation.

**Johnathan Rees** is a company commercial lawyer. He has more than 25 years' experience of advising a wide range of clients from entrepreneurs to large owner-managed businesses, international corporations, banks and private equity institutions. He lives and works in London.



\$14.95 | ISBN 978-1-907974-59-5  
Paperback | 128 pages | 4¾ × 7 in  
11 linocut prints

Rights: US & CAN

## Do Scale

A road map to growing a remarkable company.  
**Les McKeown**

Scaling up is something most founders aspire to, especially once the tricky start-up phase has been navigated. It can increase your reach and futureproof your business. But how do you 'scale'? And how does it differ from 'flipping' for a quick profit, or slower organic growth?

Les McKeown advises industry leaders on how to achieve scalable, sustainable growth. In *Do Scale*, he draws from his decades of experience to provide a clear understanding of what's involved, and the strategies needed to take your business (or not-for-profit) to the next level.

You'll find out what it means to scale — and if now is the right time; why founders need to 'get out of their

own way'; how to develop winning teams; and your secret weapon for decision making.

With practical advice and clear guidance, *Do Scale* is an essential manual for anyone looking to grow a successful and sustainable organisation — and turn it into something truly remarkable.

**Les McKeown** is the President and CEO of Predictable Success. He advises senior leaders on personal leadership and how to achieve scalable, sustainable growth, with clients including Harvard University and American Express. Les is based in Washington DC. He is also the author of *Do Lead*.

SLOW LIVING



DO/  
**SOURDOUGH/**  
Slow bread for  
busy lives.  
*Andrew Whitley*



# Do Sourdough

**Slow bread for busy lives.**

**Andrew Whitley**

One of the oldest yet simplest, tastiest and most nutritious breads you can make, sourdough needs only flour, water, salt — and a little time. But what if time is the one thing you don't have?

In *Do Sourdough*, Andrew Whitley, a baker for over 30 years, reveals how the slow fermentation that's key to real sourdough can happen while we're asleep or at work. With his simple and fuss-free method, you can make this wonderful bread at home. Discover the basic tools and ingredients you need to get started; how to create and refresh your own sourdough starter; recipes for basic loaves, sourdough pizza, ciabatta, crumpets; and ideas for the bread you don't devour immediately.

The result isn't just fresh bread made

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Paperback | 160 pages | 4¾ × 7 in  
Over 50 colour photographs  
30,000 copies sold worldwide

Rights: US & CAN

with your own hands and in your own time. It's the chance to learn new skills, make something to share with family and friends, and change your world — one loaf at a time.

Andrew Whitley has 'changed the way we think about bread' (BBC Food and Farming award judges). His company Bread Matters run some of the most respected bread-making courses in the UK, popular with amateurs and professional cooks alike. In 2008, he co-founded the Real Bread Campaign to bring good bread to every neighbourhood in the UK. He lives in Scotland.

**'Thorough, no nonsense, great recipes, ace photos.'** — Tom Herbert



DO/  
**GROW/**  
Start with  
10 simple  
vegetables.  
*Alice Holden*

Vegan

\$16.95 | ISBN 978-1-452171-48-7  
Paperback | 160 pages | 5 × 7 in  
35 colour photographs  
7 illustrations by Millie Marotta  
Over 10,000 copies sold worldwide

Rights: US & CAN

## Do Grow

**Start with 10 simple vegetables.**  
**Alice Holden**

Ever wanted to grow your own but don't have the time, the space, or even know where to start?

Alice Holden, one of Britain's most pioneering female growers, has spent her life outdoors working on small and large scales — from kitchen gardens to commercial farms. In *Do Grow*, she'll help optimise the space and time available to you — even if it's a window box and 10 minutes a week — with simple-to-follow guidance, plus advice on the basics for your own gardening tool kit; how to make your own compost; common garden pests to watch out for; and how to keep your soil fertile.

With delicious recipes from Hugh Fearnley-Whittingstall and others that

Alice has worked with over the years, *Do Grow* is an accessible and inviting guide to growing, harvesting and preparing farm-to-table meals from your very own edible garden.

**Alice Holden** has spent her life outdoors working on small and large scales. Currently she is head grower at Growing Communities, an award-winning organic urban food producer in east London.

**'A great little book jam-packed with brilliant gardening info.'** — Rachel Allen



# Do Beekeeping

The secret to happy honeybees.

Orren Fox

Honey. Drizzled over a slice of fresh bread, or eaten directly from a spoon, is one of life's great pleasures. And with beehives on urban rooftops, in next door's back garden — even schemes for adopting bees or renting hives — becoming a honey producer seems ... possible. So how easy is it and what's involved?

By sharing the journey of young beekeeper Orren Fox, you'll discover that keeping your own honeybees is easier than you think. Find out how and where to set up your hive; the tools and equipment you need to get started; the process of inspecting the hive; and how and when to harvest your honey.

With delicious honey-based recipes shared by talented and resourceful

\$16.95 | ISBN 978-1-907974-20-5  
Paperback | 144 pages | 4¾ × 7 in  
20 colour photographs  
8 illustrations by Anna Koska

Rights: US & CAN

chefs and cooks, including Honey & Co., you'll learn all about bees and their inspiring world of work and honey production. And may even be tempted to buy your first bee suit.

**Orren Fox** is a young beekeeper and sustainable-food advocate, who took part in a 'honey show down' at the White House. He grew up in Newburyport, MA, and has been keeping chickens and bees for most of his life.

**'Packed with information, it reads like a good friend encouraging you to give beekeeping a try. And this time, I just might.'** — *Edible Boston*



# Do Wild Baking

Food, fire and good times.

**Tom Herbert**

Cooking outdoors can be a challenge but the rewards are great: a hearty stew eaten under a starlit sky; grilled mackerel on the beach; ash-baked flatbreads plucked from the glowing embers, torn and shared.

Tom Herbert, a true advocate for this way of life, makes it easy. Armed with your hero ingredients, essential kit, and some kindling, you'll be inspired to leave the kitchen for an outdoor adventure — even if it's in the back garden or just a few miles from home.

In *Do Wild Baking*, over 50 delicious recipes — from Beer Bread to Hot Smoked Salmon — are grouped by location: Beach, Mountain, River and Forest. And if rain prevails, almost all of them can be recreated at home.

\$16.95 | ISBN 978-1-907974-35-9  
Paperback | 160 pages | 4¾ × 7 in  
50 colour photographs  
10 linocut prints by Hannah Cousins  
10,000 copies sold worldwide

Rights: US & CAN

This is a call for a more relaxed, inclusive style of cooking and baking. It's not just about delicious meals shared, but the conversations ignited, the senses reawakened, and above all, the memories created.

**Tom Herbert** is a fifth-generation baker and one half of Channel 4's Fabulous Baker Brothers. He is co-founder of The Long Table — a community enterprise providing access to good food for anyone who needs it. He is also an ambassador for development charity Tearfund.

**'Tom makes cooking dinner outside on a fire, or baking amazing bread, seem natural, seamless and most of all easy.'**  
— Anna Jones, cook & author



\$16.95 | ISBN 978-1-452174-95-2  
Paperback | 176 pages | 5 × 7 in  
30 colour photographs by  
Richard Beaven

Rights: US & CAN

## Do Preserve

**Make your own jams, chutneys, pickles and cordials.**

**Anja Dunk, Jen Goss, Mimi Beaven**

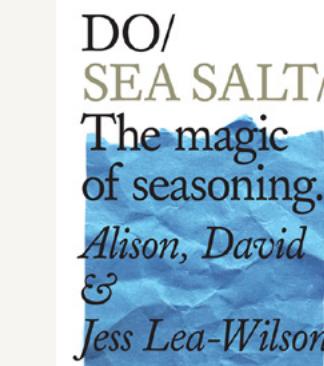
Peach and mulberry compote served over ice cream. Green tomato chutney with cheese. Fennel confit to pair with risotto. A chilled glass of strawberry gin fizz. *Do Preserve* features over 80 recipes that transform everyday dishes into memorable, flavour-filled meals.

With expert advice and inventive recipe ideas from a trio of cooks, you'll soon learn the basic principles and methods of preserving; the essential equipment and ingredients you need to get started; and guidance on the different preserving agents (sugar, vinegar, alcohol, oil and salt).

Written for home cooks of all skill levels, *Do Preserve* makes it easy to turn fresh produce into delightful preserves to enjoy, share and gift.

Anja Dunk is a caterer and cook based just outside of London. She is also the author of *Strudel, Noodles and Dumplings*. Mimi Beaven is co-founder of Made in Ghent, a family farm and shop in the Hudson Valley, New York. Jen Goss lives on a smallholding in west Wales, where her homegrown produce provides ample supplies for her catering company, Our Two Acres.

**'Easy, fuss-free jam making... It will be my guide to preserving through many autumns to come.'** — Anna Jones, cook & author



\$14.95 | ISBN 978-1-907974-65-6  
Paperback | 128 pages | 4¾ × 7 in  
33 colour photographs

Rights: US & CAN

# Do Sea Salt

**The magic of seasoning.**

**Alison, David & Jess Lea-Wilson**

Salt is magical. It enhances our food to make each component taste more of itself, and brings together all the elements of a dish so it sings with deliciousness. And it's not just about flavour, these crystals contain trace elements needed for our very survival.

*Do Sea Salt* will change the way you think about salt — and how you use it. Written by the founders of Halen Môn, the natural sea salt used by home cooks and world-famous chefs alike, you will discover the role that it plays in our health; how to season your food properly; and how to make your own.

With favourite recipes from salt-baked fish to salted caramel sauce, *Do Sea Salt* shows how this humble

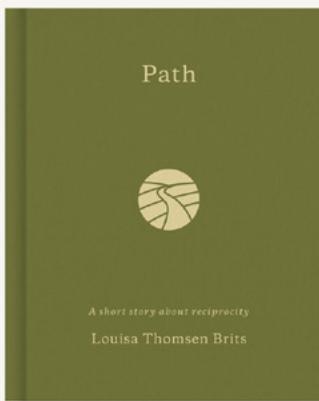
ingredient has the ability to take food from bland to brilliant.

Alison and David Lea-Wilson started Halen Môn, the Anglesey Sea Salt company, in 1997. In 2017, Halen Môn won the Queen's Award for Sustainability, and in 2019, Alison and David were awarded MBES for their services to business. Their daughter, Jess, is a copy-writer and designer who has worked in the food industry her whole working life.

**'One must never underestimate the power of salt: life, nourishment, and certainly flavour. In this book, anyone, including chefs, can learn how to master the finesse of salt.'**

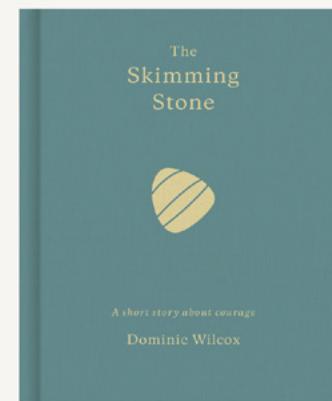
— Daniel Boulud, chef

# FURTHER ENCOURAGEMENT



\$15 | ISBN 978-1-907974-58-8  
Hardback | 64 pages | 5 x 6½ in  
24 black and white photographs by  
Jim Marsden  
10 colour artworks

Rights: US & CAN



\$15 | ISBN 978-1-907974-49-6  
Hardback | 32 pages | 5 x 6½ in  
15 watercolour illustrations

Rights: US & CAN

# Path

A short story about reciprocity.

Louisa Thomsen Brits

*Walk with me. Together we will pattern the earth, tracing the surface of the land.*

Many of us enjoy walking along a familiar path. Our spirits lift as our mind quietens; our soul is restored by the natural beauty and endurance of the landscape. As we adjust to the rhythm of walking, the earth offers up support and reassurance.

In *Path*, a beautifully written parable from the unique and soulful voice of Louisa Thomsen Brits, a solitary figure walks through uncertainty and isolation to reach an understanding that they are not alone, but part of the world around them.

Blending nature writing and poetry, *Path* is an invitation to experience

aliveness and moments of connection that lift us to a wider perspective. The book's meditative journey features film photography and original artworks that complement the lyrical prose and perfectly capture the luminosity of the chalk paths of Sussex.

A positive, life-affirming tale offering encouragement and reassurance.

**Louisa Thomsen Brits** lives close to the sea and hills of rural East Sussex, England. She is an author and outdoor swimmer.

**'A book to be read slowly, and read again... It enriches with each encounter.'**

— Elementum Journal

# The Skimming Stone

A short story about courage.

Dominic Wilcox

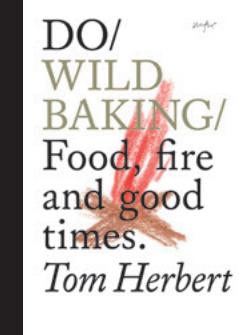
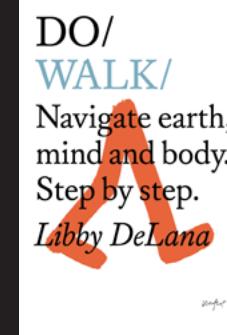
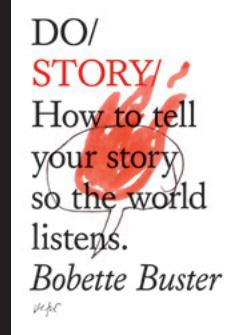
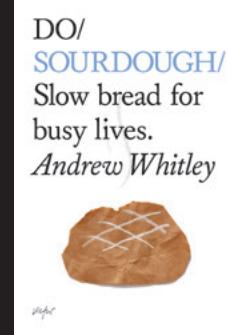
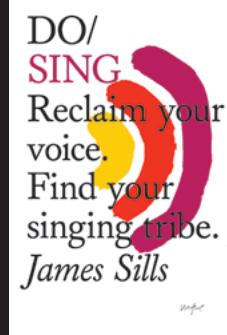
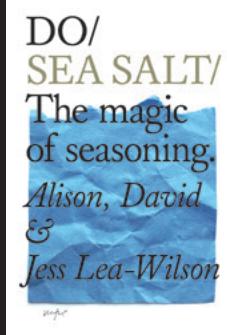
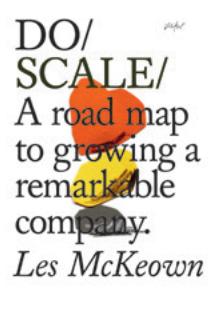
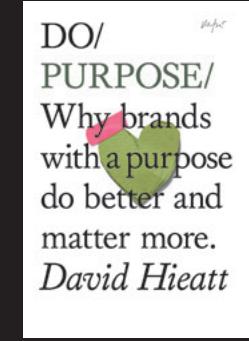
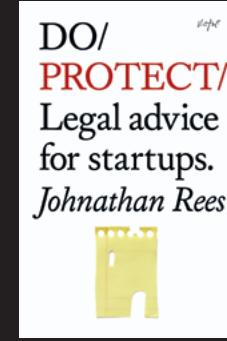
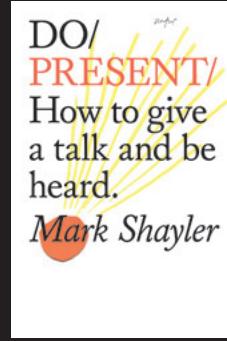
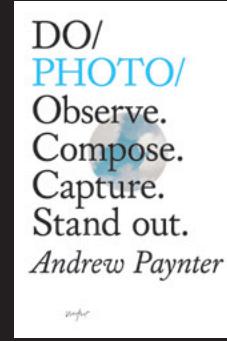
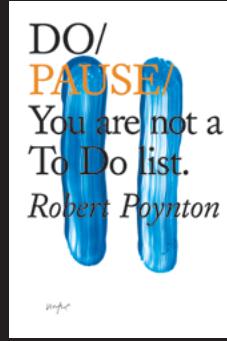
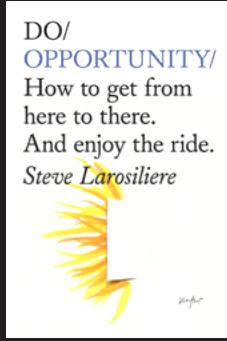
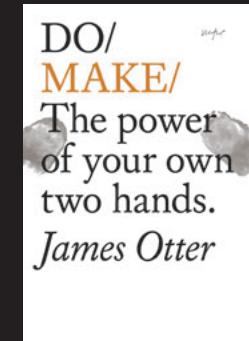
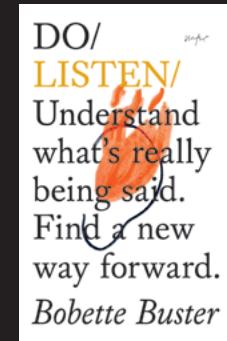
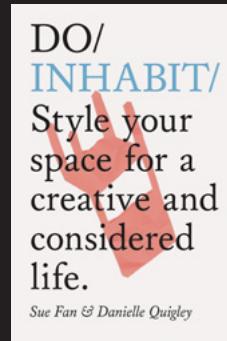
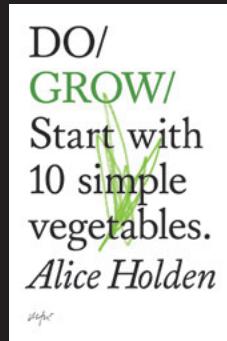
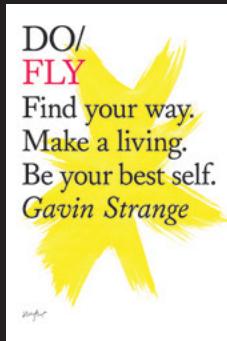
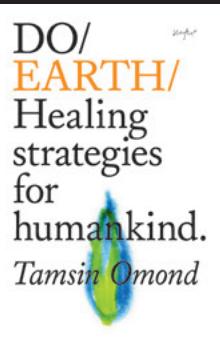
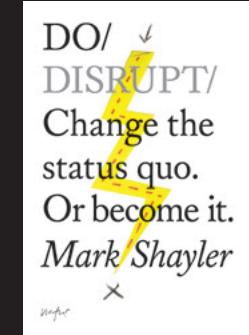
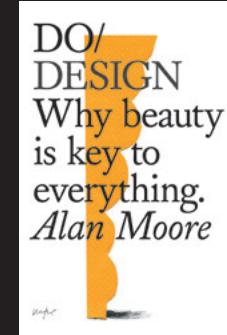
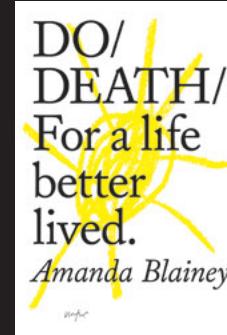
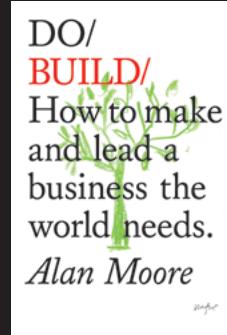
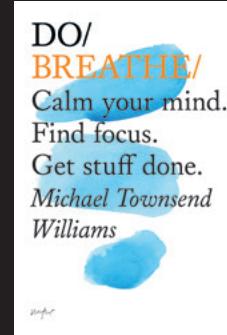
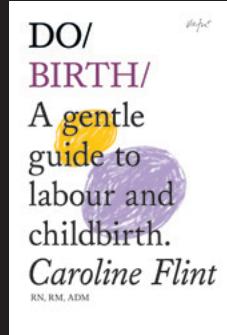
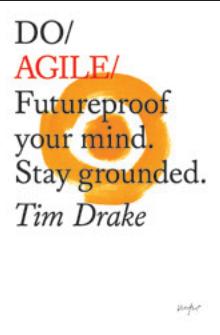
*I knew the moment had arrived at last.  
The stars had aligned.  
It was the perfect balance of stillness  
and silence.*

If you had the chance to do the one thing you've always wanted to do, would you dare? Could you ignore the doubts and follow your heart — even at the risk of failure? It is only when we take the first step that things can truly change. And something new can begin.

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