

LONDON 2021



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NEW ACQUISITIONS AND FUTURE HIGHLIGHTS

Dandapani

Fall 2022

THE POWER OF UNWAVERING FOCUS

There is a missing element in most discussions of mindfulness: focus. You can't be mindful without the ability to concentrate! This book offers a practical, step-by-step guide for understanding and harnessing focus. It details a process for learning, practicing, and mastering both concentration and willpower. Readers will gain the ability to direct awareness and energy toward achieving life goals. Applying these proven methods empowers readers to overcome distraction, worry, fear, anxiety, and stress. [Dandapani](#) is a Hindu priest, entrepreneur, and former monk. He is a sought-after speaker at events and companies worldwide, and his [Tedx Talk "Unwavering Focus"](#) has been viewed almost five million times.

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Martell Agency

Spanish: Planeta

Duke, Annie

Fall 2022

QUIT

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](#).

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Levine, Greenberg, Rostan

Hoyne, Neil
COMPETING ON DATA

Summer 2022

For more than a decade, [Neil Hoyne](#) has been advising companies how to use digital marketing to grow their business. He argues that the marketing approach of most businesses is obsolete. They think in the short-term (did people purchase based on the ad offered up at this one moment?) and they try to figure out what “everybody” likes rather than identifying their best customers. But as Hoyne shows, 80% of revenue comes from cultivating 20% of the customer base. Hoyne teaches is a different way to gather, interpret, and use data to grow the bottom line. He shows how to shift from a transactional to a relationship-based mindset to capture long-term value. Written in a conversational, non-technical style, this is a book for marketers and executives looking for a clear growth strategy that will propel their business forward with unambiguous results. Hoyne serves as Google’s Chief Measurement Strategist, leveraging market insight to accelerate data-driven growth for Google’s top-spending advertisers. He is a Senior Fellow in Customer Analytics at the Wharton School of the University of Pennsylvania.

UK, Translation: Portfolio (editor Noah Schwartzberg)
Agent: Levine, Greenberg, Rostan

Klebahn, Perry, and Jeremy Utley
IDEAFLOW

Fall 2022

Here directors of [Stanford’s d.school](#) restore creativity to its position of central importance in business, offering managers, leaders, and entrepreneurs a robust and flexible set of disciplines for generating more and better ideas—dramatically boosting the creative output of their organizations. Any firm’s continued existence depends on its ability to come up with new solutions. When presented with a problem, many new ideas are key, as only a flood of new ideas can generate one great one. In creativity, quantity drives quality. And measuring creativity boils down to *ideaflow*, the metric of creative capacity, which quantifies how many genuinely novel solutions one can generate around a given problem in a given amount of time. Thus improving ideaflow generates tremendous value in the marketplace. There is nothing magical or precious about the process of creativity. The more ideas you generate, the better you get at generating ideas. The more ideas you put into action, the better you get at acting on ideas. It’s hard to imagine a more fundamental or useful skill at a time like this. 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.

UK, Translation: Portfolio (editor Merry Sun)
Agent: Lynn Johnston Literary

SPRING 2022

Crews, Terry

April 2022

STRONG: My Journey

When it comes to sheer muscle, anyone who has seen [Terry Crews](#) in the show *Brooklyn Nine-Nine* or his movies knows he is strong. Now Crews shares the raw, never-before-told story of his quest to find the true meaning of the word that has defined his life. In *Strong*, he examines six arenas where he desperately sought control—masculinity, religion, money, sex, racism, and friendship—and recounts the setbacks and victories he faced while uprooting toxic masculinity from his psyche and finally confronting his insecurities, painful memories, and limiting beliefs. Only by cultivating self-awareness and vulnerability was he finally able to achieve self-mastery. Crews' journey of transformation offers a model for anyone who considers themselves a “tough guy” but feels unfulfilled, anyone struggling with procrastination or self-sabotage, and anyone who admires Crews for his seeming invincibility.

UK, Translation: Portfolio (editor Leah Trouwborst)
Agent: UTA

Dogen, Sam

April 2022

BUY THIS, NOT THAT: How to Spend Your Way to Wealth and Freedom

When it comes to our money, many of us believe that to acquire more we have to spend less. But the truth is that a mindset of skimping and frugality can lead you to miss opportunities for income growth and kill your dreams of early retirement. To live our best life today—while planning for an even better tomorrow—we need to make smarter, not fewer, spending decisions. In *Buy This, Not That*, Sam Dogen shares his strategies for building wealth, no matter how much money you have in the bank. With hard numbers and his signature straight talk, Dogen reveals the spending dos and don'ts for the biggest, and the smallest, purchases of your life. Dogen founded [Financial Samurai](#) in 2009. One of the pioneers of the modern-day FIRE movement, he was previously at Goldman Sachs and Credit Suisse, from which he retired at age 34.

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

Hutchinson, Y-Vonne

Feb. 2022

HOW TO TALK TO YOUR BOSS ABOUT RACE: Speaking Up Without Getting Shut Down

Diversity and inclusion expert [Y-Vonne Hutchinson](#) helps organizations from Amazon to Verizon speak more productively about racism and bias and turn talk into action. In this clear and accessible guide, Hutchinson equips employees with a framework to think about race at work, prepares them to have frank and effective conversations with more powerful leaders, helps them center marginalized perspectives, and explains how to navigate power dynamics to get results while avoiding backlash and gaslighting. *How to Talk to Your Boss About Race* is a crucial handbook for moving beyond fear to create change. No matter how much power you have, you can create antiracist change at work. Hutchinson is CEO and founder of [The ReadySet](#), a diversity and inclusion training firm.

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

Love, Kumiko

Feb. 2022

MY MONEY MY WAY: Building a Foundation for Budget Confidence and Transforming Your Financial Life

Kumiko Love, financial advisor and creator of [The Budget Mom](#), inspires and equips you to end the cycle of self-doubt and make confident money decisions. The truth is you can reach your goals—whether they include becoming debt-free or buying your first home—while creating joyful moments for yourself and your family, and without worrying about every penny you spend. Love knows this better than anyone because she’s lived it. Only a few years ago, she struggled to pay her six-figure debt down while making \$24,000 per year as a single mom. Every financial plan she tried failed, so she made one that prioritized her family and her sanity. Today, she’s living debt-free in her dream home, which she paid for in cash, and spends stress-free time with her son every day. Love has motivated millions of women to manifest their money dreams. Her revolutionary approach will unlock the secrets of financial abundance so you never have to sweat living your best life ever again.

UK, Translation: Portfolio (editor Helen Healey)

Agent: Alive Literary

Oelwang, Jean

March 2022

PARTNERING: Forging the Deep Connections that Make Great Things Happen

[Jean Oelwang](#) has been on a decade-long journey to find and nurture relationships with depth and purpose. Deep connections have a profound ripple effect on everything we do, supporting us to achieve more, withstand anything, and amplify impact. Those enduring partnerships are the foundation of a meaningful life as well as the backbone of any successful organization. From hundreds of interviews with sixty great partnerships, ranging from business partners to life partners who have made profound differences in their fields, Oelwang offers new insight into how to build relationships that matter. She identifies the important values that connect great partners, the daily rituals that they use to stay in sync, and the habits that allow them to disagree respectfully and productively. Oelwang is the President and Trustee for [Virgin Unite](#) and Senior Partner at the [B Team](#).

UK, Translation: Optimism Press (editor Merry Sun)

Agent: Williams & Connolly

Spalding, General Robert

Feb. 2022

WAR WITHOUT RULES: China’s Playbook for Global Domination

For years now, American politicians have made the mistake of expecting the Chinese Communist Party to play by the rules. The truth is that the CCP has only one rule: that in the new warfare anything goes. This no-holds-barred philosophy isn’t even a secret—it’s laid out in a book that has become China’s new *Art of War*. In *War Without Rules*, retired Air Force [Brigadier General Robert Spalding](#) takes Americans inside this book of Chinese strategy. *Unrestricted Warfare*, written in the 1990s by two Chinese colonels, argues that there is no sector of life outside the realm of war and offers a guide to using corporate espionage, global pandemics, and trade violations to achieve dominance. Spalding walks readers through the principles of this book, explaining the new philosophy and showing that China has already employed its tactics to gain economic, technological, and military power over the West. More than a vital read for those interested in China, *War Without Rules* is essential reading for anyone—from policymakers and diplomats to businessmen and investors—finally waking up to the stealth war. General Spalding is the author of *Stealth War*. He is a former China strategist for the chairman of the Joint Chiefs of Staff and the Joint Staff at the Pentagon, as well as a senior defense official and defense attaché to China.

UK, Translation: Sentinel (editor Bria Sandford)

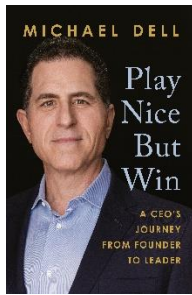
Agent: ICM

Van Edwards, Vanessa
CUES

Feb. 2022

Whether you like it or not, people are going to make snap judgments about your smarts, credibility, talent, and worth. Why not make sure they're good ones? As behavior researcher and bestselling author [Vanessa Van Edwards](#) shows in *Cues*, you actually have a great deal of control over what others make of you. Even better, you don't need to change who you are or what you value in order to make a better impression. The key is to become fluent in the language of *cues*, or tiny signals that we send to others through our body language, facial expressions, word choice, and vocal inflection. Cues are the difference between being perceived as credible or smarmy, smart or flighty, professional or a complete mess. In *Cues*, you'll learn how to control and interpret these low-res signals that have a massive impact on how you come across to others. Van Edwards is the author of *Captivate*.

UK, Translation: Portfolio (editor Niki Papadopoulos)
Agent: LaunchBooks Literary



Dell, Michael

Sept. 2021

PLAY NICE BUT WIN: A CEO's Journey from Founder to Leader

This is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, [Michael Dell](#) reveals the highs and lows of the company's evolution amid a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts. Dell is chairman and chief executive officer of [Dell Technologies](#).

UK, Translation: Portfolio (editor Trish Daly)

Agent: UTA

Vietnamese: Ecoblader

Doerr, John

Oct. 2021

SPEED AND SCALE: An Action Plan for Solving Our Climate Crisis Now

What if we brought the techniques of today's most powerful, efficient, and innovative companies to bear on climate change? *Speed and Scale* offers a global plan for cutting emissions and reaching net zero by 2050, powered by objectives and key results (OKRs). Simple yet powerful OKRs have scaled ideas into movements that changed the world, proven by organizations like Google and the Bill & Melinda Gates Foundation. Using the most aggressive targets put forth by scientists and experts, [John Doerr](#) identifies OKRs for the five sectors most responsible for emissions and key accelerants to make solutions scale with all possible speed. The book features case studies and exclusive interviews with leaders like Bill Gates and Al Gore alongside entrepreneurs and scientists. This book is for a new generation of entrepreneurial leaders with a plan, tools, and science on their side—and no more time to waste. An acclaimed venture capitalist, Doerr is the chairman of Kleiner Perkins and the author of *Measure What Matters*. He serves on the board of the Obama Foundation and ONE.org.

Translation: Portfolio (editor Trish Daly)

Agent: Carol Mann Agency

UK: Penguin Business

Holiday, Ryan
COURAGE IS CALLING

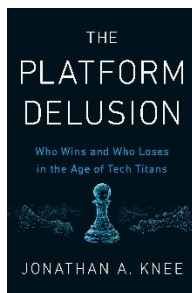
Sept. 2021

This is the first in a new four-book series—modeled in the same accessible and beloved style of [Ryan Holiday's](#) bestselling *The Obstacle is the Way*, *Ego is the Enemy*, and *Stillness is the Key*—bringing each of the four cardinal virtues of Stoicism to an audience that is crying out for them. In *Courage is Calling*, Holiday breaks down the elements of fear, an expression of cowardice; the elements of courage, an expression of bravery; and lastly, the elements of heroism, an expression of valor. Through engaging stories about historic and contemporary leaders, he shows how to conquer fear and practice courage in your daily life. In a world in which fear runs rampant—when people would rather stand on the sidelines than speak out against injustice, go along with convention than bet on themselves, and turn a blind eye to the ugly realities of modern life—we need courage more than ever. We need the courage of whistleblowers and risk takers. We need the courage of activists and adventurers. We need the courage of writers who speak the truth—and the courage of leaders to listen. Holiday is also the author of *Lives of the Stoics* and *The Daily Stoic*, as well as *Perennial Seller*, *Growth Hacker Marketing*, and others.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Level Five Media

UK: Profile; German: Finanzbuch; Italian: Hoepli; Korean: Dasan; Portuguese (B): Intrinseca



Knee, Jonathan A.

Sept. 2021

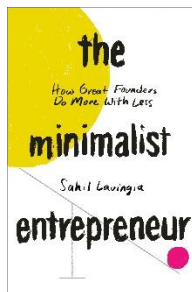
THE PLATFORM DELUSION: Who Wins and Who Loses in the Age of Tech Titans

Here Jonathan Knee explains what really makes the biggest tech companies work: a surprisingly disparate portfolio of structural advantages buttressed by shrewd acquisitions, strong management, lax regulation, and often, encouraging the myth that they are invincible to discourage competitors. By offering fresh insights into the true sources of strength and very real vulnerabilities of these companies, *The Platform Delusion* shows how investors, existing businesses, and startups might value them, compete with them, and imitate them. The book demystifies the success of the biggest digital companies in sectors from retail to media to software to hardware, offering readers what those companies don't want everyone else to know. Knee is the author of *The Accidental Investment Banker*, *The Curse of the Mogul*, and *Class Clowns*.

UK, Translation: Portfolio (editor Merry Sun)

Agent: Levine, Greenberg, Rostan

Korean: Chunggrim



Lavingia, Sahil

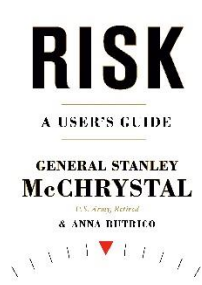
Oct. 2021

THE MINIMALIST ENTREPRENEUR: How Great Founders Do More With Less

This is the manifesto for a new generation of entrepreneurs who would rather build great companies than big ones. [Sahil Lavingia](#) left his position as the second hire at Pinterest to chase his own dream of founding a billion-dollar company. His startup, [Gumroad](#), was growing quickly and raising venture capital easily. Until one quarter, when growth faltered, and everything crumbled. But Lavingia rebuilt Gumroad from the ground up. In contrast to the waste and hypergrowth-for-growth's sake mentality that characterized his first attempt, he became a minimalist entrepreneur. Weaving together his own experience at Gumroad with stories of other likeminded companies, he offers a new roadmap for entrepreneurs choosing to grow meaningfully over growing unsustainably.

UK, Translation: Portfolio (Merry Sun)

Agent: Writers House



McChrystal, General Stanley
RISK: A User's Guide

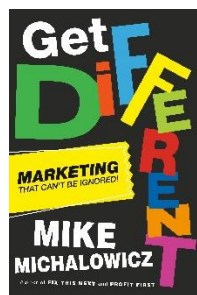
Oct. 2021

Risk: A User's Guide offers a new system to detect and respond to risk. Instead of defining risk as a force to predict, [General Stanley McChrystal](#) shows that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every sort of risk that they might face. McChrystal retired in July 2010 as a four-star general in the U.S. Army. He is the author of *Team of Teams*, *Leaders*, and *My Share of the Task*.

Translation: Portfolio (editor Noah Schwartzberg)

Agent: Javelin Group

UK: Penguin Business



Michalowicz, Mike
GET DIFFERENT: Marketing That Can't Be Ignored!

Sept. 2021

Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, [Mike Michalowicz](#) offers a proven method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system. Michalowicz is the bestselling author of *Profit First*, *Clockwork*, and *Fix This Next*, among others.

UK, Translation: Portfolio (editor Noah Schwartzberg)

Agent: Author c/o Portfolio

Nooyi, Indra
MY LIFE IN FULL: Work, Family, and Our Future

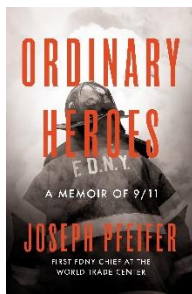
Sept. 2021

[Indra Nooyi](#) is a business tycoon like no other. At a time when women, especially women of color, had limited access to the C-suite, Nooyi showed the world that women have a place at the top. Now, Nooyi wants to help more women, particularly working mothers, secure leadership positions. In this profound, deeply personal memoir, you'll read about Nooyi's journey from Madras, India, to Yale University, to her first consulting job at Booz Allen Hamilton, and finally, to the C-suite of PepsiCo. Alongside these stories of triumph, Nooyi also recounts the sacrifices that her family had to make so Nooyi could be both a CEO and a mother. Nooyi argues that modern workplaces are still designed for men and single-earner households, and she presents a six-point plan for creating a workplace that prioritizes family and empowers women. *My Life in Full* is a rallying cry for women at every stage of their careers, and a manifesto for change for every corporate executive and policy leader.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Williams & Connolly

UK: Piatkus; India: Hachette India; Chinese (cc): [Linking](#); Chinese (sc): [CITIC](#); French: Fayard; Korean: Korea Economic Daily & Business; Portuguese (B): Alta; Russian: Eksmo



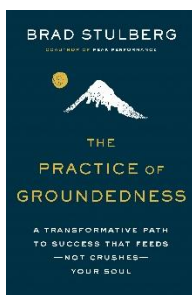
Pfeifer, Joseph
ORDINARY HEROES: A Memoir of 9/11

Sept. 2021

When Chief Joe Pfeifer led his firefighters to investigate an odor of gas in downtown Manhattan on the morning of 9/11/01, he had no idea that his life was about to change forever. A few moments later, he watched the first plane crash into the World Trade Center. Pfeifer, the closest FDNY chief to the scene, spearheaded rescue efforts on one of the darkest days in American history. *Ordinary Heroes* is the unforgettable and intimate account of what he witnessed at Ground Zero on that day and the days that followed. This gripping narrative gives way to resiliency and a determination that permanently reshapes Pfeifer, his fellow firefighters, NYC, and America.

UK, Translation: Portfolio (editor Bria Sandford)

Agent: Queen Literary



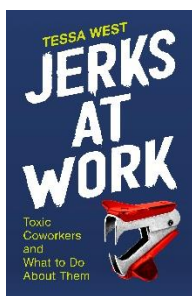
Stulberg, Brad
THE PRACTICE OF GROUNDEDNESS: A Transformative Path to Success That Feeds—Not Crushes—Your Soul

Sept. 2021

High achievement comes at a cost. For many of us, angst, restlessness, frayed relationships, burnout, and even substance abuse are unwanted side effects of an obsession with outward achievement and one-upmanship, against both self and others. When suffering from this “heroic individualism,” the high of occasional wins sustains you for a while. But ultimately, when your best-laid plans fail, you face unforeseen obstacles, or when lasting satisfaction proves elusive, you feel aimless and struggle. Here [Brad Stulberg](#) shares a new model for success that defies our “never enough” culture. At the heart is groundedness—a practice that values presence over rote productivity, accepts that progress is nonlinear, and prioritizes long-term values and fulfillment over short-term gain. Ultimately, groundedness produces a firm and unwavering sense of self, one from which deep and enduring, not shallow and superficial, success can be found. Stulberg is the coauthor of *Peak Performance* and *The Passion Paradox*.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: DeFiore & Company



West, Tessa
JERKS AT WORK: Toxic Coworkers and What to Do About Them

Jan. 2022

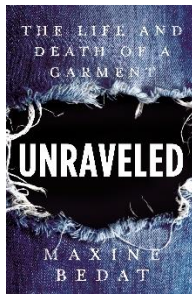
Have you ever watched a coworker charm the pants off management while showing a competitive, Machiavellian side to the lower ranks? Those Kiss-Up/Kick-Down coworkers don't hesitate to throw peers under the bus, but their bosses are oblivious to their bad behavior. What to do? In *Jerks at Work*, [Tessa West](#) draws on a decade of original research to profile classic workplace archetypes, including the Gaslighter, the Bulldozer, the Credit-Stealer, and the Micromanager, and gives advice to anyone who has ever cried in a bathroom stall at the office. West digs deep into the inner workings of each bad apple, exploring their motivations and insecurities, and she offers clever strategies for stopping each type of jerk in their tracks. This is the playbook that you wish you didn't need but you'll always turn to—and the answer to your endless “how to deal with a terrible boss” Google searches. West is a professor of social psychology at New York University.

Translation: Portfolio (editor Leah Trouwborst)

Agent: Inkwell Management

UK: Ebury Edge; Korean: Munhakdongne; Russian: MIF

SUMMER 2021



Bédat, Maxine

June 2021

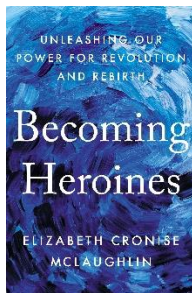
UNRAVELED: The Life and Death of a Garment

Unraveled shows us the people and goods at the mercy of our global economy—and how disturbingly fragile it is. Sustainable fashion expert [Maxine Bédat](#) tracks the iconic American pair of jeans from the beginning of its life to its end. A Texas cotton farm struggles to get by without relying on fertilizers that poison the earth. Dying and weaving factories in China pump chemicals banned in the West into waterways used to irrigate farms. In Bangladesh and Sri Lanka, rickety factories crammed with women working for illegally low wages produce garments as efficiently as machines. Back in America, our jeans travel through Amazon warehouses in suburban America to a Brooklyn landfill—or they get shipped around the world again to secondhand markets and trash heaps in Ghana. In a journey that loops around the world, creating a dizzying amount of waste and leaving a trail of human and environmental destruction in its wake, *Unraveled* shows us the story behind our clothes, weaving together the stories of modern clothing with the details of the people who make it, to produce a richly researched portrait of our global marketplace—and what it's costing us. Bédat is the founder and director of the New Standard Institute at New York University, a center dedicated to establishing alternatives to current supply and production chains.

UK, Translation: Portfolio (editor Merry Sun)

Agent: Cheney Agency

Chinese (sc): CITIC; Ukrainian: Yakaboo



McLoughlin, Elizabeth Cronise

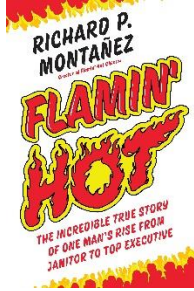
July 2021

BECOMING HEROINES: Unleashing Our Power for Revolution and Rebirth

Women who move up the corporate ladder do what they must to survive: silence their instincts, capitulate, accommodate, smile, compete with other women, and reinforce the patriarchy upon others. But with revolution in the air, female leaders are choosing to fight back against the broken system they once accepted. This book is their guide to becoming agents for change, starting by healing internalized trauma and recognizing the cognitive biases they've absorbed by osmosis. [Elizabeth Cronise McLaughlin](#) runs wildly popular executive coaching and leadership programs for women willing to undergo the deep inner transformation that precedes any outer change. Here she guides brave readers on an intensely personal journey to find their long-buried voices. This book is a must-read for any female leader ready to effect personal and institutional change. McLaughlin is the CEO of Gaia Project Consulting and the Founder of [The Gaia Project for Women's Leadership](#).

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Wendy Sherman Associates



Montañez, Richard P.

June 2021

FLAMIN' HOT: The Incredible True Story of One Man's Rise from Janitor to Top Executive

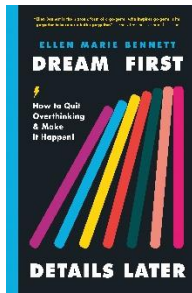
The cult favorite snack Flamin' Hot Cheetos would never have existed save for the entrepreneurial thinking of a Frito Lay janitor named [Richard Montañez](#). After a broken machine on the assembly line spit out a batch of plain Cheetos, Montañez scooped them up, took them home, and seasoned them with chili powder and lime juice. It took weeks of experimenting and testing—and an incredibly risky direct call to the company's CEO, breaking with protocol—to launch what become a billion-dollar idea. In *Flamin' Hot*, through twelve core lessons on entrepreneurial thinking and initiative, Montañez carves a new path to the American Dream for anyone without connections, formal education, or money, weaving in stories from his journey from migrant labor camp in Southern California to the executive office of PepsiCo. Today, Montañez is the Vice President of Multicultural Sales & Community Activation for PepsiCo North America. His life story is the subject of a forthcoming biopic from Fox Searchlight Films, directed by actor Eva Longoria.

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Dupree, Miller & Associates

Japanese: Kanki; Spanish: PRH Grupo

SPRING 2021 HIGHLIGHTS



Bennett, Ellen Marie

April 2021

DREAM FIRST, DETAILS LATER: How to Quit Overthinking and Make It Happen

You don't need a detailed plan to make your dream a reality. You just need to start before you're ready. This fun, illustrated guidebook will hold your hand tightly as you push aside analysis paralysis and dive into action, teaching you every creative problem-solving technique to handle crises as they arise. Whether you want to start a multi-million-dollar company or just pilot a risky idea, you'll learn how to transition from the "flying by the seat of your pants" stage to the "well-oiled machine" stage. Ellen Bennett is the founder and CEO of [Hedley & Bennett](#),

an apparel company that specializes in premium chef aprons.

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Gernert Co.

Chinese (cc): Business Weekly; Vietnamese: 1980 Books



Fontana, Ash

May 2021

THE AI-FIRST COMPANY: How to Compete and Win with Artificial Intelligence

We are in a new era of technology—the intelligence era—and with that comes a new type of business: the AI-first company. These companies collect valuable data from day one and use that data to train predictive models that automate work. AI-first companies are faster and more efficient, and they will dominate industries more completely than ever before. But to get it right, first you need to know how to build it. *The AI-First Company* is for real businesses, with real budgets, teaching the strategies and tactics needed to implement a predictive model with minimal resources. If the last decade was about getting AI to work in the lab, this one will be about getting AI to work for people, business, and society. It's not about building the right software; it's about building the right AI. Among the most recognized early-stage investors in the world, [Ash Fontana](#) is Managing Director of the first investment fund focused on AI, [Zetta](#). He was the first investor in category-defining AI companies (Kaggle, Domino, and Invenia) and is renowned for coining such ubiquitous terms as "AI-first companies," "systems of intelligence," and the "virtuous loop" of self-learning systems.

UK, Translation: Portfolio (editor Noah Schwartzberg)

Agent: Levine, Greenberg, Rostan

Chinese (sc): China Science & Technology

How to Change



Katy Milkman
Foreword by Angela Duckworth

Milkman, Katy; foreword by Angela Duckworth

May 2021

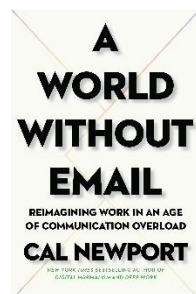
HOW TO CHANGE: The Science of Getting from Where You Are to Where You Want to Be

It's easy to effect short-term change in your life, but it's really hard to change for good. Fortunately, there is a solution. Drawing on her groundbreaking research in the field of behavioral psychology, [Katy Milkman](#) shares a toolkit that will help you change your behavior, and your life, for good, no matter your goal. Through case studies, engaging stories, and research from companies like Google and 24 Hour Fitness, Milkman teaches how setting the right intentions can alter the course of your success. Whether you're a manager, coach, or teacher looking to help others create positive change in their lives, or you're struggling to kick bad behaviors yourself, *How to Change* offers a blueprint for making it happen and making it stick. Milkman is a Professor at The Wharton School at the University of Pennsylvania. She has consulted for institutions such as Google and the US Department of Defense, and her behavioral change research is regularly featured in major media outlets.

Translation, excluding complex and simplified Chinese, Japanese: Portfolio (editor Niki Papadopoulos)

Agent: ICM/Sagalyn

UK: Vermilion; Arabic: Dar Altanweer; Dutch: Business Contact; Greek: Dioptra; Italian: Oscar/Mondadori; Korean: RH Korea; Portuguese (B): Objetiva; Romanian: Lifestyle; Russian: MIF; Spanish: Planeta; Thai: B2S; Vietnamese: Ecoblader



Newport, Cal

March 2021

A WORLD WITHOUT EMAIL: Reimagining Work in an Age of Communication Overload

Do you feel like email consumes all your time? Does your company communicate almost entirely through email, even though everybody hates it? Do you daydream about setting a permanent out-of-office message, only to have the ping of a new email disrupt those daydreams? Productivity expert [Cal Newport](#) has heard your prayers and seen your 2:00 AM emails, and he has a solution. *A World Without Email* provides actionable ways for companies to revolutionize and improve office communication. If companies are serious about increasing productivity and becoming hypercompetitive in the marketplace, they need to let employees do their jobs. That means leaving email behind and implementing more sophisticated and intuitive forms of communication. Utilizing an array of case studies from various businesses, Newport shows how to create a better, smarter, higher-functioning workplace. He is the bestselling author of *Digital Minimalism*, *Deep Work*, and others.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: DeFiore & Co.

UK: Penguin Business; Chinese (cc): China Times; **Chinese (sc): Ginkgo Beijing**; Dutch: Business Contact; German: Redline; Hungarian: HVG; Japanese: Hayakawa; Korean: Sejong; Mongolian: Arvis Portuguese (B): Alta; Portuguese (P): Actual; Romanian: Publica; Russian: MIF; Thai: B2S

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