

# SEAL PRESS

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SPRING

2019





## SEAL PRESS

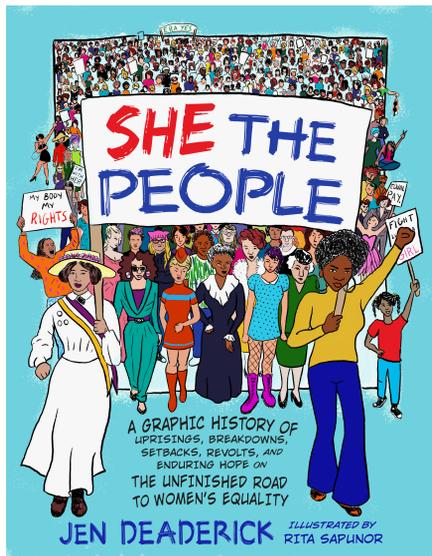
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# She the People

A Graphic History of Uprisings, Breakdowns, Setbacks, Revolts, and Enduring Hope on the Unfinished Road to Women's Equality



**Jen Deaderick; Rita Sapunor, illustrator**

**DESCRIPTION:**

A sweeping, smart, and smart-ass graphic history of women's ongoing quest for equality

Journalist, historian, and funnywoman Jen Deaderick takes up the campaign for women by offering a cheekily illustrated, sometimes sarcastic, and all-too-true account of women's evolving rights and citizenship. Divided into twelve historical periods between 1776 and today, *She the People* offers a guided tour down the ERA's rocky road to become part of our Constitution by highlighting changes in the legal status of women alongside the significant cultural and social influences of the time. Clever and dynamic, *She the People* is informative, entertaining, and a vital reminder that women *still* aren't fully accepted as equal citizens in America.

**KEY SELLING POINTS:**

**POWERFUL GRASSROOTS SUPPORT:** Jen's ERA page on Facebook now has 54,000+ fans, with followers like Kate Harding, Dahlia Lithwick, and Rebecca Traister.

**ON SALE DATE:** March 5, 2019

**ANNOUNCED FIRST PRINT:**  
25,000

9781580058711  
\$17.99 (\$23.49 CAN)  
TRADE PAPERBACK  
7" x 9" / 208 pages  
CARTON QUANTITY: 0

**BISAC CATEGORIES:**  
HISTORY / Women  
SOCIAL SCIENCE / Feminism & Feminist Theory

**AUTHOR'S RESIDENCE:**  
Cambridge, MA

**ILLUSTRATOR RESIDENCE:**  
Oakland, CA

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Laura Mazer

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

**MARKETING & PUBLICITY PLANS:**

- National Publicity Campaign

**ALSO AVAILABLE:**

**Ebook** / ISBN: 9781580058728 / Price: \$11.99 (\$14.99 CAN)



**Jen Deaderick** has written about women and citizenship for *The New York Times* and has been featured in *Refinery 29*, *Boston Globe*, *Thrillest*, *The Atlantic*, *The Daily Beast*, *Globe & Mail*, and others. She lives in Cambridge, MA.

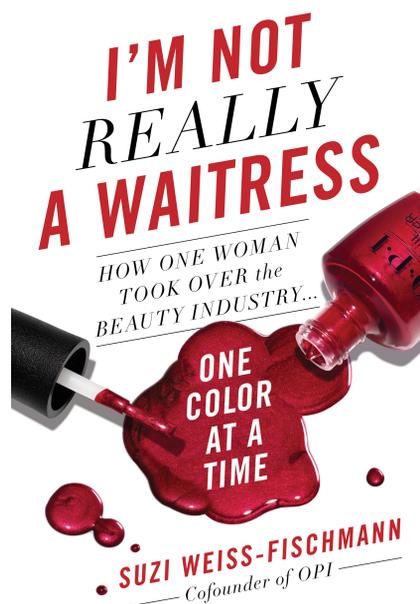
**Rita Sapunor** is an editor and artist in Oakland. Her work has appeared in *New York Magazine*, *Vice*, and MTV.com, and other outlets. She lives in Oakland, CA.

[www.jendeaderrick.com](http://www.jendeaderrick.com)  
[facebook.com/ERAusa](https://facebook.com/ERAusa)  
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# I'm Not Really a Waitress

How One Woman Took Over the Beauty Industry One Color at a Time



## Suzi Weiss-Fischmann

### DESCRIPTION:

Inspiring women to pursue their own colorful dreams, *I'm Not Really a Waitress* tells the story of a young immigrant girl who transformed a small dental supply company into a #1 beauty brand

OPI is known as a global beauty brand, famous for its trend-setting colors, unforgettable shade names, and collaborations with the biggest stars and celebrities. But behind all the glamour is the little-known tale of OPI's unlikely origins—an intimate and inspiring story of a timid schoolgirl who arrives in this country with little money and no English and becomes an industry game-changer. In *I'm Not Really a Waitress*, Suzi Weiss-Fischmann reveals the events that led her family to flee Communist Hungary in pursuit of the American dream. She shares how those early experiences gave rise to OPI's revolutionary vision of freedom and empowerment, and how Suzi transformed an industry by celebrating the power of color—and of women themselves.

### KEY SELLING POINTS:

**#1 BRAND:** OPI is the #1 nail brand in the world

### MASSIVE SOCIAL AUDIENCE to promote the book to target readers:

OPI\_Products Instagram account: 974,000 followers

OPI Products on Twitter: nearly 300,000 followers

OPI on Facebook: nearly 2 million fans

**ON SALE DATE:** March 12, 2019

**ANNOUNCED FIRST PRINT:**  
35,000

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign
- Social Media Campaign

9781580058193  
\$27.00 (\$35.50 CAN)  
**HARDCOVER BOOK**  
5" x 8" / 240 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
BUSINESS & ECONOMICS / Women in Business  
BIOGRAPHY & AUTOBIOGRAPHY / Women

**AUTHOR'S RESIDENCE:**  
Los Angeles, CA

### ALSO AVAILABLE:

**Audio** / ISBN: 9781549123399 / Price: \$35.00 (\$45.50 CAN)

**Ebook** / ISBN: 9781580058209 / Price: \$15.99 (\$19.99 CAN)

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Laura Mazer

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)



**Suzi Weiss-Fischmann** is the cofounder, brand ambassador, and creative visionary behind OPI Products, Inc. She lives in Los Angeles, CA.

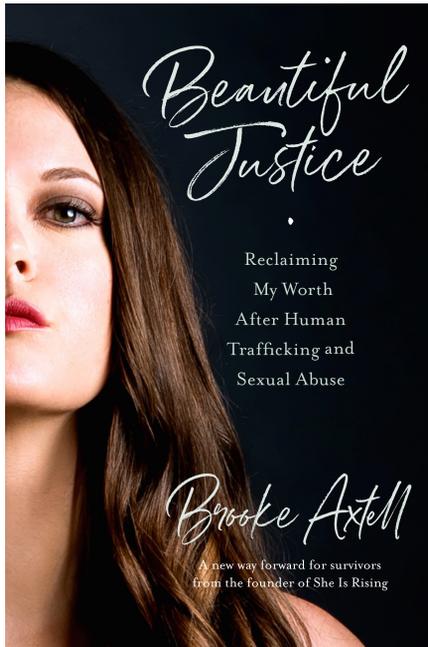
[facebook.com/OPI](https://facebook.com/OPI)

Follow on Twitter @suziwfopi



# Beautiful Justice

Reclaiming My Worth After Human Trafficking and Sexual Abuse



## Brooke Axtell

### DESCRIPTION:

**A story of healing and a guide to seeking justice after sexual abuse from Brooke Axtell, one of the foremost survivor experts on sexual assault, domestic violence, and human trafficking**

When Brooke Axtell was a child, her nanny took her to the basement of a strange house and sold her to men who raped her. Today, she is a champion and advocate for women around the world who have experienced sexual violence and trauma. *Beautiful Justice* shares Brooke's gripping story, both the trauma of sexual trafficking and also her pathway through healing, moving on, and reclaiming power. Along the way, she imparts warm wisdom for others who have experienced similar violence, providing lessons from her own life and from the thousands of women, advocates, and lawmakers she's spoken with. Inspiring and powerfully redemptive, Brooke encourages readers to take part in a creative resistance as a path to justice.

### KEY SELLING POINTS:

**NATIONAL EXPERT:** Author is one of the foremost survivor experts on sexual assault, domestic violence, and human trafficking.

**MEDIA POWERHOUSE:** Author made an emotional impact and became a media powerhouse when she introduced Katy Perry's performance of "By the Grace of God" on the 2015 Grammys by speaking openly about her experiences.

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign

**ON SALE DATE:** April 2, 2019

**ANNOUNCED FIRST PRINT:**  
20,000

9781580058247  
**\$16.99 (\$22.49 CAN)**  
**TRADE PAPERBACK**  
6" x 9" / 240 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
SELF-HELP / Abuse  
BIOGRAPHY & AUTOBIOGRAPHY /  
Personal Memoirs

**AUTHOR'S RESIDENCE:**  
Austin, TX

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Laura Mazer

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580058254 / Price: \$11.99 (\$14.99 CAN)



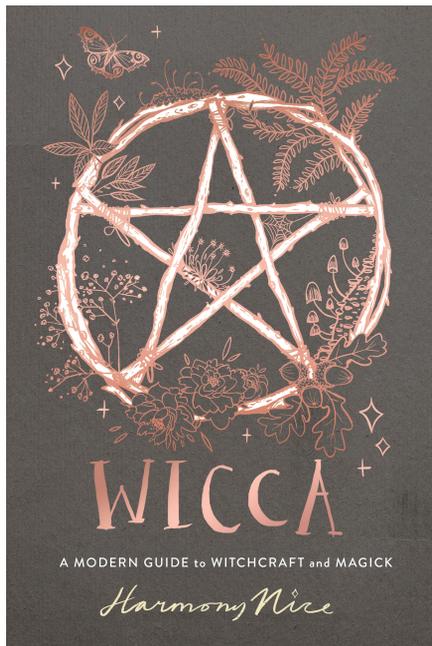
**Brooke Axtell** is a survivor of sex trafficking and the founder and director of She is Rising, a healing community for women and girls overcoming rape, abuse, and sex-trafficking. Her work as a human rights activist led her passionate, widely talked-about appearance on the 2015 Grammy Awards. She lives in Austin, TX.

[brookeaxtell.com/](http://brookeaxtell.com/)  
[facebook.com/brooke.e.axtell](https://facebook.com/brooke.e.axtell)  
Follow on Twitter @SurvivorHealing



# Wicca

A Modern Guide to Witchcraft and Magick



## Harmony Nice

### DESCRIPTION:

**Witchcraft and Wicca for a modern world, from international Wiccan influencer Harmony Nice**

Welcome to Generation “Hex”—an era where young Americans know that witchcraft isn’t about devil worship and spooky curses, and instead are openly embracing meaningful Wiccan rituals that can enrich our lives in real-world ways. In *Wicca*, 21-year-old Harmony Nice—a YouTube and Instagram star with 700,000 followers—offers modern readers a guide to overcoming obstacles and maximizing happiness with Wiccan practices. With beautiful illustrations throughout, *Wicca* offers readers spiritual authenticity, a hint of glamour, and a perfect guide to infusing their lives with spiritual purpose, confidence, and resilience.

### KEY SELLING POINTS:

**Major presence online:** Harmony has 375k YouTube subscribers and 275k Instagram followers.

**Accessible guide:** Reveals what it's like to be a modern-day Wiccan, notably with the rise of social media; the author gives direction on how to use crystals, wands, tarot cards and more.

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign

**ON SALE DATE:** April 2, 2019

**ANNOUNCED FIRST PRINT:**  
15,000

9781580059152

\$20.00 (\$26.00 CAN)

**HARDCOVER BOOK/PAPER OVER BOARD**

5-1/2" x 8-1/4" / 240 pages

**CARTON QUANTITY:** 0

### BISAC CATEGORIES:

BODY, MIND & SPIRIT / Witchcraft (see also RELIGION / Wicca)

RELIGION / Wicca (see also BODY, MIND & SPIRIT / Witchcraft)

### AUTHOR'S RESIDENCE:

London, UK

### EXCLUSIVE TERRITORIES:

INTER COMPANY BRIDGES - SCHEDULE B

### EDITOR:

Laura Mazer

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580059145 / Price: \$12.99 (\$16.99 CAN)

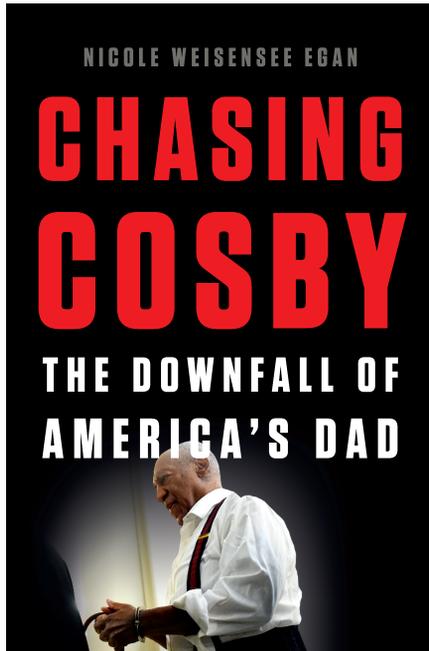


**Harmony Nice** is a YouTube vlogger and Instagram star helping to bring a greater interest and understanding of Wicca to a modern, diverse audience. She lives in London, UK.



# Chasing Cosby

The Downfall of America's Dad



**ON SALE DATE:** April 23, 2019

**ANNOUNCED FIRST PRINT:**  
50,000

9781580058964  
\$28.00 (\$36.50 CAN)  
**HARDCOVER BOOK**  
6" x 9" / 320 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
TRUE CRIME / Sexual Assault  
BIOGRAPHY & AUTOBIOGRAPHY / Rich & Famous

**AUTHOR'S RESIDENCE:**  
Royersford, PA

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Laura Mazer

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

## Nicole Weisensee Egan

**DESCRIPTION:**

The definitive account of Bill Cosby's transition from revered father figure to convicted criminal, told by a veteran crime reporter and senior writer for *People* magazine

Bill Cosby's decades-long career as a sweater-wearing, wholesome TV dad came to a swift and stunning end on April 26, 2018, when he was convicted of drugging and sexually assaulting Andrea Constand. The guilt was a shock to Americans, who wanted to cleave to their image of Cosby as a pudding-pop hero. In *Chasing Cosby*, journalist Egan shares the firsthand account of Cosby's run from justice. She tells us how Cosby planned and executed his crimes, and how Hollywood alliances and law enforcement knew what Cosby was doing but did nothing to stop him. Rife with dramatic revelations about popular culture, media power, and our criminal system, Egan's account will inform and fascinate readers with its candid telling of the rise and fall of a cultural icon.

**KEY SELLING POINTS:**

**Exclusive interviews:** The author has exclusive access to jurors, victims, and other inside sources

**Previously unreported details:** *Chasing Cosby* reveals new, shocking truths about how Cosby plotted and executed his attacks, and who protected him

**Compelling insight into national disillusionment:** *Chasing Cosby* explores our culture's complicity in protecting him for more than a decade

**MARKETING & PUBLICITY PLANS:**

- National Publicity Campaign

**ALSO AVAILABLE:**

**Display** / ISBN: 9781580059459 / Price: \$84.00 (\$109.50 CAN)

**Ebook** / ISBN: 9781580058971 / Price: \$16.99 (\$21.99 CAN)



**Nicole Weisensee Egan** has been the lead investigative journalist reporting on the Cosby case since 2005, first for the *Philadelphia Daily News* and then as a senior writer for *People* magazine.

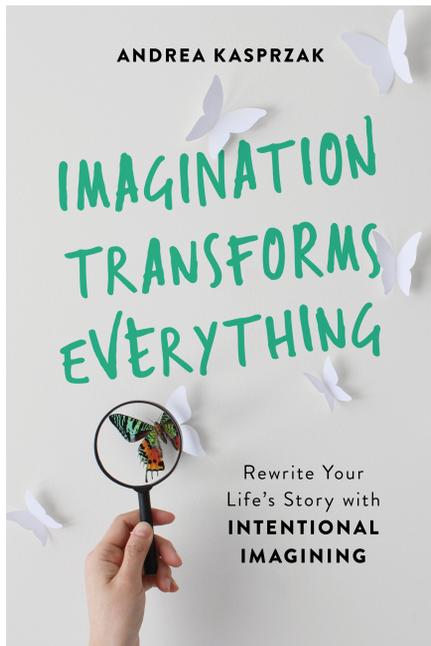
[www.nicoleweisenseeegan.com](http://www.nicoleweisenseeegan.com)

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# Imagination Transforms Everything

Rewrite Your Life's Story with "Intentional Imagining"



**ON SALE DATE:** May 14, 2019

**ANNOUNCED FIRST PRINT:**  
15,000

**9781580058261**  
**\$16.99 (\$22.49 CAN)**  
**TRADE PAPERBACK**  
5-1/2" x 8-1/4" / 304 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
SELF-HELP / Personal Growth / Success  
SELF-HELP / Motivational & Inspirational

**AUTHOR'S RESIDENCE:**  
San Francisco, CA

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Stephanie Knapp

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

## Andrea Kasprzak

### DESCRIPTION:

**A guide to cultivating and channeling the power of our imaginations at home, at work, in love, friendships, health, and more**

*The Secret* for a new generation, *Imagination Transforms Everything* helps readers to harness the transformative power of our imaginations. Using a voice-driven personal narrative, scientific research, and practical exercises, debut author Andrea Kasprzak introduces the concept of "intentionally imagining," which entails taking time to disconnect and daydream, using journaling to track those daydreams, and turning them into intentions to fulfill our goals.

The author draws on her own experiences, the law of attraction theory, and intention research to give practical steps for stopping limiting self-talk, unfulfilling narratives, and the endless digital cycle sucking up our attention.

### KEY SELLING POINTS:

**A Fresh Approach:** *Imagination Transforms Everything* uses "intentional imagining"—the practice of actively daydreaming, writing out the resulting fantasies, and meditating on them—to tie together modern themes like living with intention, fulfilling creative dreams, and breaking free from a traditional mold.

**Media Connections:** The author has sixteen years of media experience

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580058278 / Price: \$11.99 (\$14.99 CAN)



**Andrea Kasprzak** has spent the past decade in Seattle, Chicago, Buenos Aires, Martha's Vineyard, San Francisco, Oahu, and Austin. Her work has appeared in the *San Francisco Chronicle*, *Allure*, *Conde Nast Brides*, *Vegetarian Times*, *Teen Vogue*, the Chicago Tribune, and many more. Formerly, Andrea was the San Francisco editor of DailyCandy and the Make Editor at Brit + Co. She lives in San Francisco, CA.

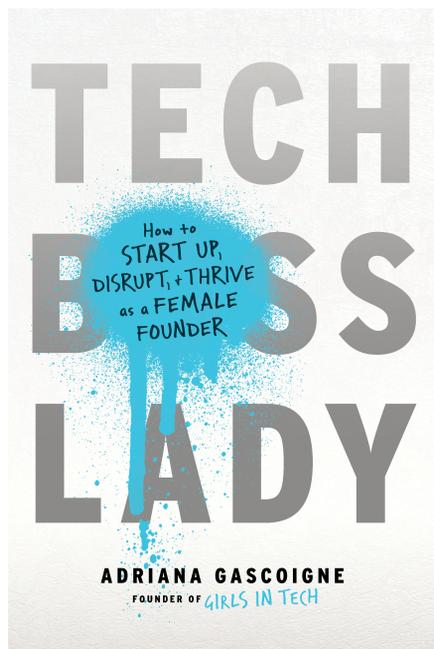
[www.andreakasprzak.com](http://www.andreakasprzak.com)

Follow on Twitter @andreneerose



# Tech Boss Lady

How to Start Up, Disrupt, and Thrive as a Female Founder



## Adriana Gascoigne

### DESCRIPTION:

The founder of Girls in Tech offers first-hand accounts of the realities of startup life, with the very best advice from top women entrepreneurs

The facts are these: Only 6% of VC firms have female partners, and even when pitches are identical, an all-male startup team is 40% more likely to get funded than a team with even one woman in a leadership position. So what's a woman with a new venture idea to do?

In *Tech Boss Lady*, Girls in Tech founder Adriana Gascoigne distills everything she's learned via her own experiences and those of her high powered friends into one easy to use guidebook for any woman looking to launch a startup or crack into tech. She tackles topics such as: failure, pitching, confidence, branding, loneliness, innovation, harassment, intrapreneurship, partners and everything else a soon-to-

### KEY SELLING POINTS:

**Girls in Tech Has Massive Reach**

**Timely Content:** Silicon Valley's sexist underbelly is no longer a secret, thanks to Ellen Pao, Emily Chang, and others who have come forward about hostility towards women, but we aren't going to give up fighting to change the system from the inside. *Tech Boss Lady* is the guidebook for what's next.

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign
- Social Media Campaign

**ON SALE DATE:** June 4, 2019

**ANNOUNCED FIRST PRINT:**  
30,000

9781580058285  
\$27.00 (\$35.50 CAN)  
**HARDCOVER BOOK**  
6" x 9" / 256 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
BUSINESS & ECONOMICS / Women in Business  
BUSINESS & ECONOMICS / Workplace Culture

**AUTHOR'S RESIDENCE:**  
San Francisco, CA

**EXCLUSIVE TERRITORIES:**  
US, TERRITORIES, DEPENDENCIES, PHILIPPINES AND CANADA

**EDITOR:**  
Stephanie Knapp

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580058308 / Price: \$13.99 (\$17.99 CAN)



**Adriana Gascoigne** founded Girls in Tech, a global non-profit dedicated to empowering, educating, and mentoring women in the tech industry—in 2007. Today, she's a go-to expert and voice for change in the industry. She lives in San Francisco, CA. This is her first book.

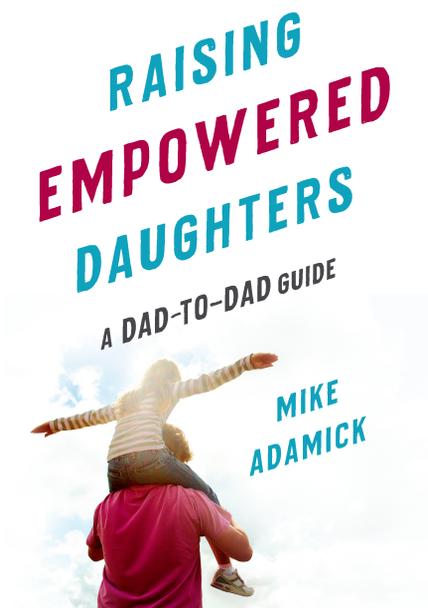
[girlsintech.org](http://girlsintech.org)

Follow on Twitter @afgascoigne



# Raising Empowered Daughters

A Dad-to-Dad Guide



**ON SALE DATE:** June 4, 2019

**ANNOUNCED FIRST PRINT:**  
15,000

9781580058650  
**\$16.99 (\$22.49 CAN)**  
**TRADE PAPERBACK**  
6" x 9" / 272 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
FAMILY & RELATIONSHIPS / Parenting /  
Fatherhood  
FAMILY & RELATIONSHIPS / Parenting /  
General

**AUTHOR'S RESIDENCE:**  
San Francisco, CA

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Laura Mazer

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

## Mike Adamick

**DESCRIPTION:**

**A fists-up handbook for dads who want to raise daughters who are prepared to resist the patriarchy**

Addressing a wide range of challenges facing dads who want to raise empowered girls, journalist Mike Adamick covers all the angles and issues dads need to know so they can raise their daughters to avoid the traps of patriarchy. Taking readers into the home, the schools, and through the public influences of pop culture and media, journalist Mike Adamick shows dads exactly how their daughters are being conditioned by male-dominated standards. He offers dads practical actions they can take to infuse their daughters with confidence and a strong self-worth.

**KEY SELLING POINTS:**

**UNEXPECTED VOICE OF AUTHORITY:** Written by a feminist man and a stay-at-home dad.

**COVERS IMPORTANT CONTEMPORARY ISSUES:** Covers controversial and sensitive topics like why school dress codes are often problematic for girls, food and body issues, STEM, and cultural messages like "boys will be boys."

**MARKETING & PUBLICITY PLANS:**

- National Publicity Campaign

**ALSO AVAILABLE:**

**Ebook** / ISBN: 9781580058643 / Price: \$11.99 (\$14.99 CAN)



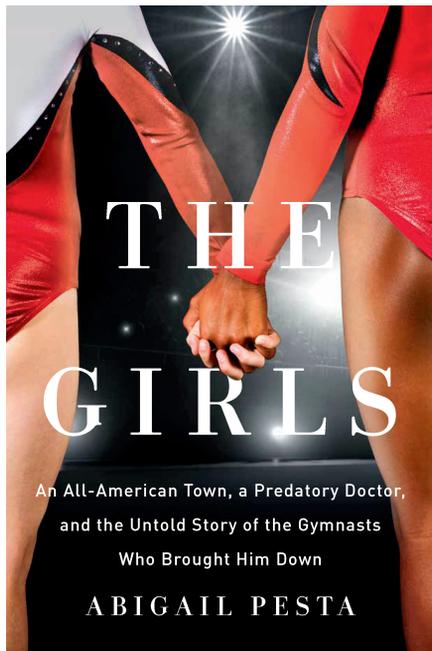
Mike Adamick is author of the bestselling family craft series: *Dad's Book of Awesome Projects*, *Dad's Book of Awesome Science Experiments*, and *Dad's Book of Awesome Recipes*. Adamick has written for and been featured in *The New York Times*, NPR, CBS Morning Show, Science Friday, PBS, Life of Dad, City Dads, and more. He is a stay-at-home dad to Emme.

[www.mikeadamick.com](http://www.mikeadamick.com)  
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# The Girls

An All-American Town, a Predatory Doctor, and the Untold Story of the Gymnasts Who Brought Him Down



## Abigail Pesta

### DESCRIPTION:

**The inside story of how serial predator Larry Nassar got away with abusing hundreds of gymnasts for decades—and how a team of brave women, activists, and lawyers banded together to bring him down.**

Larry Nassar has been called one of the worst sexual predators in history. For years, the families in Lansing, Michigan trusted him. He was a longtime doctor at Michigan State University, while also serving as the physician for the U.S. Olympic gymnastics team. Parents left their daughters in his care.. He became a mentor and confidante to aspiring young gymnasts.

In the wake of abuse revelations, athletes, parents, and activists are asking how this happened. And how can we prevent it from occurring again? This book answers those crucial questions.

### KEY SELLING POINTS:

**EXCLUSIVE ACCESS:** Pesta has first-hand accounts from a number of survivors who are speaking only to her

**AUTHOR CRED:** Pesta is an award-winning journalist and contributor to major media, with a history of reporting on women who fought injustice

**ON SALE DATE:** June 18, 2019

**ANNOUNCED FIRST PRINT:**  
30,000

9781580058803  
\$27.00 (\$35.50 CAN)  
**HARDCOVER BOOK**  
6" x 9" / 304 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
TRUE CRIME / Sexual Assault  
SPORTS & RECREATION / Gymnastics

**AUTHOR'S RESIDENCE:**  
Brooklyn, NY

**EXCLUSIVE TERRITORIES:**  
WORLD ENGLISH

**EDITOR:**  
Stephanie Knapp

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign
- Social Media Campaign

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580058810 / Price: \$13.99 (\$17.99 CAN)



Abigail Pesta is an award-winning journalist and author. She is the coauthor of "How Dare the Sun Rise." Her reporting has appeared in global publications including The Wall Street Journal, Cosmopolitan, NBC News, The New York Times, New York Magazine, Marie Claire, The Atlantic, Glamour, Newsweek and The Daily Beast.

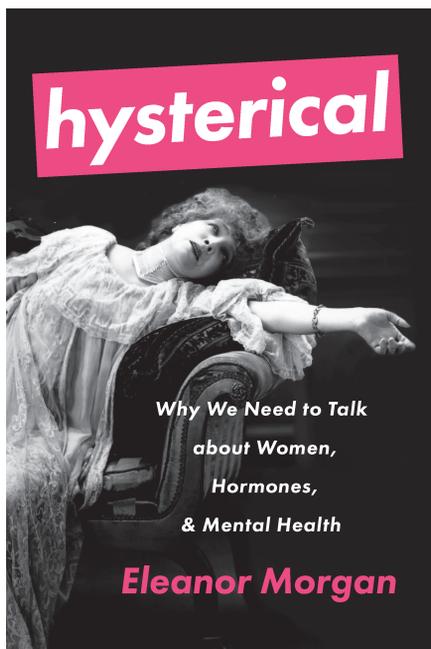
[abigailpesta.com](http://abigailpesta.com)

Follow on Twitter @AbigailPesta



# Hysterical

Why We Need to Talk about Women, Hormones, and Mental Health



## Eleanor Morgan

### DESCRIPTION:

**Hysterical** seeks to explore the connections between hormones and health, particularly in the frequent mood changes and mental health issues women typically chalk up to the influence of hormones

Journalist Eleanor Morgan investigates the relationship between biochemistry, our bodies, and our mental health, including the context for this discussion: the historic culture of silence around women's bodies. As Morgan argues, we've gotten better at talking about mental health, but we still shy away from discussing periods, miscarriage, endometriosis, and menopause. That results in a lack of vital understanding for women, particularly as those processes are inextricably connected to our mental health; by exploring women's bodies in conjunction with our minds, Morgan urges for new thinking about our health.

### KEY SELLING POINTS:

**Prime Timing:** There have been numerous pieces that deal with the ferocity of women's hormonally-underpinned experiences, like miscarriage and endometriosis; this book now asks the bigger questions.

**Core Feminist Subject:** Discussing heavy periods, miscarriage, the viscera of birth, infertility, or menopause is still taboo. No longer with this book.

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign

**ON SALE DATE:** August 13, 2019

**ANNOUNCED FIRST PRINT:**  
15,000

9781580058445  
\$15.99 (\$20.99 CAN)  
TRADE PAPERBACK  
5-1/2" x 8-1/4" / 304 pages  
CARTON QUANTITY: 0

**BISAC CATEGORIES:**  
SOCIAL SCIENCE / Feminism & Feminist Theory  
HEALTH & FITNESS / Women's Health

**AUTHOR'S RESIDENCE:**  
London, UK

**EXCLUSIVE TERRITORIES:**  
INTER COMPANY BRIDGES - SCHEDULE B

**EDITOR:**  
Stephanie Knapp

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580058438 / Price: \$9.99 (\$12.99 CAN)



**Eleanor Morgan** is a journalist who has written and interviewed extensively for the Guardian, the *Observer*, the *Times*, the *Independent*, *GQ*, *Harper's Bazaar*, *Vogue*, *Buzzfeed* and the *Believer*. Her first book, *Anxiety for Beginners* (not published in the US), served as a guide for those who live with anxiety disorders and those who live with it by proxy.

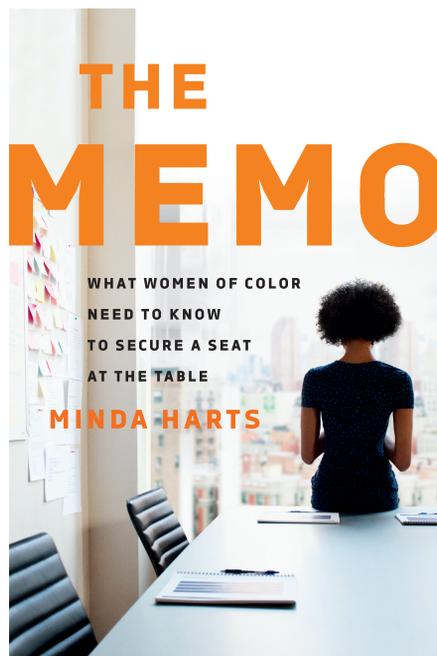
[www.eleanormorgan.net](http://www.eleanormorgan.net)

Follow on Twitter @eleanormorgan



# The Memo

What Women of Color Need to Know to Secure a Seat at the Table



**ON SALE DATE:** August 20, 2019

**ANNOUNCED FIRST PRINT:**  
25,000

9781580058469  
**\$27.00 (\$35.50 CAN)**  
**HARDCOVER BOOK**  
5-1/2" x 8-1/4" / 256 pages  
**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
BUSINESS & ECONOMICS / Women in Business  
SELF-HELP / Motivational & Inspirational

**AUTHOR'S RESIDENCE:**  
New York, NY

**EXCLUSIVE TERRITORIES:**  
WORLD ALL LANGUAGES

**EDITOR:**  
Stephanie Knapp

For complete title and author's backlist information, visit [edelweiss.com](http://edelweiss.com)

## Minda Harts

**DESCRIPTION:**

*The Memo* is the much-needed career advice guide for women of color specifically, finally ending the one-size-fits-all approach of business books that lump together women across races and overlook the unique barriers to success for women of color.

In a charismatic and relatable voice, Minda Harts brings her entrepreneurial experience as CEO of The Memo to the page, as well as her past career life as a fundraising consultant to top colleges across the country. Harts begins by acknowledging the "ugly truths" that keep women of color from getting the proverbial seat at the table in corporate America: micro-aggressions, systemic racism, white privilege, etc. Harts validates that women aren't making up the discrimination they feel, even if it isn't always overt. From there, she gives straight talk on how to address these issues head on, and provides a roadmap to help women of color and their allies make real change to the system.

**KEY SELLING POINTS:**

**Urgently Needed Take:** Out of the top 60 business books written by women (as selected by Inc.com), only three are by black women. The time is ripe for Harts to bring forward a career guide specifically for women of color.

**Author on the Rise:** Harts was nominated as a Changemaker by Michelle Obama. She's the CEO of The Memo, a career platform for women of color.

**MARKETING & PUBLICITY PLANS:**

- National Publicity Campaign
- Social Media Campaign

**ALSO AVAILABLE:**

**Ebook** / ISBN: 9781580058452 / Price: \$13.99 (\$17.99 CAN)



**Minda Harts** is the CEO of The Memo, a career development platform that helps women of color prepare for their seat at the table by providing resources, curriculum, and access. This is her first book. Minda is frequently invited to speak on the topics of Advancing Women of Color, Leadership, Diversity, and Entrepreneurship. She lives in New York City.

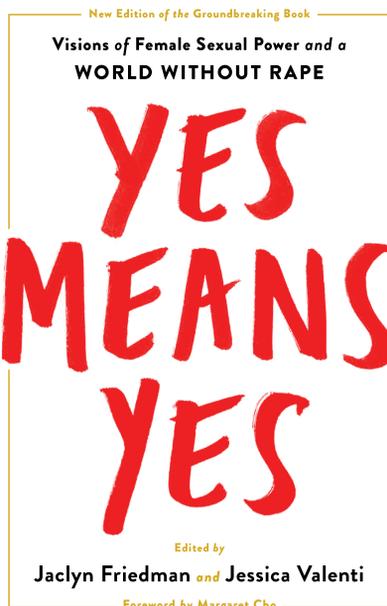
[www.mindaharts.com](http://www.mindaharts.com)

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# Yes Means Yes!

Visions of Female Sexual Power and a World without Rape



## Jaclyn Friedman, Jessica Valenti

### DESCRIPTION:

This groundbreaking feminist classic dismantles the way we view rape in our culture and replaces it with a genuine understanding and respect for female sexual pleasure.

In the original edition, feminist, political, and activist writers alike presented their ideas for a paradigm shift from the "No Means No" model—and the result was the groundbreaking shift to today's affirmative consent model ("Yes Means Yes," as coined by this book).

With a timely new introduction, refreshed cover, and the timeless contributions of authors from Kate Harding to Jill Filipovic, *Yes Means Yes* brings to the table a dazzling variety of perspectives and experiences focused on the theory that educating all people to value female sexuality and pleasure leads to viewing women differently, and ending rape.

### KEY SELLING POINTS:

**Required Reading:** *Yes Means Yes* is feminist canon—edited by two preeminent thought-leaders and featuring contributions from Heather Corinna, Kate Harding, Jill Filipovic, and more

**Roots of a Movement:** This book laid the foundation for the affirmative consent laws and policies that have proliferated across the country

### MARKETING & PUBLICITY PLANS:

- National Publicity Campaign

**ON SALE DATE:** March 5, 2019

**ANNOUNCED FIRST PRINT:**  
15,000

9781580058988  
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**TRADE PAPERBACK**  
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**CARTON QUANTITY:** 0

**BISAC CATEGORIES:**  
SOCIAL SCIENCE / Feminism & Feminist Theory  
SOCIAL SCIENCE / Women's Studies

**EXCLUSIVE TERRITORIES:**  
US, TERRITORIES, DEPENDENCIES,  
PHILIPPINES AND CANADA

### ALSO AVAILABLE:

**Ebook** / ISBN: 9781580058995 / Price: \$11.99 (\$14.99 CAN)



**Jaclyn Friedman's** work has redefined the concepts of healthy sexuality and consent for an entire generation. She is a popular speaker and opinion writer whose latest book is *Unscrewed: Women, Sex, Power and How to Stop Letting the System Screw Us All*. Friedman's podcast, also called "Unscrewed," was named a Best Sex Podcast by both *Esquire* and *Marie Claire*.

**Jessica Valenti** is a feminist columnist the author of six books on feminism, politics and culture. Her most recent book, *Sex Object: A Memoir*, was a *New York Times* bestseller. She has a Master's degree in Women's and Gender Studies and lives in Brooklyn with her husband and daughter.

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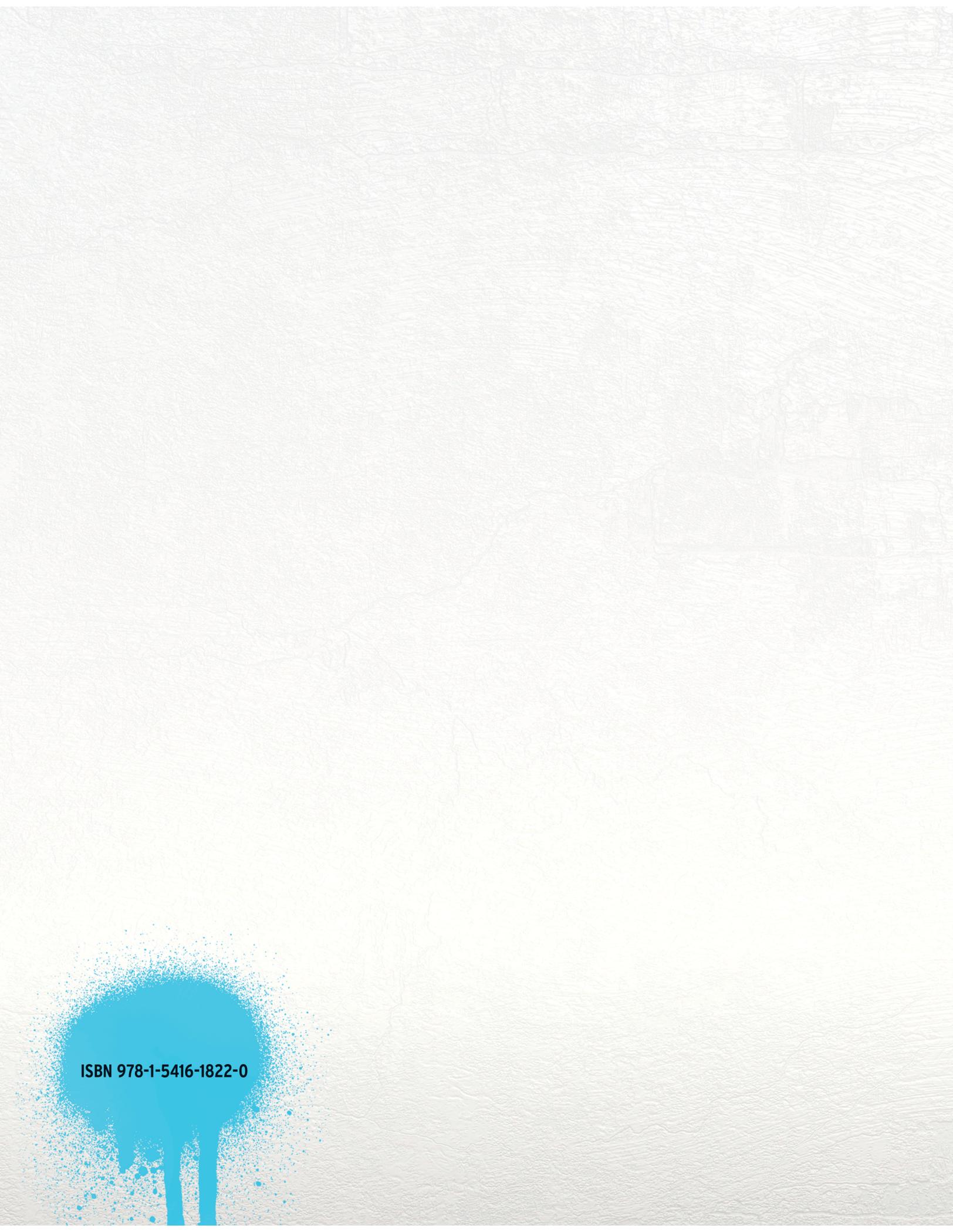
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