

# LONDON 2017



PORTFOLIO  

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## SPRING 2018

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Bliss, Jeanne

March 2018

### WOULD YOU DO THIS TO YOUR MOTHER? The Simple Question That Can Solve Your Customer Service Problem

Too many managers feel a nagging shame about their poorly-rated customer service—yet can't pinpoint its cause. Turns out, one simple but probing question can revolutionize a company's relationship with their customers. "Would you do this to your mother?" is a question that prompts systemic change, starting with a company's core philosophy and extending to its corporate policies and its stylistic choices on the front end. Jeanne Bliss, a customer service consultant who grew up in an Italian family where matriarchs were highly valued, identifies the habitualized practices in every industry that create complexity, uncertainty, and tiring games, hurting people and ultimately hurting profits. Bliss has served as the chief customer executive at Allstate, Microsoft, and other companies. Most recently, she founded [CustomerBliss](#), where she advises clients such as AAA, Johnson & Johnson, and Symantec. She is the author of *I Love You More Than My Dog* and *Chief Customer Officer*.

First Serial, UK, Translation, Audio: Portfolio (editor Leah Trouwborst)

Agent: Author c/o Portfolio

Sales for *I Love You More Than My Dog*:

Chinese (sc): Orient Brainpower; Korean: KED; Portuguese (B): Alta

Bremmer, Ian

Feb. 2018

### US VS. THEM

In his new book, [Ian Bremmer](#) argues that much like climate change, the rise of populism around the world is inevitable, likely to spread wider, and worsen over the coming decade. Emerging economies with weak institutions are more vulnerable to populist takeover than developed nations with robust systems of checks and balances, but in all cases, the new political arrangement will create winners and losers. Bremmer explains the social, economic, and technological forces that are fueling this new wave of populism and explains why we're witnessing a rejection of the democratic, global cosmopolitan trends of the late 20<sup>th</sup> century in favor of authoritarian nationalism. *Us vs. Them* is a guide to navigating the shifting political landscape and weathering the populist storm of the decade ahead. Bremmer is the author of *Superpower, Every Nation for Itself*, and *The End of the Free Market*.

First Serial, UK, Translation, Audio: Portfolio (editor Bria Sandford)

Agent: ICM/Sagalyn

UK: Portfolio

Sales for previous Ian Bremmer books:

UK: Portfolio; Arabic: Dar Alfarabi; Armenian: Edit Print; Chinese (cc): Business Weekly, Wealth Press; Chinese (sc): Xinhua, China Machine; Czech: Vysehrad; German: Hanser; Indonesian: Gramedia; Italian: Il Sole 24 Ore; Japanese: Nikkei; Korean: Dasan; Portuguese (B): Saraiva; Serbian: Center for Int'l Relations; Turkish: Final; Vietnamese: Tre

**Chang, Emily**  
**BROTOPIA: The Seedy Underbelly of Silicon Valley's Woman Problem**

**March 2018**

Silicon Valley has long prided itself on being the land of opportunity where anyone with a big idea can make it a reality. But the bitter truth is that women are barely represented in technology—with the gender gap only getting worse. Thanks in part to the “brogrammer” and frat-like culture of male-dominated startups, women are being shut out of the biggest wealth creation of this generation. *Bloomberg West* reporter [Emily Chang](#) explores the astonishing extent of the gender gap through naming names, telling stories, reporting interviews with the biggest influencers in the industry, providing concrete data, and offering what has eluded the industry thus far—a set of tangible solutions.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)  
Agent: McCormick & Williams

**Coleman, Joey**  
**THE FIRST 100 DAYS: Make Every Customer a Customer for Life**

**Feb. 2018**

This paradigm-shifting customer service book is about plugging a revenue hole your company probably didn't know existed. Twenty to seventy percent of newly acquired customers will stop doing business with you within the first 100 days. Not because people are inherently disloyal—because salespeople inadvertently neglect their customers at the exact moment they need affirmation in their decision. [Joey Coleman](#), the popular speaker and consultant who founded Design Symphony, breaks down the 100 days following a sale into seven windows of time during which customers undergo seven emotional needs. His methodology for addressing those needs has been adopted to great success by Hyatt, Zappos, and NASA, among others. This is a strategy book for managers as well as a practical book for sales and marketing teams.

First Serial, UK, Translation, Audio: Portfolio (editor Leah Trouwborst)  
Agent: Levine, Greenberg, Rostan

**Duke, Annie**  
**THINKING IN BETS**

**April 2018**

In this compact book for readers of *Decisive* and *Predictably Irrational*, World Series of Poker champion [Annie Duke](#) teaches readers how to improve decision-making when you don't have all the facts. The key to better outcomes over time is shifting your thinking from all-or-nothing propositions to a probabilistic model. Once you remove the need for certainty, you will be more calm, confident, and successful under pressure. Duke draws on examples and case studies from her thriving business consulting practice and (of course) the colorful world of professional gambling.

First Serial, UK, Translation, Audio: Portfolio (editor Niki Papadopoulos)  
Agent: Levine, Greenberg, Rostan

**Dulski, Jennifer**  
**THE MOVEMENT STARTER'S HANDBOOK**

**Feb. 2018**

*The Movement Starter's Handbook* is the president of [Change.org's](https://change.org) inspiring call to rethink leadership: Leaders should start movements instead of businesses to lead the change they dream of seeing. [Jennifer Dulski](#) focuses on what can happen when we surmount fear and anxiety and instead empower ourselves to lead change. Everyone, from the CEO to a new intern, is passionate about something. Dulski shows that each of us has the innate ability to inspire others and start movements around ideas that matter—whether that's a new initiative at work, a political campaign, a social movement, or a new company.

First Serial, Translation, Audio: Portfolio (editor Stephanie Frerich)  
Agent: Author c/o Portfolio  
UK: Virgin/Ebury

**Evans, Claire**  
**THE FUTURE IS UNMANNED**

**April 2018**

We have already written women out of history in the tech world, even though they were a major creative force that helped shaped the world we know now. *The Future Is Unmanned* is the first social history of women and the internet, tracing the untold stories of Ada Lovelace and Grace Hopper, but also the feminist digital programmers of the 1990s. These innovators have made our lives better, richer, and more connected. [Claire Evans](#), lead singer of the pop group YACHT, former science blogger for *National Geographic*, and futures editor of VICE's *Motherboard*, articulates how women push technology forward, highlights women ignored by other social histories of technology, and asserts that female innovators have shaped and continue to shape technology in powerful ways that we can no longer ignore.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)  
Agent: Aevitas Creative Management

**Fishkin, Rand**  
**THE TRANSPARENT ENTREPRENEUR**

**Feb. 2018**

[Rand Fishkin](#), the founder of the iconic search engine optimization (SEO) company [Moz.com](https://moz.com), offers a frank, funny, and no-holds-barred look inside how he developed his company's first product, raised millions in venture capital, and kept transparency as the startup's core value. He offers a critical look at conventional startup wisdom, pointing out that much of it doesn't apply outside Silicon Valley, and offers hard-won advice about hiring, firing, managing investors, and more. This is a must-read book for aspiring entrepreneurs in technology and technology-related fields.

First Serial, UK, Translation, Audio: Portfolio (editor Niki Papadopoulos)  
Agent: Fletcher & Co.  
UK: Portfolio

**Manero, Matt**  
**YOU NEED MORE MONEY**

**Feb. 2018**

People are easily lured into a false sense of comfort about their financial situation. All it takes is one health scare to wipe out one's life savings or one bad quarter to lose a steady job. With *You Need More Money*, serial entrepreneur and motivational speaker [Matt Manero](#) shakes readers out of their daze and gets them to take an honest look at their finances, then presents a clear, simple game plan to improve their saving habits and dramatically increase their earning potential.

First Serial, UK, Translation, Audio: Portfolio (editor Kaushik Viswanath)  
Agent: Dupree, Miller & Co.

**Snow, Shane**  
**THE POWER OF DIFFERENCE**

**March 2018**

[Shane Snow](#), journalist and founder of [Contently](#), couldn't stop thinking about a paradox that almost all organizations face. The corporate world—and much of liberal culture—unquestioningly celebrates diversity. But almost without fail, companies that bring in diversity officers, implement diversity programs, and hire more “diverse” employees wind up worse off than they were before. Through stories about failed corporate mergers (DaimlerChrysler), record-breakingly successful rap collaborations (the Wu Tang Clan), and trailblazing innovators (Kate Warne, the first American female detective), Snow uncovers the secret to managing differences to help teams achieve their best work. Snow is also the author of *Smartcuts*.

First Serial, UK, Translation, Audio: Portfolio (editor Merry Sun)  
Agent: Levine, Greenberg, Rostan

**Spall, Benjamin, and Michael Xander**  
**MY MORNING ROUTINE: How the Most Successful People Wake Up Refreshed, Start Their Days, and Linger Over the Little Things**

**April 2018**

In 2013, Mason Currey's book *Daily Rituals* began a cultural love affair with eccentric morning routines. But while Currey profiled long-dead writers who drank gin at 9:00 am, writers [Benjamin Spall](#) and [Michael Xander](#) interview today's most talented creatives and businesspeople for their secrets to unlocking day-long energy, focus, and calm. From sleep quality and dietary preferences, to electronics use and personal success rituals, the choices we make during the first few hours of their day have an outsized effect on everything else. Arianna Huffington and Google's M.G. Siegler, among many others, have contributed interviews. The book is based on the authors' [hit blog](#) of the same name.

First Serial, UK, Translation, Audio: Portfolio (editor Leah Trouwborst)  
Agent: Levine, Greenberg, Rostan  
UK: Portfolio

## FALL 2017

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**Acuff, Jon**

**Sept. 2017**

**FINISH: Stop Making Perfect the Enemy of Done**

With his self-deprecating humor and charm, Jon Acuff has won over hundreds of thousands of followers, who come to him for encouragement and a kick in the pants. Drawing on his popular 30 Days of Hustle course, here Acuff teaches readers to short-circuit perfectionism and make it through to the end of a task. He shows readers how to move past “the day after perfect,” get focused, and—finally—finish. [Jon Acuff](#) is the bestselling author of five books, including *Do Over*.

Sales for *Do Over*:

Chinese (cc): CommonWealth Mag; Chinese (sc): Beijing Huazhang; Polish: Edgard; Portuguese (B): Novo Seculo; Romanian: Act & Politon; Russian: Eksmo; Thai: Amarin; Vietnamese: Alpha

First Serial, UK, Translation, Audio: Portfolio (editor Bria Sandford)

Agent: Yates & Yates

**Adams, Scott**

**Oct. 2017**

**WIN BIGLY: Persuasion in a World Where Facts Don't Matter**

Scott Adams, creator of the world-famous comic strip Dilbert, recognized Donald Trump's powers of persuasion before nearly anyone else. Now he's expanding his controversial blog posts and opinions into a fascinating book about master persuaders like Trump, and how anyone can copy their techniques—for good or for ill. Written in the clever but relatable voice that his fans love, this is a must-read if you care about persuading others—or if you just want to resist the tactics of emotional persuasion when used on you. [Scott Adams](#) is the author of the bestseller *How to Fail at Almost Everything and Still Win Big*, among others.

First Serial, UK, Translation, Audio: Portfolio (editor Leah Trouwbourst)

Agent: Levine, Greenberg, Rostan

Sales for *How to Fail at Almost Everything and Still Win Big*:

UK: Portfolio; Arabic: Jarir; Chinese (cc): Good Morning; Chinese (sc): China Renmin UP; German: Redline; Korean: Gilbut; Portuguese (B): Figurati; Romanian: Publica; Russian: Eksmo; Spanish: Urano; Vietnamese: Alpha

**Dean, Will**

**Sept. 2017**

**IT TAKES A TRIBE: Building the Tough Mudder Movement**

The founder of [Tough Mudder](#)—the world's greatest obstacle course races—takes us inside his unconventional company and reveals how tribes form and grow in surprising and powerful ways. The company's rapid growth might seem inexplicable until you experience the camaraderie, iconoclastic spirit, and pure adrenaline of a Tough Mudder event. Founder Will Dean's entrepreneurial story isn't a typical case study, and his book is filled with colorful adventures and counterintuitive advice for all who want to build truly unique tribal businesses.

First Serial, Translation, Audio: Portfolio (editor Stephanie Frerich)

Agent: c/o Penguin UK

UK: Portfolio

**Doerr, John, and Kris Duggan**

**Oct. 2017**

**MEASURE WHAT MATTERS: The Simple Idea that Drives 10X Growth**

OKRs (Objectives and Key Results) are a type of goal-setting that Silicon Valley companies adapted to help them achieve tremendous growth and results. OKRs help an organization prioritize and scale. John Doerr, the “Father of OKRs,” brought OKRs from Intel to Google in 1999, when Google had only 20 employees. He taught Larry Page and Sergey Brin the concept, and they quickly adopted it at Google, now a 55,000-employee company. Since then, former Google employees have made OKRs standard practice across the Valley and beyond from Amazon to Zynga. With a foreword by Google’s Larry Page and interviews with Bono, Bill Gates, YouTube’s CEO Susan Wojcicki, and Google’s CEO Sundar Pichai, *Measure What Matters* arms a new generation of managers with the tools to align their teams, provide transparency, and work in sync toward big goals—to achieve tremendous growth. Kleiner Perkins venture capitalist [John Doerr](#) has backed some of the world’s most successful entrepreneurs, including Larry Page, Sergey Brin, and Eric Schmidt of Google; Jeff Bezos of Amazon; and Scott Cook and Bill Campbell of Intuit. [Kris Duggan](#) is the CEO of BetterWorks, a company devoted to helping organizations streamline goal-setting.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)

Agent: Carol Mann Agency

UK: Portfolio; Chinese (cc): Commonwealth; Chinese (sc): Citic

**Hadeed, Kristen**

**Oct. 2017**

**PERMISSION TO SCREW UP: Learning to Lead by Doing (Almost) Everything Wrong**

This is the underdog success story of one of today’s most inspiring young entrepreneurs. Kristen Hadeed built the cleaning business [Student Maid](#) that college students now clamor to join. But things didn’t come easily: With no training or experience in managing a business, she had no idea how to encourage or inspire her team. Her first year was a series of almost comic leadership mistakes, from extreme micromanagement to infuriating aloofness. *Permission to Screw Up* follows Hadeed’s journey and what she learned along the way from leading by example, to the importance of mentorship, to fostering accountability, to showing compassion for mistakes. In addition to running Student Maid, [Kristen Hadeed](#) is a popular speaker and consultant.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)

Agent: Inkwell Management

**Haden, Jeff**

**Jan. 2018**

**THE MOTIVATION MYTH: How High Achievers Really Set Themselves Up to Win**

“Motivation” as we know it is a myth. In fact, motivation is actually a result of change, not a cause. Understanding this will alter the way we approach any obstacle. Here Jeff Haden takes the mystery of our accomplishment, proving that success isn’t about spiritual awakening or a lightning bolt of inspiration, but instead, about clear and repeatable processes. [Jeff Haden](#) is one of [Inc.com’s](#) most popular columnists and one of LinkedIn’s most widely-followed Influencers.

First Serial, UK, Translation, Audio: Portfolio (editor Leah Trouwbourst)

Agent: Don Congdon Associates



**Henry, Todd**

**Nov. 2017**

**HERDING TIGERS: Master the Transition from Maker to Manager**

New managers in creative fields got the job because they were good at being makers—and learned to strategize their time, relationships, and mindset to produce the best creative work possible on their own. But when they're put in charge, the rules change, and they must unlearn their hard-won working habits in favor of new ones and navigate a minefield of complex relational dynamics with colleagues and bosses. Successful leaders of creative teams have mastered the difficult transition from doing the work to leading the work, and *Herding Tigers* shows how. [Todd Henry](#) is the author of *The Accidental Creative*, *Die Empty*, and *Louder Than Words*.

First Serial, UK, Translation, Audio: Portfolio (editor Niki Papadopoulos)  
Agent: Folio Literary Management

Sales for previous Todd Henry books:

Chinese (sc): China Renmin UP; Czech: Baronet; Indonesian: Elex Media; Japanese: Sunmark; Korean: Tornado; Polish: Helion; Portuguese (B): Alta; Russian: Piter; Spanish: PRH; Thai: WeLearn

**Janah, Leila**

**Sept. 2017**

**GIVE WORK: Saving the World One Job at a Time**

Founder of the non-profit [Sama](#), [Leila Janah](#) is quietly revolutionizing development. The Western world currently donates goods to the bottom billion, but after witnessing this broken system while volunteering all over the world, Janah had an insight: Giving *work* instead of aid ends the cycle of dependence that charity creates, while empowering people. Janah, a Harvard-educated former management consultant who was a Young Global Leader at the World Economic Forum, founded Sama on this principle. Named as one of the most innovative companies of 2016 by *Fast Company*, Sama bridges the divide between the non-profit world and the tech and private sectors to improve the lives of the world's poorest by creating jobs that traditionally would have been outsourced to the global middle-class. The steady salary and dignity from work changes the lives of the poor permanently, enabling them to move to better neighborhoods, attain more education, and send their children to school—a movement that has caught the attention of Richard Branson, *Vanity Fair*, *Vogue*, *Wired*, *Forbes*, and more. *Give Work* sets out with the goal to posit ideas that eradicate poverty, powered by Janah's story, and the story of the thousands of people who have benefited from Sama, with a call-to-action to the rest of us to spread the revolution.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)  
Agent: ICM

**Kotter, John, and Holger Rathgeber**

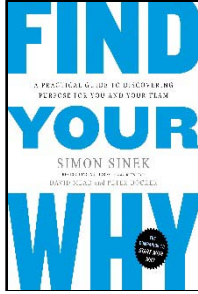
**Oct. 2017**

**OUR ICEBERG IS MELTING, 10<sup>th</sup> Anniversary Edition: Changing and Succeeding Under Any Circumstances**

The classic business parable that has sold more than a million copies, updated for its 10<sup>th</sup> anniversary. This new edition offers new 4-color illustrations, updated text, and a new Q&A afterword. Even more relevant now than ever, *Our Iceberg is Melting* offers both an unforgettable story and invaluable guidance for a world that keeps moving faster. [John Kotter](#) is often called the world's top authority on change leadership. He has written eighteen previous books, including the business fable *That's Not How We Do It Here!* Holger Rathgeber is an executive and consultant who frequently works with Kotter.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)  
Agent: Author c/o Portfolio

UK: Macmillan; Arabic: Jarir; Chinese (sc): Beijing Mediatime; German: Droemer; Japanese: Diamond; Korean: Gimm Young; Portuguese (B): Best Seller; Portuguese (P): Porto; Sinhala: Sarasavi; Slovak: Eastone



Sinek, Simon, with David Mead and Peter Docker

Sept. 2017

**FIND YOUR WHY: A Practical Guide to Discovering Purpose for You and Your Team**

With *Start With Why*, [Simon Sinek](#) inspired a movement to build a world where we can feel safe while at work and fulfilled at home. Now he has created a guide to the most important step any business can take: finding your why. This easy-to-follow workbook starts with the search for your personal why and expands to helping your colleagues find your organization's why. With detailed instructions on every stage in the process, the book also answers common concerns, such as: What if my why sounds like my competitor's? Can you have more than one why? And, if my work doesn't match my why, what do I do? Whether you're entry-level or a CEO, whether your team is run by the founder or a recent hire, these simple steps will lead you on a path to a more fulfilling life and long-term success for you and your colleagues. Sinek is also the author of *Leaders Eat Last* and *Together is Better*.

First Serial, UK, Translation, Audio: Portfolio (editor Adrian Zackheim)

Agent: Inkwell Management

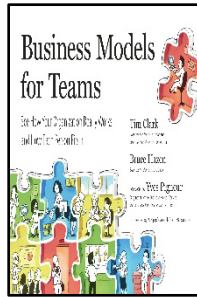
UK: Portfolio; Chinese (cc): Commonwealth Magazine; Dutch: Business Contact; German: Redline

Sales for previous Simon Sinek books:

UK: Portfolio; Arabic: Jarir; Bulgarian: Knigopis; Catalan: Deria; Chinese (cc): Commonwealth Mag, Yuan-Liou; Chinese (sc): Shanghai Dook; Czech: Jan Melvil; Danish: Nyt Nordisk; Dutch: Business Contact; Estonian: Million Mindset; French: Pearson; German: Redline; Greek: Klidarithmos; Hebrew: BMBY Software; Hungarian: HVG; Italian: Franco Angeli; Japanese: Nikkei; Korean: Time, The Book in My Life; Lithuanian: Eugrimas; Polish: Helion; Portuguese (B): Saraiva, HSM, Sextante; Romanian: Publica; Russian: Eksmo; Serbian: Kontrast; Spanish: Urano, Grup 62; Thai: Touch, WeLearn; Turkish: Dogan, Aritan; Ukrainian: Osnovy; Vietnamese: Thai Ha

## SUMMER 2017

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**Clark, Tim, and Bruce Hazen**

**June 2017**

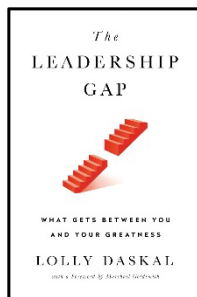
**BUSINESS MODELS FOR TEAMS: See How Your Organization Really Works and How Each Person Fits In**

The key to getting the most out of your team is making sure everyone understands how the money really gets made. Tim Clark and Bruce Hazen show how leaders of any group can help its people work toward shared goals without turnover, training, or culture-building exercises. *Business Models for Teams* shows you how to get everyone rowing in the right direction using “third object” tools that make this change powerful and enjoyable. [Tim Clark](#) leads the global personal business model movement at [Business Model You](#). He is the author of the international bestsellers *Business Model You* and *Business Model Generation*. [Bruce Hazen](#) is a career and management consultant.

First Serial, UK, Translation, Audio: Portfolio (editor Vivian Roberson)

Agent: Jeffrey Krames Literary

Chinese (cc): Sun Color; Chinese (sc): Beijing Huazhang; Dutch: Vakmedianet; German: Campus; Italian: Hoepli; Japanese: Shoisha; Korean: ReadySetGo; Portuguese (B): Alta; Portuguese (P): Dom Quixote



**Daskal, Lolly**

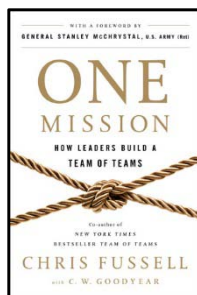
**June 2017**

**THE LEADERSHIP GAP: What Gets Between You and Your Greatness**

Here Lolly Daskal introduces seven leadership archetypes that, when mastered, result in exceptional leadership. She draws on more than thirty years of consulting for Fortune 500 CEOs to posit a powerful new framework for leading organizations: that the greatest leaders are those who embrace their failings. This is the indispensable guide to clearing the inevitable hurdles to great leadership. [Lolly Daskal](#) is the president and CEO of Lead From Within, a global consultancy. She is also *Inc.* magazine's most popular writer.

First Serial, UK, Translation, Audio: Portfolio (editor Kaushik Viswanath)

Agent: Anderson Literary Agency



**Fussell, Chris, and Charles Goodyear; foreword by Gen. Stanley McChrystal** **June 2017**  
**ONE MISSION: How Leaders Build a Team of Teams**

In this book, Chris Fussell provides a guide for leaders transitioning from a traditional hierarchy to the *Team of Teams* model. Drawing on his years of experience as a Navy SEAL, as General Stanley McChrystal's right-hand man in Iraq, and as a partner of the McChrystal Group, Fussell walks readers through the practical steps of uniting disparate teams around a single compelling vision and shows how companies such as Intuit and Under Armour have used these methods to improve their performance. [Chris Fussell](#) is a Managing Partner at the [McChrystal Group](#) and coauthor of the *New York Times* bestseller *Team of Teams*.

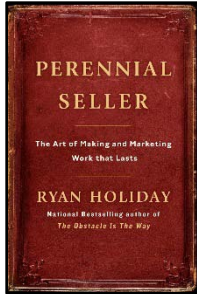
First Serial, UK, Translation, Audio: Portfolio (editor Bria Sandford)

Agent: Robert Barnett, Williams & Connolly

UK: Macmillan

Sales for *Team of Teams*:

UK: Portfolio; Chinese (cc): Business Weekly; Chinese (sc): Citic; Hungarian: HVG; Japanese: Nikkei BP; Korean: Innodigm; Romanian: Publica; Russian: Eksmo; Ukrainian: Monolith; Vietnamese: Alpha



**Holiday, Ryan**

**July 2017**

**PERENNIAL SELLER: The Art of Making and Marketing Work that Lasts**

Zildjian has been one of the premier makers of cymbals since 1623. Iron Maiden has filled stadiums for forty years, selling 85 million albums. Robert Greene's *48 Laws of Power* didn't hit the bestseller list until over a decade after it was first published, but since then it has sold more than one million copies. These are Perennial Sellers: timeless, dependable resources and unsung money-makers. They increase in value over time, and they were built to last from the outset. Here Ryan Holiday shows readers how to make and market their own classic works.

Featuring interviews with some of the world's greatest entrepreneurs and creatives, and grounded in a deep study of the classics in every genre, this book empowers readers to make their work a perennial success. [Ryan Holiday](#) is the bestselling author of *The Daily Stoic*, *Ego is the Enemy*, *The Obstacle is the Way*, *Growth Hacker Marketing*, and *Trust Me I'm Lying*.

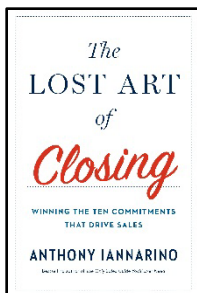
First Serial, UK, Translation, Audio: Portfolio (editor Niki Papadopoulos)

Agent: Steve Hanselman, LevelFiveMedia

UK: Profile

Sales for previous Ryan Holiday books:

UK: Profile; Albanian: Minerva; Arabic: Jarir; Bulgarian: Sky Print, Iztok-Zapad; Chinese (cc): Commonwealth Mag, Yuan-Liou, Sun Color, Faces; Chinese (sc): Hangzhou Guomai, ERC Media, Grand China; Czech: Beta, Albatros; Dutch: Bruna; Estonian: Oceanic; French: L'Ecole des Loisirs; German: Redline, Herder, Boersenmedien; Greek: Pedio, Klidarithmos; Hungarian: XXI Szazad; Indonesian: Ufuk; Italian: Sangiovanni's, Hoepli; Japanese: Pan Rolling, Nikkei BP; Korean: Smallbig, Next Wave, Gilbut, Simple Life; Polish: Helion; Portuguese (B): Intrinseca, Rocco, Nacional; Romanian: Act & Politon; Russian: Azbooka-Atticus, Popuri; Serbian: Vulkan; Slovene: Umco; Spanish: Oceano, Anaya, Urano; Thai: WeLearn; Turkish: Kapital, Dogan; Ukrainian: Nash Format; Vietnamese: Alpha



**Iannarino, Anthony**

**Aug. 2017**

**THE LOST ART OF CLOSING: Winning the Ten Commitments that Drive Sales**

Closing the deal is the most crucial step in the sales process. Yet most salespeople are following outdated, incorrect, and harmful advice telling them to aggressively and forcefully go for the hard sell—or to sell so softly, prospectshave no idea they're being offered something. Sales people have heard "Always Be Closing" and "Never Be Closing." But neither of those mantras are true in the complex sales landscape we have today. In a field rife with misperceptions about how to close a deal, Iannarino's book will be necessary reading for all

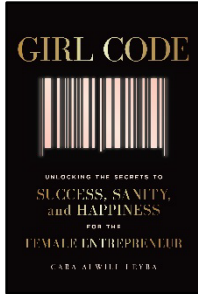
sales people, and will help them streamline the sales process to win more deals faster. [Anthony Iannarino](#) is the author of *The Only Sales Guide You'll Ever Need*.

First Serial, UK, Translation, Audio: Portfolio (editor Kaushik Viswanath)

Agent: Author c/o Portfolio

Sales for *The Only Sales Guide You'll Ever Need*:

Arabic: Jarir; Chinese (cc): Commonwealth; Chinese (sc): Beijing United; Italian: Hoepli



**Leyba, Cara Alwill**

**July 2017**

**GIRL CODE: Unlocking the Secrets to Success, Sanity, and Happiness for the Female Entrepreneur**

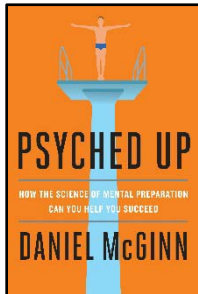
There is something dynamic that happens when women support each other—when they talk about their fears, missteps, and breakdowns, and when they share their celebrations and breakthroughs. *Girl Code* is a roadmap for female professionals. It won't teach you about systems or operational processes, but it will teach you how to build confidence in yourself, reconnect with your "why," eradicate jealousy, and ultimately learn the power of connection.

This is indispensable advice for readers of *#GIRLBOSS* and *You Are a Badass*. [Cara Alwill Leyba](#) is a speaker and life coach and the host of the podcast "Style Your Mind."

First Serial, UK, Translation (excluding Bulgarian): Portfolio (editor Leah Trouwborst)

Agent: Author c/o Portfolio

UK: Portfolio



**McGinn, Daniel**

**June 2017**

**PSYCHED UP: How the Science of Mental Preparation Can Help You Succeed**

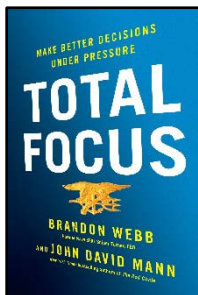
The science of effective practice and how to perform at peak levels has long been a popular subject of research. But more recently, scientists have uncovered that the underappreciated but important bridge between the two is mental preparation. Chances are, you aren't mentally preparing effectively, even though you can truly get better results at life's high-pressure moments with science-backed practices. *Psyched Up* is a book about what we can do before we have to perform. It examines new ways to deal with the flood of adrenaline,

increase focus, and otherwise optimize our emotions before we take the stage. [Daniel McGinn](#) is an editor at *Harvard Business Review*. His writing has appeared in *The Boston Globe Magazine* and *Newsweek*.

First Serial, UK, Translation, Audio: Portfolio (editor Kaushik Viswanath)

Agent: ICM/Sagalyn

UK: Portfolio



**Webb, Brandon, with John David Mann**

**Aug. 2017**

**TOTAL FOCUS: Make Better Decisions Under Pressure**

Brandon Webb has been through the school of hard knocks twice: first, as a Navy SEAL recruit enduring intense sniper training and four deployments in the Middle East, Afghanistan, and Africa; then, as an entrepreneur struggling to get a new business off the ground. In his new book, Webb tells the story of how, after failing miserably in the business world, he realized that his big mistake was neglecting to apply what he already knew about focus under pressure. By making this connection, Webb achieved the success that had been eluding him, and started

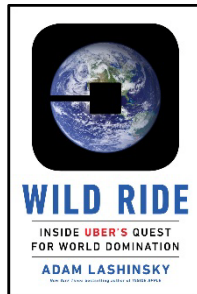
a media business that quickly built an audience of millions. [Brandon Webb](#) is the author of the *New York Times* bestseller *The Red Circle* and others.

First Serial, UK, Translation, Audio: Portfolio (editor Bria Sandford)

Agent: Paradigm Talent Agency

## SPRING 2017 HIGHLIGHTS

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Lashinsky, Adam

May 2017

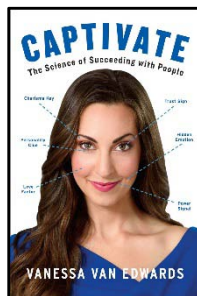
### WILD RIDE: Inside Uber's Quest for World Domination

In *Wild Ride*, [Adam Lashinsky](#) traces the story of Uber's rapid growth from its murky origins, to its founder's ethically-dubious practices, to its plans for expansion into different industries and markets. The company is fighting local competitors and lawmakers around the world; it has incited riots and protests in nearly every city, including Paris, Mumbai, and Mexico City—not to mention its nearly daily controversial headlines. Uber continues its explosive growth with its delivery service undercutting older and more established brands, and it has poached blocs of top research universities' faculties in a push to build the first self-driving car. What Uber does, and how its controversial leader Travis Kalanick does it, is critical to the trajectory of innovation in technology. Lashinsky is a veteran *Fortune* reporter and the author of the bestselling *Inside Apple*.

First Serial, UK, Translation, Audio: Portfolio (editor Stephanie Frerich)

Agent: Aevitas Creative Management

UK: Portfolio; Chinese (cc): Commonwealth Mag; Chinese (sc): Citic; Dutch: Spectrum; German: Boersenmedien; Russian: Eksmo; Thai: Nation; Vietnamese: Alpha



Van Edwards, Vanessa

April 2017

### CAPTIVATE: The Science of Succeeding with People

Here Vanessa Van Edwards shares the people skills you weren't taught in school. This is the first comprehensive, science-backed, real-life manual on human behavior. Original research and the latest studies on human behavior combine here to create the ultimate program for increasing interpersonal intelligence. The book offers 15 people skills from beginner to advanced levels that readers can use in every area of their lives. From job interviews to parenting to partying, mastering the science of people can fundamentally change the way you live and love. Vanessa Van Edwards is an in-demand speaker and the voice behind the [Science of People](#) blog.

First Serial, UK, Translation, Audio: Portfolio (editor Niki Papadopoulos)

Agent: David Fugate, Launch Books

UK: Portfolio; Chinese (cc): Fine Press; Chinese (sc): China South Booky; Korean: Sam & Parkers; Russian: Mann, Ivanov & Ferber

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