

# FRANKFURT 2022



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## NEW ACQUISITIONS AND FUTURE HIGHLIGHTS

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**Adams, Scott**

**Fall 2023**

**REFRAME YOUR BRAIN: The User Interface for Happiness and Success**

Imagine if you could reprogram your brain to make yourself healthier, happier, and more successful, and all you had to do was listen to some new ways to think about ordinary topics. Enter [Scott Adams'](#) reframes. In *Reframe Your Brain*, the cartoonist, author, and lifelong student of all forms of persuasion presents his best and most compelling reframes, showing you along the way how to expand on the examples in the book and reframe new situations on the fly. All you need for success are focus, repetition, and some kind of strong emotion (fear, hate, love, etc.). With this book, you'll be a reframe pro in no time. With infinite varieties of reframes at hand, you can start, one tiny step at a time, to live the life you always wanted. Adams is the creator of *Dilbert*, one of the most popular comic strips of all time. His many bestsellers include *The Dilbert Principle*, *How to Fail at Almost Everything and Still Win Big*, *Win Bigly*, and *Loserthink*.

UK, Translation: Portfolio (editor Megan McCormack)

Agent: Levine, Greenberg, Rostan

**Bet-David, Patrick**

**Fall 2023**

**THINK BIG, PLAN BIGGER**

Every December, small business owners and entrepreneurs sit down to create their yearly business plans, because it's what they're supposed to do. But inevitably, by February, these plans are languishing in unopened folders, forgotten, overlooked, and unused. As the CEO of one of the largest insurance start-ups in the United States and founder of media empire Valuetainment, [Patrick Bet-David](#) knows the power of a good business plan. A strong business plan is the key to success you haven't invested enough time and energy in—and sticking with it will turn your ordinary year into one with extraordinary results. Through his 12 Business Building Blocks, Bet-David will teach you how to blend emotion and logic in your business plan, unveiling your business "why to" and igniting the fire for excellence in you and your employees. Infuse your business plan with emotion, and the document that follows will become more than a forgettable collection of platitudes; it will become an indispensable part of both your business and your life, creating a clear path to the success you've always dreamed of. Bet-David is the bestselling author of *Your Next Five Moves*.

UK, Translation: Portfolio (editor Megan McCormack)

Agent: Dupree, Miller & Associates

**Holiday, Ryan**

**Fall 2023**

**RIGHT THING, RIGHT NOW: Justice in an Unjust World**

**#3 in the Stoic Virtues series.** The Stoics believed that if we do what's right, then everything else important would follow: happiness, success, meaning, reputation, honor, love. They didn't claim this path was easy, or that it would always be recognized or appreciated by those closest to us, only that it was essential. And that the alternative—taking the easy route or the shortcut even if unethical or immoral—was considered only by cowards and fools. In *Right Thing, Right Now*, [Ryan Holiday](#) draws on the stories of historical figures we can emulate as pillars of upright living, as well as on cautionary tales of those we should avoid. Through these engaging examples, Holiday teaches readers the power of owning one's convictions and cautions against the perils of an ill-formed conscience. At the heart of Stoicism are four simple virtues: courage, temperance, justice, and wisdom. Everything else, the Stoics believed, flows from them. Justice is the cornerstone of the Stoic Virtues; you cannot succeed without it. Holiday is the #1 *New York Times*-bestselling author of *Discipline is Destiny*, *Courage is Calling*, *Stillness is the Key*, *The Daily Stoic*, and many others.

Translation: Portfolio (editor Adrian Zackheim)

Agent: Level Five Media

UK: Profile; Dutch: Bruna; German: Finanzbuch; Italian: Hoepli; Korean: Dasan; Polish: Helion; Portuguese (B): Intrinseca; Romanian: Seneca; Russian: MIF; Spanish: Conecta/PRH

**Kagan, Noah**

**Fall 2023**

**MILLION DOLLAR WEEKEND: Build a Business So Quickly There's No Time to Chicken Out**

When most people think about starting their own business, they think about all the ways it could fail: bad timing, insufficient experience, not having a business partner, etc. The truth is, all of these are simply obstacles you have put up for yourself. In other words, the only thing stopping you is you. [Noah Kagan](#), founder and CEO of Sumo Group and entrepreneurial champion, challenges you to not only think beyond your fears but learn how to ask for what you want, what you need, and what you deserve. The secret to entrepreneurial success isn't in how to write a business plan or read a P&L—though he'll teach you how to do that, too—it's in mastering the art of starting and asking. *Million Dollar Weekend* presents a bold set of battle-tested challenges to prepare you for your journey. In two days, you'll develop Schwarzenegger-sized start-and-ask muscles, find the fun in experimenting, and get ready to take on the world. If you seek the freedom to control your own destiny, you need to start your own business. And if you're trying to start your own business, there has never been a better time than right now. *Million Dollar Weekend* gives you the strategies to create your dream life and attain financial freedom by Monday. The only one standing in your way is you. Noah Kagan is the Chief Sumo at AppSumo.com, an 8-figure company that teaches lessons on how to start a business, grow a business, and improve your marketing. Before AppSumo and Sumo.com, he was the 30<sup>th</sup> employee at Facebook, reporting directly to Mark Zuckerberg.

Translation: Portfolio (editor Merry Sun)

Agent: Writer's House

UK: Ebury Edge; Dutch: Business Contact; Korean: Business Books

**Kominers, Scott, and Steve Kaczynski**  
**HOW NFTs CREATE VALUE**

**Spring 2024**

NFT stands for “non-fungible token.” Simply put, an NFT is more than a picture on the internet; it is a record of digital ownership stored on a public ledger called a blockchain. Historically, it has been very difficult to prove digital ownership. NFTs change that by providing a way to design irrefutable proof of ownership, and in doing so, open a market for buying, selling, and trading digital assets that has never before existed. Harvard Business School professor and a16z research partner [Scott Kominers](#) and web3 marketer [Steve Kaczynski](#) are the foremost experts to explain the technology that underlies NFTs and their potential to transform every aspect of business. Kominers and Kaczynski show how NFTs are already revolutionizing digital commerce and how brands can use them to build highly engaged and intensely loyal communities around their products. Through original research and industry experience, Kominers and Kaczynski describe the possibilities of this new digital frontier with clarity and rigor. *How NFTs Create Value* will open your eyes to the NFT revolution. Kominers is a Harvard Business School professor, a research partner at Andreessen Horowitz Crypto, and a *Bloomberg* columnist. He is also an avid NFT collector and advises a number of NFT companies and other crypto projects. Kaczynski is a communications and marketing professional, including stints in leadership at Progressive Insurance and Nestle. He is also an avid NFT collector.

UK, Translation: Portfolio (editor Merry Sun)  
Agent: Paul Mahon

**Michalowicz, Mike**  
**ALL IN: How Great Leaders Build Unstoppable Teams**

**Fall 2023**

It’s never been harder to build successful teams. With challenges of work-from-anywhere, flex-schedule, work-that-matters, and generational divides, business leaders bend over backwards searching for solutions that work. They’ve tried everything from food perks and ping pong tables to endless team-building exercises and training—but nothing sticks. Now, in his long-awaited book for leaders at all levels, [Mike Michalowicz](#) reveals his proven formula to build an unstoppable team for any work environment: A (Ability) + F (Fit) + S (Safety) + O (Ownership) = All In. You want a thriving workforce that shines and sticks around. One that takes full responsibility for their work and outcomes. A community of employees who love your organization and are invested in its growth. With *All In*, you will discover how to build a team where everyone flourishes—including you. Michalowicz is the bestselling author of *Profit First*, *The Pumpkin Plan*, *Clockwork*, and *Fix This Next*.

UK, Translation: Portfolio (editor Noah Schwartzberg)  
Agent: Author c/o Portfolio

**Newport, Cal**  
**SLOW PRODUCTIVITY**

**Spring 2024**

In *Slow Productivity*, [Cal Newport](#) returns to the individual at work and examines why we are so overloaded—and no, it’s not just the fault of the management overlords. Even freelancers, artists, and entrepreneurs suffer from damaging levels of busyness. In our efforts to be productive, as we believe it should look, we’ve made the situation worse. Autonomy, technology, and managerial ego have all conspired to bring us down. Slow productivity is the solution. Some have lumped slow productivity into the more recent anti-ambition movement, but Newport means to do the opposite. As always, his goal is for us to be more successful. Doing fewer things, working at a natural pace, while obsessing over quality, are the keys to real success. After laying out the problem and making a case for the solution, he doubles down on concrete strategies that guide us toward a better way to work. Newport is a computer science professor at Georgetown University and the *New York Times*-bestselling author of seven books, including *A World Without Email*, *Digital Minimalism*, *The Time Block Planner*, and *Deep Work*, which have been published in over 35 languages. He is a regular contributor to the *New Yorker*, the *New York Times*, and *WIRED*, a frequent guest on NPR, and the host of the popular *Deep Questions* podcast.

Translation: Portfolio (editor Niki Papadopoulos)  
Agent: DeFiore & Co.  
UK: Penguin Business; Portuguese (B): Alta Books

**Nocera, Joseph, and Bethany McLean**  
**THE BIG FAIL: How Covid Caught America by Surprise**

**Fall 2023**

In 2020, the novel coronavirus pandemic made it painfully clear that the US could not adequately protect its citizens. Millions of Americans suffered and died in just two years, while the Trump administration blundered, prize-winning economists overlooked devastating trade-offs, and elites escaped to isolated retreats, unaffected by and even profiting from the pandemic. Why and how did America fail so badly? In this page-turning economic, political, and financial history, veteran journalists [Joseph Nocera](#) and [Bethany McLean](#) offer fresh and provocative answers. With laser-sharp analysis and deep sourcing, they investigate what really happened when governments ran out of PPE due to snarled supply chains and the shock to the financial system when the world’s biggest economy stumbled. They zero in on the effectiveness of wildly polarized approaches, with governors Andrew Cuomo of New York and Ron DeSantis of Florida emerging as unlikely and opposing icons. And they trace why thousands died in hollowed-out hospital systems and nursing homes run by private equity firms to “maximize shareholder value.” In the tradition of the authors’ landmark collaborations *The Smartest Guys in the Room* and *All the Devils Are Here*, *The Big Fail* is an expansive, insightful account on what the pandemic did to the economy and how American capitalism has jumped the rails—and is essential reading to understand where we’re going next. Nocera is a journalist and column writer for *Dealbook*. McLean is a journalist and contributing editor at *Vanity Fair*.

UK, Translation: Portfolio (editor Trish Daly)  
Agent: Darhansoff & Verrill

**Parrish, Shane**  
**THE DECIDING MOMENT**

**Fall 2023**

The moments that matter do not always announce themselves as decisions to be made. And yet the actions we take in these moments move us closer or further away from the results we ultimately seek—love, belonging, success, wealth, victory. According to [Shane Parrish](#), we must get better at recognizing these major moments and deploying our cognitive ability in order to achieve the life we want. This book gives you the tools to identify these moments and reshape how you navigate the critical space between stimulus and response. As Parrish shows, we may imagine we are the protagonists in the story of our lives. But the sad truth is, most of us run on autopilot. Our behavioral defaults, groomed by biology, evolution, and culture, are primed to run the show for us if we don't intervene. At our worst, we react to events without reasoning, not even realizing that we're making a decision at all. At our best, we recognize these deciding moments for what they are and apply the full capacity of our reasoning and rationality to them. Through stories, mental models, and more, Parrish offers the missing link between behavioral science and real-life results. This is a must-have manual for optimizing decision-making, gaining competitive advantage, and living a more intentional life. Parrish is the founder, curator, and wisdom seeker behind [Farnam Street](#), the *Brain Food* newsletter, and *The Knowledge Project* podcast.

UK, Translation excluding complex Chinese, simplified Chinese, Japanese: Portfolio (editor Niki Papadopoulos)  
Agent: ICM/Sagalyn

**Tran, Liz**  
**THE KARMA OF SUCCESS: Spiritual Strategies to Free Your Inner Genius**

**Fall 2023**

Most of the traditional advice about getting ahead focuses on managing other people's impressions of you. It's all about how to network with impressive people, adeptly handle office politics, and accommodate yourself to people with power. Executive coach [Liz Tran](#) asks you to forget about those people, and instead, train yourself to listen to and be guided by your innermost voice. From the tech world, to venture capital, to spiritual leadership and executive coach space, Tran has charted her own career path by learning how to tune into her intuition and be true to her higher self. Informed by ancient sources of wisdom like Zen, Reiki, Astrology, and Stoicism, *The Karma of Success* invites you to validate the unique goals and ambitions you set for yourself and ultimately, are destined to achieve. You'll learn the Four Pillars of Spiritual Strategy—inquiring inward, manifesting mindfully, enriching your energy, and becoming brilliant—as well as read the stories of people who have looked inward to find meaning and success. Whether you're trying to start your own business, heal your inner child, or just figure out how to get through the next Mercury in retrograde, *The Karma of Success* will help you find your way. Tran is the founder of Reset, an executive coaching company to CEOs and founders. Before founding Reset, she spent over a decade working in the tech industry, most recently as the only female executive at a leading venture capital firm. She is a trained meditation teacher and Reiki Master and studied yoga at the Samyak Ashram.

Translation: Portfolio (editor Merry Sun)  
Agent: Lynn Johnston Literary  
UK: Rider; Korean: Sam & Parkers

## SUMMER 2023

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Atwater, Peter

August 2023

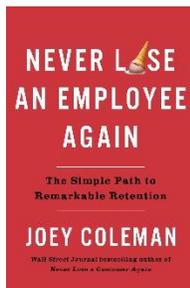
### THE CONFIDENCE MAP: Charting a Path from Chaos to Clarity

What do feelings of certainty and control have to do with our decision making? Once we understand how they drive what we do, we can predict trends and generate better outcomes, whether we're investing in technology stocks, designing menu items for a fast-food franchise, or running an emergency room. In *The Confidence Map*, [Peter Atwater](#) explores how feelings always trump facts and why events described as being unprecedented are often entirely predictable—if we know what to look for. He then shows readers how to apply his unique framework to their own choices, using the same tools he teaches the world's leading institutional investors, corporations, and policymakers to make sense of complex situations and optimize their strategies. Spanning financial, economic, political, and social trends, *The Confidence Map* explores why we do what we do, where we can and cannot trust our natural instincts, and how we can make sense of a world that too often feels senseless. With Atwater's toolkit in your decision-making arsenal, you'll avoid psychological traps, spot opportunities, and navigate the road ahead with clarity and purpose. Atwater is an Adjunct Professor of Economics at William and Mary and President of [Financial Insights](#), a consulting firm that advises institutional investors, major corporations, and global policymakers on how social mood affects decision making, the economy, and the markets.

UK, Translation: Portfolio (editor Noah Schwartzberg)

Agent: Rohm Agency

Korean: Wisdom House



Coleman, Joey

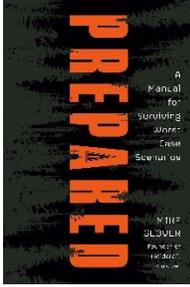
June 2023

### NEVER LOSE AN EMPLOYEE AGAIN: The Simple Path to Remarkable Retention

Finding and keeping quality employees is one of the biggest challenges facing businesses today. From fast food restaurants offering signing bonuses to organizations immediately placing people on the jobsite, companies are struggling to build a foundation with new hires that leads to long-term commitment. According to business consultant [Joey Coleman](#), to effectively combat this “Great Resignation” and remain competitive, business owners and managers must design a retention program that begins on day one. In *Never Lose an Employee Again*, he offers a step-by-step playbook for devising a retention plan with long-term success. With over 50 case studies from around the world, Coleman details how you can cement a relationship with new employees at each of the eight phases of the onboarding journey. *Never Lose an Employee Again* teaches you how to win hearts and commitment so employees become active contributors to their new organization. Coleman is the Chief Experience Composer at Design Symphony and the author of *Never Lose a Customer Again*.

UK, Translation: Portfolio (editor Kimberly Meilun)

Agent: Levine, Greenberg, Rostan



**Glover, Mike; with a foreword by Jack Carr**  
**PREPARED: A Manual for Surviving Worst Case Scenarios**

**June 2023**

Most people think that being prepared for catastrophe means stocking up on MREs and building a bunker, but this approach leaves you vulnerable in the real world of car accidents, natural disasters, grid failures, and global pandemics. *Prepared* overturns today's paranoid survival wisdom and teaches the foundational skills of survival, leaving you with military-grade resilience, situational awareness, mobility, and more. After twenty years in the US Army Special Forces, and as a government contractor for the CIA, Mike Glover has trained thousands of people in the art and science of survival. Drawing on his most dire experiences in combat, he shows how almost no disaster is more powerful than someone who is truly prepared. Glover is the founder and CEO of [Fieldcraft Survival](#).

UK, Translation: Portfolio (editor Veronica Velasco)  
Agent: CAA

**McNeal, Stephanie**  
**SWIPE UP FOR MORE! The Secret Lives of Influencers**

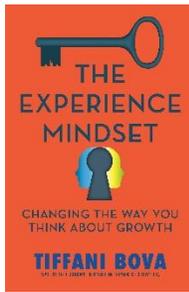
**June 2023**

The influencers on Instagram, TikTok, and other social media outlets aren't just providing eye candy; these tastemakers impact how we cook, consume, parent, decorate, think, and live. But what exactly is going on behind the curtain of the perfectly curated posts we look to the most? Through intimate, funny, and vulnerable reporting, journalist [Stephanie McNeal](#) takes us through the looking glass and into the secretive real world of influencers. *Swipe Up For More!* is based on three years of fly-on-the-wall reporting as influencers build their empires, struggle with the haters and snarkers, fight for creative control from the tech platforms that enable their businesses, parent in public, and try to look good while doing it. Along the way, McNeal answers burning questions like, What is it like to work for a popular influencer? What do they do with all the free swag? How do brand partnerships work? And how much money do they *really* make? Irresistible, juicy, and voyeuristic, the book reveals all about the women we love to hate (and actually, secretly, genuinely love). McNeal is a deputy news director and senior culture reporter for BuzzFeedNews.

UK, Translation: Portfolio (editor Merry Sun)  
Agent: Stonesong Press

## SPRING 2023

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**Bova, Tiffani**

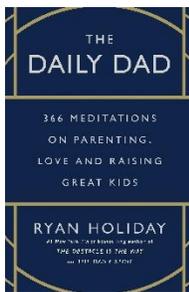
**April 2023**

### **THE EXPERIENCE MINDSET: Changing the Way You Think About Growth**

In the war for customer acquisition, businesses invest millions of dollars to improve customer experience. They deliver packages faster, churn out new products, and endlessly revamp their UI, all of which put greater strain on employees. According to [Tiffani Bova](#), this siloed focus on customer experience—without considering the impact on your staff—actually *hinders* growth in the long run. The most successful companies adopt an experience mindset to strengthen *both* employee and customer experience simultaneously. Based on exclusive research from two Salesforce-sponsored studies of thousands of employees and c-suite executives, *The Experience Mindset* details exactly how your company can adopt an experience mindset, at scale. Employees are the heart of your business. Investing in people is no longer a nice-to-have, but rather a must have. Bova is the Global Customer Growth and Innovation Evangelist at Salesforce and bestselling author of *Growth IQ*.

UK, Translation: Portfolio (editor Kimberly Meilun)

Agent: Levine, Greenberg, Rostan



**Holiday, Ryan**

**May 2023**

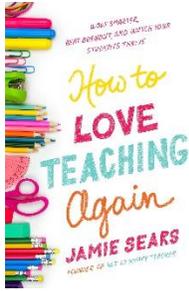
### **THE DAILY DAD: 366 Meditations on Parenting, Love, and Raising Kids**

What does it mean to be a great father? Parenting is a role filled with incredible meaning and purpose, one that men have a responsibility to take seriously. But every father needs guidance. Men need someone to inspire and challenge them to go the distance, because being a parent is something you do *every day*. *The Daily Dad* provides 366 accessible meditations on fatherhood, a manageable slice for each day. From bestselling author [Ryan Holiday](#), a father of two himself, this daily devotional will help dads old and new find inspiration and advice on a day-to-day basis in the lifelong job of being a dad. Drawing quotes from history, pop culture, literature, and psychological research, each entry will provide a memorable lesson on being the role model your child needs, rooted in timeless principles. *The Daily Dad* draws on wisdom from mothers and fathers, heroes and celebrities, ancient philosophy and contemporary figures, in order to help each dad face the daily challenges of parenting, and ultimately become the best father they can be. Holiday is one of the world's bestselling living philosophers. His books include *The Obstacle Is the Way*, *Ego Is the Enemy*, *The Daily Stoic*, *Stillness Is the Key*, and *Courage is Calling*.

Translation: Portfolio (editor Adrian Zackheim)

Agent: Level Five Media

UK: Profile; Portuguese (B): Intrinseca



Sears, Jamie

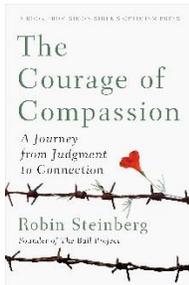
April 2023

**HOW TO LOVE TEACHING AGAIN: Work Smarter, Beat Burnout, and Watch Your Students Thrive**

*How to Love Teaching Again* provides practical antidotes to burnout and perfectionism so teachers can reclaim their calling. As the CEO of the most popular teaching resource brand on the internet, Jamie Sears has spent years designing tools and inventing strategies that restore the joys of teaching. This book distills her hard-won advice that has helped thousands of teachers transform their relationship with work. Drawing on real-life struggles from the teachers who have used Sears' strategies to overcome burnout and make the most of their time, *How To Love Teaching Again* will inspire you to stop drowning in to-dos and do the work that inspires you. Sears is a former third grade teacher and creator of the [Not So Wimpy Teacher](#) blog and podcast.

UK, Translation: Portfolio (editor Veronica Velasco)

Agent: Folio Literary Management



Steinberg, Robin

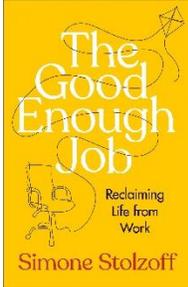
April 2023

**THE COURAGE OF COMPASSION: A Journey from Judgment to Connection**

While there is now greater reckoning with mass incarceration and systemic racism as the bedrock of our legal system, the discourse around what justice looks like for people who have committed serious crimes remains largely unchanged. Robin Steinberg has dedicated her career to defending the “undefendable.” She has witnessed firsthand how blind rage and downright hatred corrupts our idealized notions of justice. Here she shares the heart-wrenching stories of her clients and asks us recognize the humanity in all people—regardless of what they’ve done. Writing with authenticity, vulnerability, and the wisdom of a veteran, *The Courage of Compassion* is a moving exploration of how systems of crime and punishment diminish our humanity. It is also a gritty tale about blazing your own path and taking action in the face of injustice. As Steinberg writes, the quest to reform the justice system can only end “when we can finally see in the faces of those ensnared and imprisoned in our legal system, ourselves. And when we can see our children, in their children.” Steinberg is the founder and CEO of [The Bail Project](#), a national effort to combat mass incarceration by transforming the pretrial system in the United States.

UK, Translation: Optimism Press (editor Kimberly Meilun)

Agent: Author c/o Optimism Press



**Stolzoff, Simone**

**THE GOOD ENOUGH JOB: Reclaiming Life From Work**

**May 2023**

Most of us don't need to be told we have an unhealthy relationship with work. We already know. But we can't heal our relationship to work until we address the root cause of the problem: our inability to separate what we do from who we are. Blending cultural critique and insights from history with deep reporting and hundreds of interviews with Michelin star chefs, Wall Street bankers, overwhelmed teachers, and other laborers across the economy, journalist and recovering workaholic [Simone Stolzoff](#) busts the myths that our society, our employers, and we tell ourselves that keep us chained to our jobs. Your coworkers aren't your family. You aren't what you do. And above all, there is no dream job. Good enough is great. *The Good Enough Job* will teach you how to silence the voice in your head that says you are never doing enough, reject hustle and productivity culture, thoughtfully navigate your own relationship to work, and model a better path forward for those around you. Stolzoff is a design lead for the global design and innovation firm IDEO, where he designs programs for companies like Google, Microsoft, and Facebook on how to best educate, engage, and retain their employees.

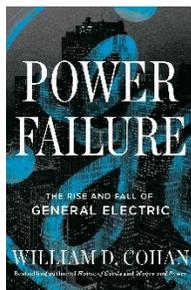
Translation: Portfolio (editor Merry Sun)

Agent: Levine, Greenberg, Rostan

UK: Ebury Edge; Chinese (cc): Infortress; Korean: Woongjin

## FALL 2022 HIGHLIGHTS

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Cohan, William D.

November 2022

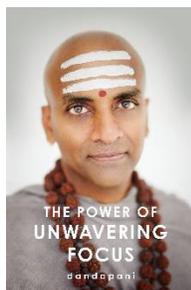
### POWER FAILURE: The Rise and Fall of General Electric

Perhaps no company reflects America's industrial fortunes, booms, and busts as well as the iconic General Electric Company. *Power Failure* limns the eventful 125-year history of GE, bringing fresh analysis and insight from rare interviews with key figures of the company's golden era. Beginning with its founding, diversification, and massive growth through acquisitions and mergers, the book explores the truth beneath GE's storied management culture and pioneering doctrine of shareholder value to trace what really caused its ultimate decline. This is not a cautionary tale of corporate overreach, but an investigation of an era-defining company and its emperors. It's an inside look at the contributions of its legendary CEOs through unsparing interviews—yielding never-told stories about Jack Welch's 22 years at the helm, in which he made GE the most valuable company in the world, and surprising insights about what really happened in the transfer of power to successor Jeffrey Immelt. Tracing the company's leaps and stumbles—and seeing them as inextricable from the personalities that defined it—*Power Failure* offers a surprising retelling of the GE story, puncturing myth for a fresh look at its legacy. [William D. Cohan](#) is the bestselling author of *The Price of Silence*, *Money and Power*, *House of Cards*, and *The Last Tycoons*. He is a special correspondent at *Vanity Fair* and writes a biweekly opinion column in the *New York Times*.

Translation: Portfolio (editor Trish Daly)

Agent: Joy Harris Literary

UK: Allen Lane



Dandapani

September 2022

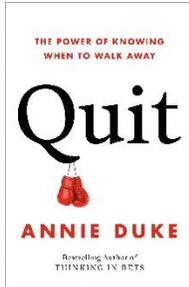
### THE POWER OF UNWAVERING FOCUS

Distraction is a disastrous, silent epidemic in our modern world. Fast-paced lifestyles with competing priorities, coupled with an unending bombardment of information plaguing our screens with pings, rings, and alerts, cause us to switch focus continuously, never allowing us to be fully engaged. Hindu priest [Dandapani](#) spent ten years in a cloistered monastery, learning invaluable lessons on the benefits of a concentrated mind. He offers the incredible wisdom he absorbed, laying out the proven method—shared through his talks at conferences around the world—that has already helped millions learn how to concentrate and control their attention. The first step on the journey to concentration is to understand the mind: If you understand the mind, you can move your awareness within it. And when you control where your awareness goes, you can control where your energy flows—manifesting the goals you are pursuing, and the person you want to be. Through clear anecdotes and practical advice, *The Power of Unwavering Focus* opens your eyes to how gaining focus will drastically change your lifestyle, relationships, productivity, and more. Dandapani is a Hindu priest, entrepreneur, and former monk. He is a sought-after speaker at events and companies worldwide, and his [Ted Talk](#) has been viewed more than five million times.

Translation: Portfolio (editor Adrian Zackheim)

Agent: Martell Agency

UK: Transworld; Arabic: Jarir; Bulgarian: Gnezdoto; Chinese (cc): Sun Color; Chinese (sc): China Science & Tech; Czech: Jota; Dutch: Bruna; German: Heyne; Greek: Dioptira; Gujarati: Manjul; Hebrew: Or Am; Hindi: Manjul; Italian: TEA; Korean: Wisdom House; Malayalam: Manjul; Marathi: Manjul; Polish: Czarna Owca; Portuguese (B): Fontanar; Portuguese (P): PRH Grupo; Russian: Eksmo; Spanish: Planeta; Telugu: Manjul; Vietnamese: Phuong Nam



**Duke, Annie**  
**QUIT: The Power of Knowing When to Walk Away**

**October 2022**

There are obviously times in our lives where we need more persistence, but it is equally true that there are times when we need *less* persistence. *Quit* will make the case for quitting and why it is so important to be a great quitter to improve decision-making under uncertainty to achieve real success. It will explain the forces that work against good quitting behavior and present strategies to become better at quitting. It will also help readers understand how to use quitting as a strategy to be more adaptive, build better models, and execute better on the things to which they actually commit. In addition to being rich in science, *Quit* relies on narratives from a variety of fields to illustrate and apply its ideas, spanning elite athletics, business, entertainment, investment, the military, adventure and personal endurance, public policy, poker, and other games. Narrative examples will also include a range of personal decisions, including education, jobs, relationships, home ownership, New Year’s resolutions, where to eat, and even which grocery line to choose. Knowing when to stick and when to quit is the key to successfully navigating the world. [Annie Duke](#) is the bestselling author of *Thinking in Bets* and *How to Decide*. She is a former professional poker player and the co-founder of the [Alliance for Decision Education](#).

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Levine, Greenberg, Rostan

UK: Ebury Edge; Arabic: Jarir; Chinese (cc): Acme; Chinese (sc): CITIC; German: Ariston; Hebrew: Matar; Hungarian: Corvina; Indonesian: Noura; Japanese: Hakuyo-sha; Korean: Sejong; Portuguese (B): Alta; Romanian: Publica; Thai: Live Rich Forever



**Martell, Dan**  
**BUY BACK YOUR TIME: Get Unstuck, Reclaim Your Freedom, and Build Your Empire**

**January 2023**

How you use your free time will make or break your success. It’s not about working harder or finding more time to do work. It’s about designing the freedom to engage in the high-value work that brings you energy and fulfillment. This is at the heart of the message that has made [Dan Martell](#) the world’s most popular SaaS (Software-as-a-Service) coach. In *Buy Back Your Time*, he teaches entrepreneurs at every level how to scale their business fast, while avoiding burnout. Trading money for time—literally buying back free space in your calendar—will give you more financial success than you ever dreamed was possible. Martell created and successfully exited three tech businesses (Clarity.fm, Spheric, and Flowtown), raised more than \$2 million in venture funding, and invested in more than 40 start-ups, such as Intercom, Udemy, and Hootsuite. In 2016, he founded the SaaS Academy and grew it to become the largest coaching business in the world for SaaS founders.

UK, Translation: Portfolio (editor Noah Schwartzberg)

Agent: Lucinda Literary



**Rickards, James**

**November 2022**

**SOLD OUT: How Broken Supply Chains, Surging Inflation, and Political Instability Will Sink the Global Economy**

The supply chain crisis is coming to a head. Today, your favorite products are missing from store shelves, caught in supply chain limbo somewhere in the Pacific Ocean. But what does this disruption look like six months, or even three years, from now? While we hope that post-pandemic recovery will absolve these issues, the reality is that digital currency, meme stocks, and social media can't solve the age-old problem of producing and moving physical goods across oceans and continents. According to [James Rickards](#), consumer frustration is only the tip of a very large, menacing iceberg that threatens global economic collapse. In *Sold Out*, Rickards shares his predictions for our post-pandemic future and outlines how consumers and business owners can get ahead of the collapse. You'll learn how energy shortages in China, fueled by a trade war with Australia, is disrupting the entire steel market and forcing factories to shut down. You'll also learn how rising inflation will ultimately lead to deflation in a few short years, as consumer spending eventually tanks due to higher taxes, excessive debt, and increased layoffs—and why such economic conditions will closely resemble the 1930s. Our global economy faces unprecedented challenges in the next few months. But whether we sink or swim depends on how prepared we are—and what we do now to thwart the coming collapse. Rickards is the bestselling author of *The New Great Depression*, *Aftermath*, *The New Case for Gold*, and others.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Janklow & Nesbit

UK: Penguin Business; Arabic: Jarir; Chinese (cc): Linking; German: Finanzbuch; Korean: RH Korea; Vietnamese: Tre



**Utley, Jeremy, and Perry Klebahn**

**October 2022**

**IDEAFLOW: The Only Business Metric that Matters**

Stanford d.school professors [Perry Klebahn](#) and [Jeremy Utley](#) reveal how leaders can dramatically boost the creative output of their organizations, drawing from their popular courses. How many new ideas could you come up with if given nothing but ten minutes, a pen, and a piece of paper? Your number of ideas is a metric for your ability to generate novel solutions to any given problem, on demand. This is what Stanford d.school professors Klebahn and Utley call *ideaflow*. It is the most crucial business metric that you've never considered. Why? Every business problem is an idea problem. How well you can solve those problems—how much your ideaflow is—is how well you and your business perform, navigate uncertainty, and develop innovations. Drawing from their decades of teaching Silicon Valley entrepreneurs and Fortune 500 executives at the world-famous Stanford d.school, Klebahn and Utley offer a battle-tested framework to exponentially boost your ideaflow. Klebahn is an Adjunct Professor and Director of Executive Education at Stanford d.school. Utley is the Director of Executive Education at the d.school and an Adjunct Professor at Stanford's School of Engineering.

Translation: Portfolio (editor Merry Sun)

Agent: Lynn Johnston Literary

UK: Ebury Edge; Arabic: Jarir; Chinese (cc): Commonwealth Mag; Chinese (sc): Cheers; Korean: Woongjin; Romanian: Publica; Spanish: Urano

## INTRODUCING THESIS

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Portfolio, an imprint of the Penguin Publishing Group, is pleased to announce the launch of a new imprint, joining its eponymous Portfolio and its Sentinel publishing programs.

This new line, Thesis, will be led by Bria Sandford, Editorial Director of Sentinel, and Niki Papadopoulos, Editor-in-Chief of Portfolio. Adrian Zackheim will serve as Publisher. Helen Healey-Cunningham has also rejoined the company as Editor to acquire for Thesis, Sentinel, and Portfolio.

Thesis will be dedicated to publishing urgent idea-driven nonfiction by thought leaders, journalists, and experts with strong points of view. The inaugural list will launch in spring 2023 with *Struggle Sessions* by Nellie Bowles, and *Take Down* by activist Laila Mickelwait in fall 2023. Other Thesis authors include journalist Matt Taibbi, “America’s government teacher” Sharon McMahon, and evolutionary psychologist Diana Fleischman.

**Bowles, Nellie**

**April 2023**

**STRUGGLE SESSIONS: Dispatches from the Wrong Side of History**

Nothing [Nellie Bowles](#) did shocked her San Francisco neighbors and friends until she started asking whether the progressive movement she loved actually helped people. Gently informed that asking these questions meant she was “on the wrong side of history,” Bowles did what any reporter worth her salt would do: she started investigating for herself. The answers she found were worse—and funnier—than she’d expected. In *Struggle Sessions*, Bowles takes readers inside the world of the elite woke to paint a devastating portrait of a cultural ideology gone awry. With irreverent accounts of attending Robin DiAngelo’s multi-day course on “The Toxic Trends of Whiteness,” meeting the social justice activists who run “Abolitionist Entertainment, LLC,” and navigating the increasingly deranged world of the *New York Times*, she deftly exposes the more comic excesses of wealthy progressives. Deliciously funny and painfully insightful, *Struggle Sessions* is an unmissable debut by one of America’s sharpest journalists. Bowles is a journalist writing about business and culture. Previously, she was a tech reporter at the *New York Times* and a correspondent for *VICE News Tonight*.

Translation: Thesis (editor Bria Sandford)

Agent: Javelin Group

UK: Swift Press

**Mickelwait, Laila**

**Fall 2023**

**TAKE DOWN: My Fight to Destroy Pornhub and the Rape-for-Profit Industry**

Most people know that Pornhub is a titan of its industry, receiving billions of visits per month. But fewer know that it’s infested with rape videos, including child rape and revenge porn—or that this illegal content has made its CEOs unimaginably rich. In 2020, anti-sex trafficking activist [Laila Mickelwait](#) decided to hold Pornhub accountable for the first time, exposing a criminal enterprise hidden in plain sight. *Take Down* is the story of her battle to seek justice for Pornhub’s many victims, including her efforts to bring trafficked women to safety while dodging personal threats from Pornhub’s agents. Readers will follow her journey, from discovering thousands of videos of child abuse and rape on Pornhub to facing down death threats to pressuring the FBI, Congress, and all major credit card companies to join her cause. Today, Pornhub has been forced to delete 80% of its content—and Mickelwait isn’t stopping there. *Take Down* will forever transform the way we think about the pornography industry, challenging our beliefs about safety, freedom, and liberation. It also introduces readers to an extraordinary activist who has worked tirelessly to keep women safe. Mickelwait is the Founder and CEO of the Justice Defense Fund and the Founder of the global #Traffickinghub movement.

UK, Translation: Thesis (editor Helen Healey-Cunningham)

Agent: Fedd Agency

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