



Raincoast Books

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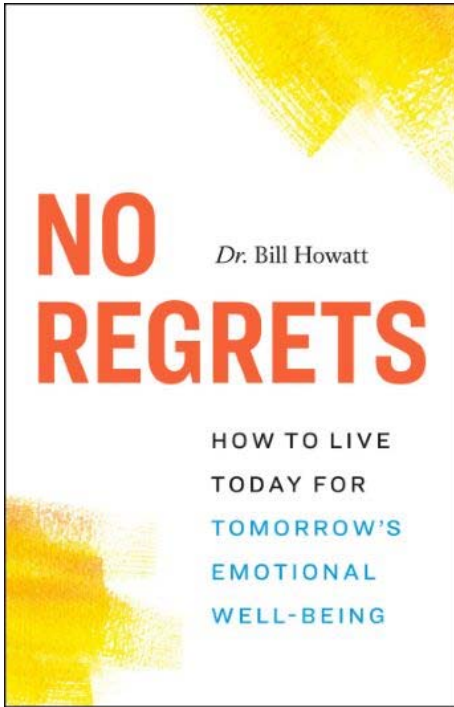
**FALL 2022**

**PAGE TWO**

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**This edition of the catalogue was printed on April 13, 2022.**

To view updates, please see the Fall 2022 Raincoast eCatalogue or visit  
[www.raincoast.com](http://www.raincoast.com)



page two :



## No Regrets

How to Live Today for Tomorrow's Emotional Well-Being (The Break Through Series)

by Dr. Bill Howatt

### Lifelong mental health can be yours

Happiness, career satisfaction, and resilience aren't only available to a select few. Mental health isn't something you're born with—it's something you can cultivate, nurture, and strengthen, no matter your background or life experiences.

In the third installment of his *Globe and Mail* bestselling Break Through series, organizational psychologist and addictions counselor Dr. Bill Howatt—one of Canada's foremost authorities on mental health—gives you six ingredients that will strengthen your mental fitness today, so you can be prepared to take on anything that life throws at you.

Drawing on positive psychology research, client stories, and his own experiences overcoming adversity, Dr. Howatt provides you with activities, exercises, and insights to build the components of mental health so you can live a life that aligns with who you are and what you value.

A powerful interactive guide for anyone feeling stuck, lacking confidence, or caught in a cycle of bad decisions, *No Regrets* offers you the tools, and the instructions on how to use them, to build a life that finally feels good.

## Author Bio

Known as one of Canada's top experts in mental health issues in the workplace, **Dr. Bill Howatt** has 30-plus years' experience in mental health and addictions counselling, HR, and leadership. He is a regular columnist for the *Globe and Mail* and the *Chronicle Herald*, an instructor for the University of New Brunswick, and the author of over 400 articles and 40 books.

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On Sale: Oct 4/22

5.5 x 8.5 • 232 pages

9781774581834 • \$22.00 • pb

Self-Help / Personal Growth / Happiness

Series: The Break Through Series

## Notes

### Promotion

Extended global PR campaign<br>

Influencer outreach<br>

Online advertising campaign<br>

Excellent endorsements<br>

Prolific contributor to multiple corporate

newsletters<br>

Biz Dev team actively selling companion webinars<br>

Previous book made Globe & Mail bestseller list<br>

Columnist for Globe & Mail<br>

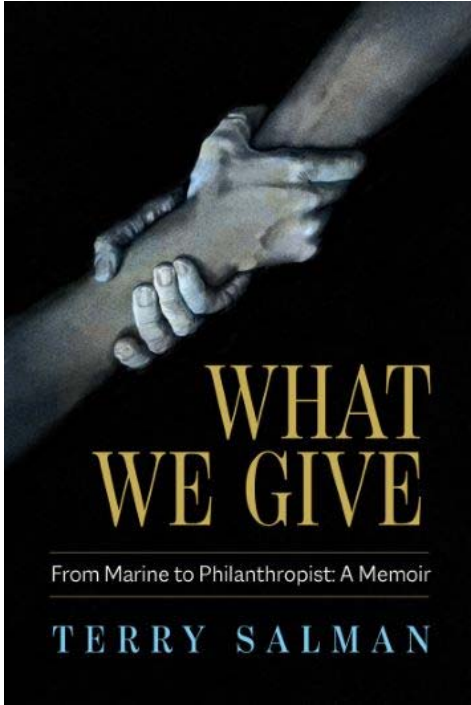
Instructor at University of New Brunswick<br>

Author lives in Ottawa



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page two :



## What We Give

From Marine to Philanthropist: A Memoir  
by Terry Salman

**"We make a living by what we get, but we make a life by what we give." — Winston Churchill**

What makes a soldier? What makes a business mind? What makes a philanthropist? In this rich memoir, Canadian icon of mining finance and public service Terry Salman reflects on his remarkable life, offering inspiration and mentorship for others seeking to build their own legacies.

Salman traces his journey from his modest beginnings in Montreal as the son of a Turkish immigrant father and Quebec-born mother, to the traumas of the Vietnam War, to his rise up the Canadian business world, and the growing dedication to service that earned him the Order of Canada.

He recounts the moments that shaped him: the brotherhood of the U.S. Marines and the lifelong duty of loyalty and community they instilled in him; the traumas he endured as a young sergeant in Vietnam; his return to Canada and the mentors who helped guide his success; and his many roles in helping others.

As he climbs the corporate ladder, his deep-seated faith and commitment to social responsibility grows. He takes on leadership roles, including chairman of the Vancouver Public Library Foundation and the St. Paul's Hospital Foundation—where he helped fund a hospice for AIDS patients—and Honorary Consul General of the Republic of Singapore.

Offering an inside view at the Canadian business, political, and philanthropic landscape, *What We Give* is a must-read for (...)

## Author Bio

**Terry Salman, OC**, is one of Canada's most dedicated philanthropists. Born in Montreal, he served as a sergeant with the US Marines during the Vietnam War before becoming a legend in mining finance. Terry worked with Nesbitt Thomson before leaving to form financial advisory firm Salman Partners, where he served as president, CEO, and co-director of research. Today, he is president and CEO of Salman Capital, Chair Emeritus of the Vancouver Public Library Foundation, and Honorary Consul General of the Republic of Singapore. Terry holds a BA from Chaminade University of Hawaii, an MBA from the University of Hartford, and an honorary doctorate from the B.C. Institute of Technology. He received the Order of Canada in 2020 and the Public Service Star from the Office of the President of Singapore in 2021. The



Page Two

On Sale: Nov 1/22

6 x 9 • 272 pages

two b&w photo sections of eight pages each

9781774581872 • \$34.95 • cl

Biography / Business

## Notes

## Promotion

Excellent endorsements<br>

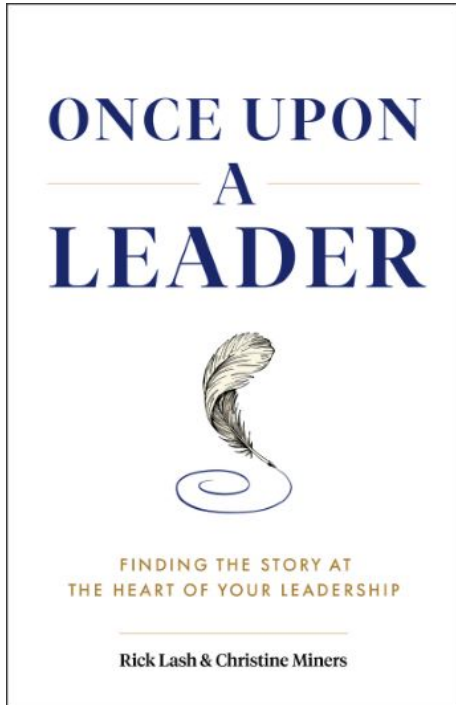
National media campaign<br>

Digital advertising <br>

Extensive network leveraging years as a philanthropist  
and investment advisor



page two:



## Once Upon a Leader

Finding the Story at the Heart of your Leadership  
by Rick Lash and Christine Miners

### Take charge of your leadership story—and write a new chapter

There are moments in just about every leadership journey when the path forward suddenly feels unclear. Struck by uncertainty and a lack of confidence, your sense of self—and your clarity of purpose—is out of balance. It's as if you have ceased to be the hero in your own story. At times of periods of disruption and transition like these, you need a rewrite.

As a senior leader, what holds you back is often not a lack of skills or knowledge, but a fragmented and patchy leadership narrative that is frozen in time. A growing body of research suggests that many leaders are guided by a core narrative that defines not only how they see themselves, but that acts as a key source of personal motivation, drive and action. When your leadership stalls, it's a sign that your story has taken you as far as it can—and it's time to reauthor a new leadership narrative.

In this transformative guide to leadership development, executive coaches and leadership experts Rick Lash and Christine Miners illuminate how your internal narrator acts as the operating system of your mind—and how, like any OS, it can become outdated and overstretched (because it was mainly installed in your teens and early 20s). Through engaging stories, research-backed insights, and techniques, you'll gain the tools to re-engage and update the story that (...)

### Author Bio

**Rick Lash** has worked for over three decades as a trusted advisor and executive coach to Fortune 500 executives and their teams. Valued for his deep expertise and thoughtful, creative approach, he has written for the *Harvard Business Review*, the *Ivey Business Journal*, *Chief Executive* magazine, *The Wall Street Journal*, *Forbes*, and the *Globe and Mail's* Leadership Lab series. He received his Ph.D. in psychology from the University of Toronto. He lives in Toronto.

**Christine Miners** has over two decades of experience, holding senior leadership roles across multiple industries including technology, health care, consumer packaged goods, telecommunications, and professional services. Valued for her depth of expertise, practical approach, and authentic style, Christine is a sought-after advisor, facilitator, and speaker. She has delivered leadership programs in Canada, the US, and Latin America, and is a Niagara Institute faculty member. She lives in Toronto.

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On Sale: Sep 20/22

5.5 x 8.5 • 208 pages

9781774581896 • \$29.95 • cl

Bus & Econ / Leadership

### Notes

### Promotion

North American Media Campaign<br>

Influencer Outreach<br>

Online advertising campaign<br>

Dedicated digital marketing support<br>

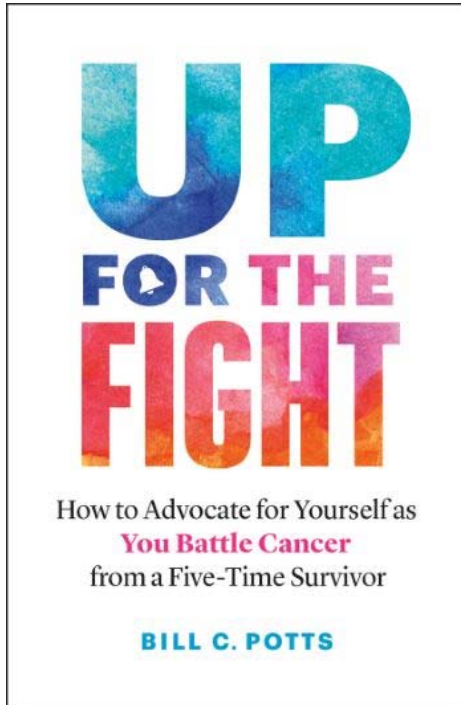
Physical ARCs<br>

Pre-order incentive includes an invitation to an

exclusive online event<br>

Authors live in Toronto, Ontario





page two :

## Up for the Fight

How to Advocate for Yourself as You Battle Cancer--from a Five-Time Survivor

by Bill Potts

**The essential guide to navigating your cancer journey—from a five-time survivor**

Every year, 18 million people worldwide are diagnosed with cancer. If you, or your loved one, is one of them, you know exactly how overwhelming, scary, and confusing it is to navigate the journey through diagnosis, treatment, prognoses, and all their accompanying emotions.

Entrepreneur, business leader, IRONMAN triathlete, and five-time cancer survivor Bill C. Potts has waged a 20-year battle against the disease. In this valuable patient and caregiver guide, he shares his personal cancer story, and those of others, outlining everything you need to know to take on this fight.

With empathy and honesty, Potts explains exactly what to expect, and shares lessons and important tips you can put into action all the way from diagnosis, to treatment, to remission, to cure—and how to face setbacks on your road to recovery.

You'll learn how to advocate for yourself, how to pick and manage your care team, and how to care for yourself emotionally and mentally. You'll find out how to make your treatment days more comfortable, manage side effects, and understand test results. You'll also find important information on diet, exercise, wellness, and staying active, as well as insights on how treatment and disease affects your immune system.

With special sections for people wanting to support a loved one with cancer, facing and making peace with death, and recalibrating your priorities to get (...)

## Author Bio

**Bill C. Potts** is a motivational speaker, creative business leader, and dedicated community builder. He has held executive positions at the IRONMAN Group and the Clearwater Marine Aquarium, and lectures on marketing at Tulane University, where he earned his MBA. He is the co-founder and a managing director of marketing agency Remedy 365, an IRONMAN triathlete, and a five-time cancer survivor. He is a proud Advisory Board Member of the Halo House Foundation, which provides affordable housing for cancer patients, and a long-time volunteer at his local homeless shelter. Bill lives in St. Petersburg, FL, where he and his wife, parents of three

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On Sale: Sep 13/22

5.25 x 8 • 160 pages

9781774581681 • \$21.00 • pb

Health & Fitness / Diseases / Cancer

## Notes

### Promotion

National Media Campaign<br>

Influencer Outreach<br>

Online advertising campaign<br>

Endorsements from Mayo, MD Anderson, Boston

Gene, and Leukemia Lymphoma Society<br>

Author owns a marketing agency. Clients include

Ironman, NBC, General Mills, Pepsi<br>

Strong media relationships in Florida<br>

September is National Cancer Month for three cancers

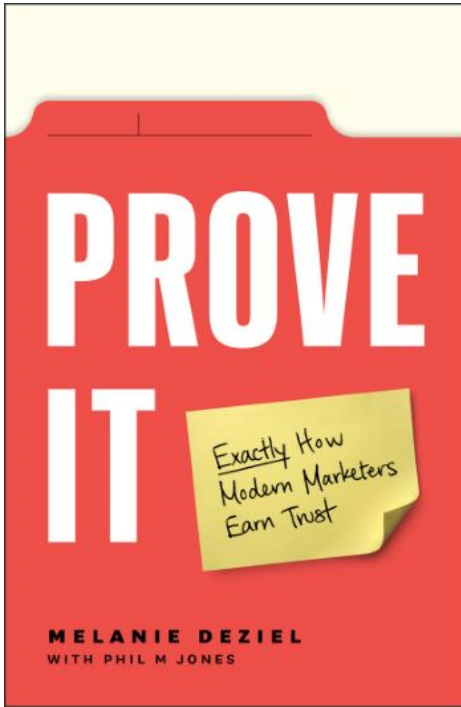
that he has had<br>

Author lives in St Petersburg, FL



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page two :

LEAD

## Prove It

Exactly How Modern Marketers Earn Trust  
by Melanie Deziel, with Phil M. Jones

**You know your company is amazing. You say your company is amazing. But why should your customers believe you? In a crowded consumer courtroom full of shady advertisers all claiming to be the best, the fastest, the most caring, your brand is literally on trial—and that means you better deliver the proof.**

In *Prove It*, StoryFuel founder Melanie Deziel and master of influence Phil M. Jones show you how to leverage every content marketing tool in the box to blast through doubt and win the case with your customers. Using real-world examples from trusted brands across dozens of industries, they'll walk you step-by-step through the process of identifying and categorizing your business promises—even the ones you don't realize you're making—gathering the right evidence, and backing up each style of claim. You'll learn how to apply strategies like corroboration, demonstration, and education to a marketing context to show—not tell!—the convenience of your offerings, your comparability with the competition, your connection to your community, your competence in your industry, and your commitment to your values. And you'll discover the right format and platform to deliver each type of evidence to make sure your "jury of consumers" connects with your case.

It's time to stand out from all the brands that shout "trust us, we're great!" at a skeptical audience. Your customers are waiting for you to prove it. So pick up this book and find out how.

## Author Bio

**Melanie Deziel** is director of content at Foundation and the author of the best-selling marketing and business communications book *The Content Fuel Framework: How to Generate Unlimited Story Ideas*. She is an international keynote speaker, skilled virtual presenter, and is recognized as one of the world's leading experts in native advertising and branded content.

**Phil M. Jones** is a master of influence and persuasion. He is the author of the best-selling "Exactly" book series—with over 1 million copies sold—and producer of the "Most Listened To" non-fiction audiobook of all time. Phil has been an entrepreneur since the age of 14, and is now a trusted advisor for some of the world's biggest brands.

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On Sale: Oct 11/22

5.25 x 8 • 224 pages

9781774582015 • \$21.00 • pb

Bus & Econ / Marketing / General

## Notes

### Promotion

National Media Campaign<br>

Extensive Influencer Outreach, including authors, business and sports celebrities<br>

Online advertising campaign<br>

Physical ARCs<br>

Excellent endorsements<br>

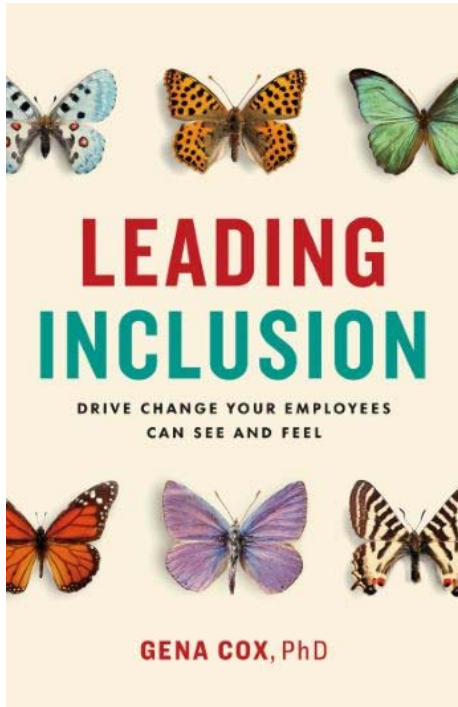
Working with Phil Jones' marketing team<br>

Launching Prove It! podcast



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page two :

## Leading Inclusion

Drive Change Your Employees Can See and Feel

by Gena Cox, Ph.D.

In this groundbreaking new book, organizational psychologist and executive coach Gena Cox shows how to lead an inclusive organization from the top down. Cox supports leaders in meeting new expectations for inclusive leadership by offering solutions drawn from psychological science, leaders' experiences in building inclusive organization cultures, and diversity, equity, and inclusion (DE&I) practitioners' insights. She seasons those messages with eye-opening truths from her own 20-plus-year experience as a leader in corporate America. Cox proposes that leaders make inclusion (especially race- and ethnicity-based inclusion) central to overall leader effectiveness expectations. She helps you understand the key questions you should ask, the constituents you must address, and the difficult but necessary actions you must take to build an inclusive organization.

In this book, you will learn:

- the historical facts that created, reinforce and maintain, many of the awkward interpersonal patterns that exist in work-life today between managers and those they lead;
- how, as a top leader, to balance your personal beliefs regarding DE&I issues with your obligations as a leader of the overall organization;
- what you must do to gain an accurate picture of the current experience of all your employees; and
- science- and experience-based insights to define meaningful actions for addressing inclusion issues in your unique organization. Your organization can become a haven for inclusion, even if it is not so today. *Leading Inclusion* will empower you with the historical, psychological, and practical knowledge to change your organization—and America—one employee at a time.

## Author Bio

**Gena Cox** is an organizational psychologist and executive coach. Gena advises executives how to build and lead inclusive workplace cultures that work for all employees, not just a lucky few. Gena is active in the Society of Industrial and Organizational Psychology and serves on advisory boards at the University of South Florida and the University of Tampa. She contributes to national publications, including *Harvard Business Review*, and holds a Ph.D. in Industrial & Organizational Psychology.

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On Sale: Oct 11/22

5.5 x 8.5 • 240 pages

9781774581797 • \$34.95 • cl

Bus & Econ / Workplace Culture

## Notes

### Promotion

National Media Campaign including online advertising

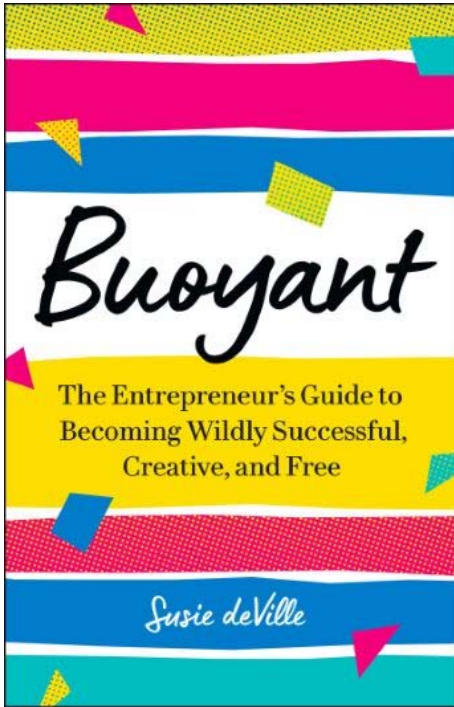
Influencer outreach campaign - leveraging the author's contacts in the organizational psychology industry as well as the diversity and inclusion community.

Author is a fellow of the Harvard Institute of

Coaching

Will be creating a book-specific course





Page Two

On Sale: Sep 6/22

5.5 x 8.5 • 248 pages

9781774581810 • \$22.95 • pb

Bus & Econ / Entrepreneurship

## Notes

### Promotion

**INNOVATION & CREATIVITY INSTITUTE:** In 2018, Susie successfully sold the White Oak Realty Group via a very creative, profitable deal structure so that she could focus her attention, energy, and creativity on her new dream: writing a world-changing book and building out the Innovation & Creativity Institute (ICI). Now at the helm of this endeavor, her focus is all about helping others build wildly successful businesses and lives.

**MARKETING SUPPORT:** In addition to working with Page Two, Susie has hired online marketing and book launch expert and owner of NGNG Enterprises, Amber Vilhauer, to partner with her over the next two years.

**COMPANION PODCAST:** Similar to Liz Gilbert's Magic Lessons podcast that she created to promote her book Big Magic, Susie is producing a book-centric podcast that will be released four months prior to launch (a "season" of 12 episodes). She will release Season 2

page two:

### Buoyant

The Entrepreneur's Guide to Becoming Wildly Successful, Creative, and Free  
by Susie deVille

**The strongest lifeline is the one that leads you back to the gut of who you truly are**

You're burned out, lost, and rudderless. Susie deVille was where you may be now: drowning in debt, in the grip of unhealthy habits, with a marriage and business that had come crashing against the rocks.

Today she is thriving. Not only did she dig out from debt, she paid for her children's educations in cash, funded her retirement, and embraced a healthy and joyful lifestyle. Most of all, by reconnecting with her creativity, she reclaimed her confident, true self and discovered how to draw her ideal clients right to her. And in *Buoyant*, she teaches how you, too, can tap into your innate creativity to find your way back to feeling more alive as you effortlessly connect with and captivate your market.

In this transformational guide, deVille shares life-changing insights and exercises, along with her personal journey and those of clients, to take you on a Creative Rebel's Voyage™. As you travel this path, you'll discover how to transmute feelings of overwhelm and fear into decisive action and confidence.

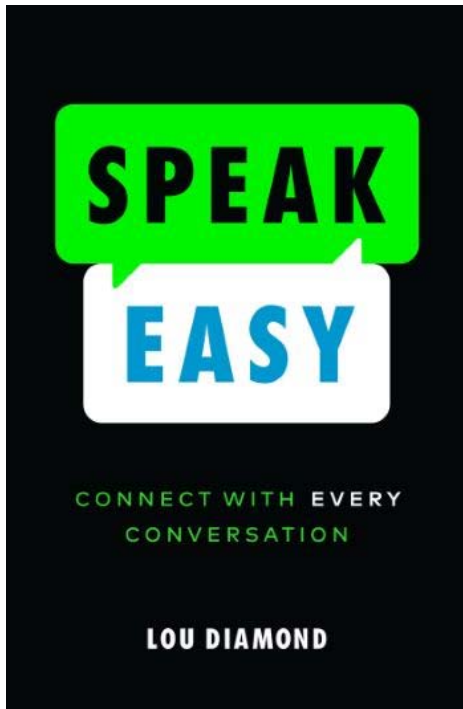
The prevalent advice to entrepreneurs is broken: go all-in, maximize productivity at all costs, and live to work. There is a much easier path to success, joy, and flow. It's time to wake up, stir your soul, and reach your intuitive longings. Will you accept the grand adventure of living your inspired, true nature?

### Author Bio

**Susie deVille** is dedicated to helping entrepreneurs build wildly successful businesses by rediscovering their creativity and leveraging the power of their true nature. An author, coach, and entrepreneur who built and sold a highly profitable real estate firm, she has been researching innovation and creativity since 2005. She is the founder and CEO of the Innovation & Creativity Institute and trained as a coach with Dr. Martha Beck. She lives in Highlands, NC. [innovationandcreativityinstitute.com](http://innovationandcreativityinstitute.com)







page two:

## Speak Easy

Connect with Every Conversation

by Lou Diamond

**What if every conversation you had was a great one?**

Sometimes, that promising lead turns out to be a bust. That first date doesn't lead to a second. The sales pitch fails to land the client. But what if they could? What if you knew the steps to "set up" each conversation to increase the likelihood that you connect, engage and win?

Welcome to *Speak Easy*. Unlike prohibition-era speakeasies—underground bars with secret knocks, where people spoke quietly to avoid detection—there's no bathtub gin here. But inside these covers you'll find some of the best-kept secrets of elite interviewers and conversationalists.

Your host, Lou Diamond, is a storyteller, podcaster, and professional speaker who has studied how content can connect and engage audiences. He has analyzed, edited, and broken down thousands of interviews and great conversations. Through him, you now have exclusive access to proven strategies, tactics, and lessons to make more of your conversations lead to great connections.

Discover the mindset you should strive to be in before, during, and after you have a conversation, and how to maximize and continue a great one. Learn how to steer a conversation to connect with prospects; engage with partners, clients and colleagues; and win in business and in life. Find tips, techniques and best practices used by some of the world's greatest communicators and leaders. Step inside, grab a stool, and learn something new.

## Author Bio

**Lou Diamond** is a dynamic speaker and master connector who will energize and motivate your organization to explode your sales, retain your clients and build a thriving culture. For over 25 years he has been a top sales performer, keynote speaker and performance mentor. Lou is a consultant; best-selling author; podcast & TV host; and CEO of Thrive, helping businesses, leaders and brands thrive through the power of connecting. [LouDiamond.net](http://LouDiamond.net)

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On Sale: Sep 27/22

5.25 x 8 • 208 pages

9781774581858 • \$21.95 • pb

Bus & Econ / Sales & Selling

## Notes

### Promotion

National media campaign<br>

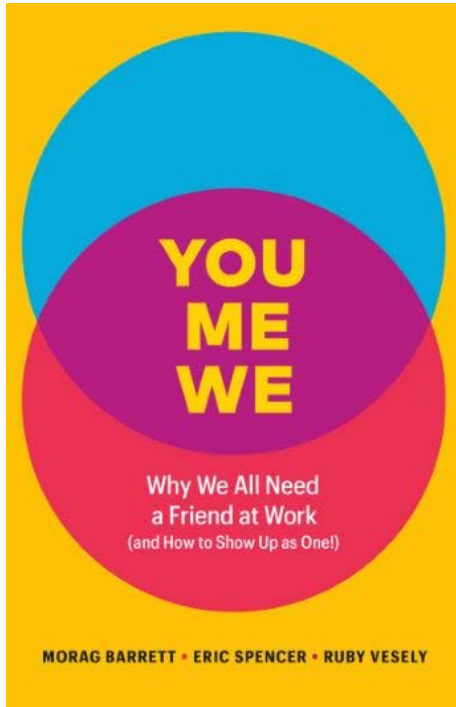
Influencer outreach<br>

Online advertising campaign<br>

Excellent endorsements<br>

Author lives in New York





page two:

## You, Me, We

Why We All Need a Friend at Work (and How to Show Up as One!)

by Morag Barrett, Eric Spencer and Ruby Vesely

From a trio of authors, best friends, and leadership development consultants, *Better Work Together* is a book for leaders who want to improve—at leading, yes, but also at their lives. How so? By building deep, long-lasting relationships that set everybody up for success.

One of the most important indicators of individual, team, and organizational success is the presence of an ally mindset. When we have best friends at work—people who are with us, in good times and bad, and who help ensure we make it through together—we thrive. When we don't, we flail, and eventually crash and burn, leaving only a smoking hulk of debris behind as evidence that they were ever even there.

Through their extensive work with clients that include Google, National Geographic, Microsoft, and many more, the authors have discovered the framework for an ally mindset includes five key parts:

- Abundance and generosity
- Connection and compassion
- Courage and vulnerability
- Candor and debate
- Action and accountability

In *You, Me, We*, they share valuable lessons on each of these aspects, to show you how to be a better friend at work, and how doing so leads to greater happiness, collaboration, and business outcomes.

## Author Bio

**Morag Barrett** is a keynote speaker, leadership development expert, and Dr. Marshall Goldsmith Top 100 Coach. She is Founder & CEO of SkyeTeam, a boutique leadership development firm with clients around the globe.

**Eric Spencer**, SkyeTeam COO, has spent 20+ years shaping HR for organizations, from startups to Fortune 100 companies.

**Ruby Vesely**, SkyeTeam CSO, is a leadership development expert, executive coach, and HR consultant with 20+ years' experience in a range of industries and organizations.

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On Sale: Oct 18/22

5.5 x 8.5 • 224 pages

9781774582039 • \$32.00 • cl

Bus & Econ / Workplace Culture

## Notes

### Promotion

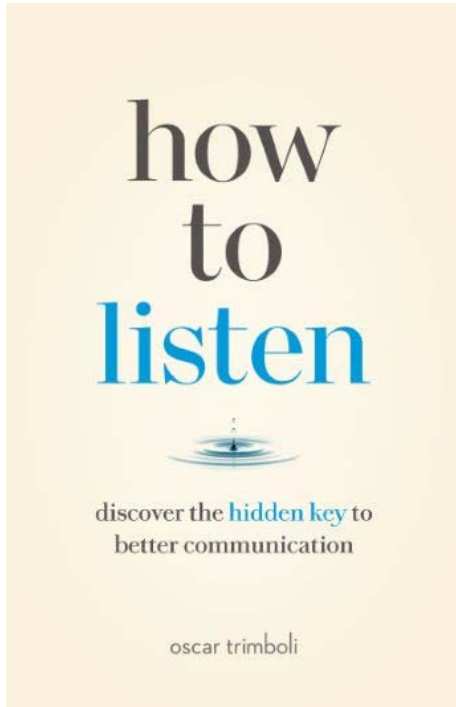
Excellent endorsements<br>

Influencer outreach campaign through authors' contacts in the leadership community<br>

Will be creating book materials/incentives<br>

National media campaign appealing to both leadership and workplace culture spaces





page two :

LEAD

## How to Listen

Discover the Hidden Key to Better Communication  
by Oscar Trimboli

**If you want to be heard, you need to know how to listen.**

Communication isn't all about what you say. It's about what you hear, how you react to it, and respond. In short: it's about how you listen. And despite the fact that leaders typically spend upwards of eighty percent of their day listening, only two percent of them have ever had training in how to listen effectively.

At a time when we are more technologically linked than ever, our conversations have never been more fractured and disconnected—because most don't know how to truly listen.

The result? You constantly fight to be "heard" over all the noise and distraction. You feel frustrated, confused, and ignored and feel like no one is paying attention to you. You are tired of repeating yourself over and over again. At work and home, conversations leave you feeling drained.

In *How to Listen*, Oscar Trimboli, host of the Apple-award-winning podcast *Deep Listening*, shows you how to unlock your listening superpowers to have more impactful conversations at work and home. Through stories, exercises, and tips, Trimboli shares invaluable insights to help you notice when you aren't listening—and what to do about it.

As you develop your listening skills, you'll not only reduce the conflict, and confusion (...)

## Author Bio

**Oscar Trimboli** is an author, host of the Apple award-winning podcast *Deep Listening* and a sought-after keynote speaker. He is passionate about using the gift of listening to bring positive change in homes, workplaces and cultures around the world.

Through his work with chairs, boards of directors and executive teams in local, regional and global organisations, Oscar has experienced firsthand the transformational impact leaders and organisations can have when they listen beyond the words.

He believes that leadership teams need to focus their attention and their listening on building organisations that have impact and create powerful legacies for the people they serve – today and, more importantly, for future generations.

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On Sale: Oct 4/22

5.5 x 8.5 • 224 pages

9781774581919 • \$21.95 • pb

Bus & Econ / Personal Success

## Notes

### Promotion

North American media campaign<br>

Excellent endorsements<br>

Will be creating book materials/incentives<br>

Extensive network including:

- 8,000+ highly engaged newsletter list

- 12,000+ LinkedIn followers

- 1,000 podcast subscribers with the top 10 episodes

downloaded more than 22,000 times

