

LONDON 2019



PORTFOLIO

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NEW ACQUISITIONS AND FUTURE HIGHLIGHTS

Bédard, Maxine

Fall 2020

THREADS: The Hidden World of the Trillion-Dollar Fashion Industry, How It's Devastating Our Planet and Its People, and How to Fix It (tentative title)

At its current breakneck speed, the fashion industry is projected to use over a quarter of the world's carbon budget by 2050. It has turned garment work into a job performed overseas by barely compensated, mistreated women and children. It has created enough waste to devastate economies across the developing world. And its rapid evolution into a system structured around price wars and import quotas has given rise to enormous opacity about how, and where, its production chains work. *Threads* offers unprecedented insight into the way social, economic, and technological forces interact at every stage of the fashion production chain. And it lays out practical approaches to navigating the transition from old systems to new, for brands, buyers, and citizens. [Maxine Bédard](#) 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. She is a former lawyer and the founder of Zady, included in *Fast Company's* most innovative companies. Bédard's guidelines for new sustainability standards were used by the Obama Administration in its domestic manufacturing agenda, and Oprah Winfrey has recognized her for work elevating humanity. Bédard is an ambassador at the Rainforest Alliance and has spoken at the World Economic Forum, the UN, and the Clinton Global Initiative.

UK, Translation: Portfolio (editor Merry Sun)

Agent: Cheney Agency

Duke, Annie

Spring 2020

THE DECISION JOURNAL

In *The Decision Journal* bestselling author [Annie Duke](#) offers practical exercises and interactive thought experiments that will help you tackle big and small decisions with ease. This engaging workbook starts by helping you identify key decisions you've made in the past, then breaks down those decisions step-by-step. With detailed instructions at every stage in the process, the workbook also answers common concerns such as: What is my time period for achieving this goal? In poker, you can have everything right in a hand and still lose—or do everything wrong and still win. The same is true in life. *The Decision Journal* will coach you to become a better, more confident decision maker. Duke is the bestselling author of *Thinking in Bets*. She is a professional speaker, a decision strategist, a World Series of Poker bracelet winner, the winner of the 2004 Tournament of Champions, and the only woman to win the NBC National Poker Heads Up Championship.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Levine, Greenberg, Rostan

Sales for *Thinking in Bets*:

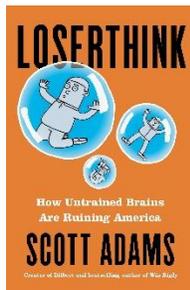
Chinese (cc): Acme; Chinese (sc): CITIC; Italian: Ferrari Sinibaldi; Japanese: Nikkei BP; Korean: Segyesa; Russian: Mann, Ivanov & Ferber; Spanish: Planeta; Turkish: Kapital; Ukrainian: Nash Format; Vietnamese: Tre

McKelvey, James
THE INNOVATION STACK (tentative title)

Spring 2020

Soon after Jack Dorsey and James McKelvey launched the credit card processor [Square](#), Amazon decided to add a similar product and service to the list of markets they dominate. Amazon copied Square's product, cut prices, improved customer service, and aimed its massive marketing machine at the tiny startup. But this time, it didn't work. A year later, Amazon quit and shipped their soon-to-be-former customers a white Square reader in a smiling box. So how did a poor upstart beat the world's most dangerous competitor? By creating a stack of innovations and harnessing the power of a fundamental set of principles, some of which predate humanity. McKelvey explains those principles as "the innovation stack." In this brief guide, he describes how to create one, explains why it's so powerful, and calls us all to create something truly new. McKelvey is a serial entrepreneur, inventor, philanthropist, and artist.

UK, Translation: Portfolio (editor Kaushik Viswanath)
Agent: Levine, Greenberg, Rostan



Adams, Scott

Nov. 2019

LOSERTHINK: How Untrained Brains are Ruining America

Too many of us are trapped in mental prisons that cause us to follow the herd instead of thinking independently and rationally. Now [Scott Adams](#), the world-famous creator of *Dilbert* and *New York Times*-bestselling author of *Win Bigly* and others, offers a strategy for recognizing and avoiding “loserthink.” Between the never-ending stream of urgent notifications on your phone and anger on your social media feeds, it’s easy to feel miserable, defensive, anxious, poor, and sick. Adams offers a cure for loserthink, with bold strategies that will help change your perspective so you can finally break out of negative thought patterns and do your best work.

UK, Translation: Portfolio (editor Leah Trouwborst)

Agent: Levine, Greenberg, Rostan

Sales for *Win Bigly*:

Chinese (cc): Business Weekly; Chinese (sc): Cheers; Dutch: De Blauwe Tijger; German: Redline; Korean: Gilbut; Portuguese (B): Record; Russian: Eksmo; Swedish: Pagina

Benson, Buster

Nov. 2019

WHY ARE WE YELLING? The Art of Productive Disagreement

Most of our arguments are muddled by poor communication habits that cause misunderstandings and bad faith, or quickly descend into personal attacks. But Buster Benson, a Silicon Valley entrepreneur, is on a mission to help us have better discussions. We can learn better habits to help us persuade others and find a resolution more quickly. Instead of dreading arguments, we can start to look forward to them as one of the most rewarding parts of our lives. With this new toolkit, we can learn to see the world as more interesting and promising place, once we are no longer afraid to wade into scary topics of conversation. Benson blogs on [Medium](#) and at [BusterBenson.com](#).

Translation: Portfolio (editor Leah Trouwborst)

Agent: Levine, Greenberg, Rostan

UK: Macmillan; Chinese (cc): Commonwealth Magazine; Chinese (sc): CITIC; Korean: Hakgojae

Dreeke, Robin

Jan. 2020

SIZING PEOPLE UP: An Ex-FBI Agent’s User Manual for Behavior Prediction

After two decades as a behavior analyst in the FBI, [Robin Dreeke](#) knows a thing or two about sizing people up. He’s navigated complex situations from handling Russian spies to the internal politics at the Bureau. Through that experience, he was forced to develop a knack for reading people—their intentions, capabilities, desires, and fears. Using this book, readers will be able to determine quickly and easily who they can trust and who they can’t, who is likely to deliver on promises and who will disappoint, and when people are vested in their success versus when they are actively plotting their demise. With this knowledge they can confidently embark on anything from a business venture to a romantic relationship without the stress of the unknown. Dreeke is also the author of *The Code of Trust* and *It’s Not All About Me*.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Inkwell Management

Holiday, Ryan
STILLNESS IS THE KEY

Oct. 2019

Throughout history, there has been one indelible quality that great leaders, thinkers, artists, and visionaries have shared. It enables them to conquer their tempers. To avoid distraction and discover great insights. To achieve happiness and do the right thing. The Zen Buddhists described it as *inner peace* and knew it was essential whether you were a Samurai warrior or a monk. The Stoics and Epicureans called it *ataraxia* and believed it was a bulwark against the passions of the mob, a requirement of good leadership, and a pathway to deep truth. [Ryan Holiday](#) calls it *stillness*—to be steady while the world spins around you. In this book, he outlines a path for achieving this timeless but urgently necessary way of living. Drawing on a wide range of history's greatest thinkers, from Confucius to Seneca, Marcus Aurelius to Thich Nhat Hahn, John Stuart Mill to Nietzsche, he argues that stillness is not merely inactivity, but the doorway to self-mastery, discipline, and focus. Written in the same engaging style and packaged in the same concise, addictive format as *The Obstacle Is the Way* and *Ego Is the Enemy*, *Stillness Is the Key* establishes Holiday as one of the preeminent writers making ancient wisdom accessible and relevant for a new generation. Holiday is also the author of *The Daily Stoic* and *Growth Hacker Marketing*, among others.

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Level Five Media

UK: Profile, German: Finanzbuch

Sales for Ryan Holiday's previous philosophy books:

UK: Profile; Albanian: Minerva; Arabic: Jarir; Azeri: TEAS; Bulgarian: Ciela; Chinese (cc): Commonwealth Mag, Sun Color, Yuan-Liou; Chinese (sc): Beijing ERC, Guomai; Czech: Beta, Albatros; Dutch: Bruna; Estonian: Oceanic; Finnish: Basam; French: Leduc; German: Finanzbuch; Greek: Klidarithmos, Pedio; Hungarian: XXI Szazad; Indonesian: Elex Media; Italian: Sangiovanni's, Giunti; Japanese: Pan Rolling; Korean: Simple Life, Next Wave, Smallbig; Lithuanian: Tobulejimo Projektai; Polish: Helion; Portuguese (B): Rocco, Intrinseca; Portuguese (P): Sabedoria Alternativa; Romanian: Seneca, Act si Politon; Russian: Popuri; Serbian: Vulkan; Slovak: Eastone; Slovene: UMco; Spanish: Oceano, Planeta; Thai: WeLearn; Turkish: Dogan, Kapital, Pegasus; Ukrainian: Nash Format; Vietnamese: Alpha, MCBooks

Neustadt, Romi

Jan. 2020

YOU CAN HAVE IT ALL, JUST NOT AT THE SAME DAMN TIME: A Guide for Women Everywhere

[Romi Neustadt](#) has a message for women: You *can* have it all—just not at the same damn time. Neustadt is a mom of two, a wife, a daughter, a bestselling author, a speaker, an entrepreneur, and a coach. What's more, she achieved these things without a staff of ten, the ability to sleep two hours a night, or driving herself crazy. She's figured out the key to having it all: Priorities, babe. In her second book, Neustadt provides a no-BS blueprint for women to figure out what to focus on and what not to. She explains why saying yes to everything and everyone really means saying no to the things that matter: your goals, your dreams, and your true self. Neustadt is the author of the bestseller *Get Over Your Damn Self*.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: Levine, Greenberg, Rostan

Pinvidic, Brant

Oct. 2019

THE 3-MINUTE RULE: Saying Less to Get More From Any Pitch or Presentation

[Brant Pinvidic](#) is one of the most successful reality TV producers in Hollywood, having sold more than 300 television and movie projects, including *Bar Rescue* and *The Biggest Loser*. In *The 3-Minute Rule* he offers his simple, straightforward system to boil any idea down to its most essential components and structure it for maximum impact. By answering the questions *What is it? How does it work? Are you sure?* and *Can you do it?*, you can weave your most crucial points into a compelling narrative and use the power of storytelling in any setting to get what you want.

UK, Translation: Portfolio (editor Kaushik Viswanath)

Agent: Keller Media

Roca, Jaime; and Sari Wilde

Sept. 2019

THE CONNECTOR MANAGER: Why Some Leaders Build Exceptional Talent—and Others Don't

Based on a first-of-its-kind, worldwide study of over 9000 people, analysts at the global research and advisory firm Gartner were able to classify all managers into one of four types: Teacher managers, Cheerleader managers, Always-On managers, and Connector managers. Although the four types tend to be evenly distributed, the Connector manager consistently outperforms the others. Drawing on their groundbreaking, data-driven research, as well as in-depth case studies and extensive interviews with managers and employees at companies like IBM, Bank of America, and eBay, the authors show what behaviors define Connector managers and why they are able to build powerhouse teams. They also show why other types of managers fail to be equally effective and how they can incorporate the behaviors of Connector managers to become more effective. Jaime Roca is a Senior Vice President at [Gartner](#), managing the global research and advisory team that serves and advises HR executives. Sari Wilde is a Research Leader for Gartner's Learning & Development Leadership Council.

Translation: Portfolio (editor Kaushik Viswanath)

Agent: Marsal Lyon Literary

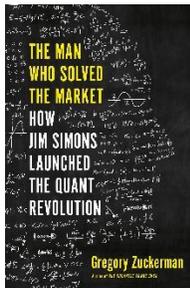
UK: Virgin

Scott, David Meerman; and Reiko Scott; foreword by Tony Robbins
FANOCRACY: Turning Fans Into Customers and Customers Into Fans

Jan. 2020

Creating and nurturing passionate fans is so essential to the long-term success of any business that we need to move it to the top of our priority lists. We need to think of any business as a “fanocracy” —fundamentally driven by its most passionate customers. Far beyond famously fan-driven entities like the Grateful Dead, the ideas and tactics in *Fanocracy* apply to all kinds of businesses. Even if you sell something as boring as insurance or dentistry, you can turn your business into a fanocracy. [David Meerman Scott](#) is the bestselling author of *The New Rules of Marketing and PR*.

UK, Translation: Portfolio (editor Will Weisser)
Agent: Margret McBride Literary



Zuckerman, Gregory

Nov. 2019

THE MAN WHO SOLVED THE MARKET: How Jim Simons Launched the Quant Revolution

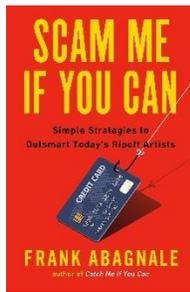
Jim Simons is the greatest money maker in modern financial history. His track record bests those of legendary investors like Warren Buffett, Peter Lynch, Ray Dalio, and George Soros. Yet Simons and his strategies are shrouded in mystery. Wall Street insiders have long craved a look inside Simons’ singular mind and his secretive hedge fund, Renaissance Technologies. *The Man Who Solved the Market* is the dramatic story of how Simons and a group of unlikely mathematicians remade Wall Street and transformed the world. [Gregory Zuckerman](#) is the author of *The Greatest Trade Ever* and *The Frackers*. He is a Special Writer at the *Wall Street Journal*.

Translation: Portfolio (editor Merry Sun)
Agent: Author c/o Portfolio
UK: Penguin Business

Sales for *The Frackers*:

UK: Penguin Business; Chinese (sc): China Renmin UP; Korean: Jinswon; Polish: Kurhaus

SUMMER 2019



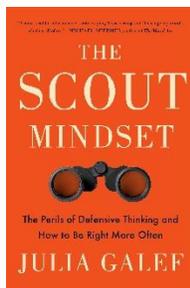
Abagnale, Frank

Aug. 2019

SCAM ME IF YOU CAN: Simple Strategies to Outsmart Today's Ripoff Artists

Former con artist [Frank Abagnale](#) became famous as the inspiration for the hit movie *Catch Me If You Can*. For the past few decades he's been working for the good guys, helping governments, companies, and lecture audiences avoid the kinds of scams that he used to pull with dazzling success. His new book is about the very latest tricks that today's scammers, hackers, and con artists use to steal your money and personal information, mostly online and over the phone. Abagnale is also the author of *Stealing Your Life* and *The Art of the Steal*.

UK, Translation: Portfolio (editor Leah Trouwborst)
Agent: Carol Mann Agency



Galef, Julia

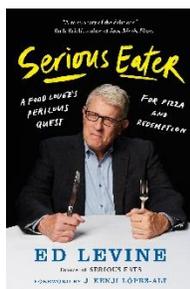
Aug. 2019

THE SCOUT MINDSET: The Perils of Defensive Thinking and How to Be Right More Often

Most of us naturally have a "soldier" mindset. We protect our beliefs and ignore evidence that we might be wrong. But in *The Scout Mindset*, [Julia Galef](#), co-founder of the [Center for Applied Rationality](#), explains that to be more right more often, we need to approach ideas less like a soldier and more like a scout. A scout surveys the land, seeking accuracy and understanding to find all available information to gain a more holistic picture. While the soldier and the scout are both essential to an actual army, a scout mindset will benefit most of us more in decision-making. With fascinating stories ranging from Warren Buffett's investing strategies to subreddit threads and modern partisan politics, Galef explores why our brains deceive us and what we can do to change how we think.

Translation: Portfolio (editor Kaushik Viswanath)
Agent: Inkwell Management

UK: Penguin Business, Chinese (cc): Commonwealth Mag; Chinese (sc): CITIC; Dutch: Business Contact; Hebrew: Or Am; Japanese: Toyo Keizai; Korean: Mirae N; Romanian: Publica; Spanish (LA): Oceano; Spanish (S): Paidos



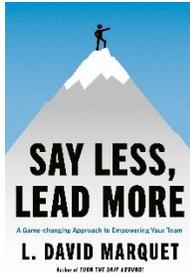
Levine, Ed; foreword by J. Kenji López-Alt

June 2019

SERIOUS EATER: A Food Lover's Perilous Quest for Pizza and Redemption

In 2006 [Ed Levine](#) didn't know a bite from a byte, but he spent \$100 to buy the domain for [SeriousEats.com](#). By the end of 2017, Serious Eats had more than 16 million unique visitors a month, and Levine had made millions. He presciently saw that a wave of digital media food brands like Eater, Thrillist, and Food52 would upend the food world, but getting to the top wasn't easy. This is the story of the terrifying, thrilling, and mouthwatering journey of what it really takes to follow your passion.

UK, Translation: Portfolio (editor Merry Sun)
Agent: Brandt & Hochman



Marquet, L. David

Aug. 2019

SAY LESS, LEAD MORE: A Game-Changing Approach to Empowering Your Team

In his bestselling book *Turn the Ship Around*, US Navy Captain [L. David Marquet](#) introduced the world to Intent-Based Leadership, giving leaders the tools to empower their people to take ownership of their roles and address challenges proactively. Now, in *Say Less, Lead More*, he applies those principles to communication in the workplace. Few are aware of how so much of the everyday language we use in the workplace inhibits creative problem-solving and escalates uncertainty and stress. In high-pressure situations and everyday work scenarios, Marquet shows how fixing the way we communicate can have dramatic consequences.

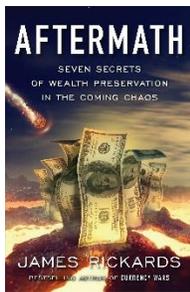
Translation: Portfolio (editor Kaushik Viswanath)

Agent: Author c/o Portfolio

UK: Penguin Business

Sales for *Turn the Ship Around*:

UK: Penguin Business; Bulgarian: Klasika & Stil; Chinese (cc): Longstone; Chinese (sc): CITIC; Czech: Motiv; Dutch: Boom; French: Un Monde Different; Japanese: Toyo Keizai; Romanian: Act & Politon; Russian: Mann, Ivanov & Ferber; Spanish: PRH Grupo



Rickards, James

July 2019

AFTERMATH: Seven Secrets of Wealth Preservation in the Coming Chaos

In his most prescriptive book to date, financial expert and investment advisor [James Rickards](#) shows how and why our financial markets are being artificially inflated—and what smart investors can do to protect their assets. What goes up must come down. As any student of financial history knows, the dizzying heights of the stock market can't continue indefinitely, especially since asset prices have been artificially inflated by investor optimism around the Trump administration, ruinously low interest rates, and the infiltration of behavioral economics into our financial lives. The elites are prepared, but what's the average investor to do? In *Aftermath* Rickards lays out the true risks to our worldwide financial system and offers invaluable advice on how best to weather the storm. He is the author *Currency Wars*, *The Death of Money*, *The Road to Ruin*, and *The New Case for Gold*.

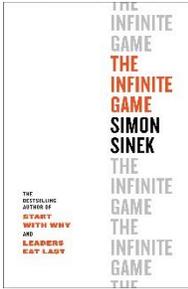
Translation: Portfolio (editor Niki Papadopoulos)

Agent: Janklow & Nesbit

UK: Penguin Business; Chinese (cc): Linking; German: Finanzbuch

Sales for previous James Rickards books:

UK: Penguin Business; Bulgarian: Iztok-Zapad; Chinese (cc): Linking; Chinese (sc): CITIC; French: Agora; German: Finanzbuch; Japanese: Asahi; Korean: Thenan, Ulysses; Polish: Helion; Portuguese (B): Empiricus; Russian: Eksmo; Serbian: Psihopolis; Spanish: Inversor Global; Thai: Capital; Turkish: Beyaz Baykus; Ukrainian: Nash Format; Vietnamese: Tre



Sinek, Simon
THE INFINITE GAME

June 2019

[Simon Sinek's](#) *Start With Why* and *Leaders Eat Last* have helped millions of readers see the hidden rules that govern our behavior. Now *The Infinite Game* challenges us to rethink our perspective on how organizations really work. Sinek explores a deceptively simple question: How do you stay ahead in a game with no end? Games like basketball and chess are finite, with firm rules and clear endpoints. But business is infinite: There's ultimately no such thing as winning because there's always a new set of challenges. Those who thrive are those who play by infinite rules. They do things that enable them to out-maneuver, out-innovate, and outlast their competitors. Sinek explores how infinite players can exhaust their competitors, stay ahead for the long run, and create strong organizations. Great leaders instinctively play the infinite game rather than chase short-term gains. Now the rest of us can understand how they do it. Sinek is also the bestselling author of *Find Your Why* and *Together is Better*. His speech based on *Start With Why* remains the third-most popular [TED Talk](#) of all time.

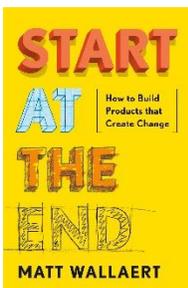
Translation: Portfolio (editor Adrian Zackheim)

Agent: Inkwell Management

UK: Penguin Business; Chinese (cc): Commonwealth Mag; Chinese (sc): Cheers; Dutch: Business Contact; German: Redline; Hungarian: HVG; Romanian: Publica; Russian: Eksmo; Vietnamese: 1980 Books

Sales for previous Simon Sinek books:

UK: Penguin Business; Arabic: Jarir; Bulgarian: Knigopis, Kragozor; Chinese (cc): Commonwealth Mag, Yuan-Liou; Chinese (sc): Shanghai Dook, CITIC, Cheers; Czech: Jan Melvil; Danish: Gyldendal, Dafolo; Dutch: Business Contact; Estonian: Million Mindset; French: Pearson; German: Redline; Greek: Klidarithmos; Hebrew: Opus; Hungarian: HVG; Indonesian: Gramedia; Italian: Vallardi, Franco Angeli; Japanese: Nikkei, Diamond; Korean: E-Public, Book in My Life, Time, Sallim; Lithuanian: Eugrimas; Macedonian: Tri; Hindi: Manjul; Polish: Helion; Portuguese (B): Sextante, HSM, Saraiva; Portuguese (P): Lua de Papel; Romanian: Publica; Russian: Eksmo; Serbian: Kontrast; Slovene: Smart Com; Spanish: Urano; Swedish: Volante; Thai: WeLearn, Touch; Turkish: Aritan, Dogan; Ukrainian: Osnovy; Vietnamese: Thai Ha



Wallaert, Matt
START AT THE END: How to Build Products that Create Change

June 2019

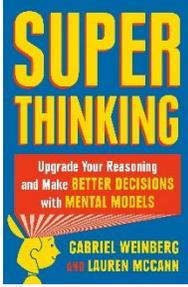
Start at the End offers a new framework for thinking about product design. The companies with the most effective and successful products ask, "Why would people want this in the first place?" and "Why don't they have it already?" Then they work backward to build the product that bridges the gap. [Matt Wallaert](#) is a behavioral scientist who has led product design at startups and big technology companies. Distilling findings from psychology and economics, he introduces a repeatable process so companies can effectively design, pilot, and scale products

that are both effective and popular. Wallaert is the Chief Behavioral Officer at Clover Health. He speaks frequently on the science of behavior change and product design.

UK, Translation: Portfolio (editor Merry Sun)

Agent: Author c/o Portfolio

Chinese (sc): CITIC; Korean: Gimm-Young



Weinberg, Gabriel; and Lauren McCann
SUPER THINKING: The Big Book of Mental Models

June 2019

We're often faced with two opposing forces: We need to understand complicated ideas quickly, but the rate at which information comes at us makes that difficult. With the help of a mental model—a framework that helps us interpret information and the relationship between things—we can learn to think faster, overcome biases, and make smarter decisions. [Gabriel Weinberg](#), co-author of *Traction*, provides a clear, humorous guide for anyone looking to quickly learn and utilize mental models to get ahead in work and life.

Translation: Portfolio (editor Kaushik Viswanath)

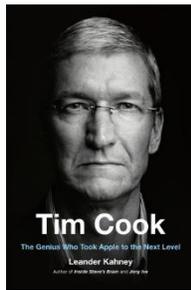
Agent: Level Five Media

UK: Penguin Business; Chinese (sc): Beijing Xiron; Korean: Kachi; Portuguese (B): Alta; Romanian: Publica; Russian: Eksmo

Sales for *Traction*:

UK: Penguin Business; Chinese (cc): Business Weekly; Chinese (sc): CITIC; Italian: Crisalide; Polish: Helion; Portuguese (B): Alta; Russian: Eksmo; Thai: WeLearn; Vietnamese: Alpha

SPRING 2019 HIGHLIGHTS



Kahney, Leander

April 2019

TIM COOK: The Genius Who Took Apple to the Next Level

The death of Steve Jobs left the world wondering about the fate of one of the most innovative and profitable companies of all time, Apple. It was hard to imagine anyone could fill Jobs' shoes—especially not Tim Cook, who many thought of as an “operations drone.” But as Leander Kahney, bestselling author of Apple books, reveals in the first definitive book on one of today's most powerful business leaders, things at Apple today couldn't be better under Cook's leadership. Apple is pushing into renewable energy, a labor- and environmentally-friendly supply chain, recyclable products, and unrivaled global influence. From the massive growth of the iPhone to lesser-known victories like the Apple Watch and becoming the first-ever company to hit \$1 trillion market cap, Cook is leading Apple to a new era of success. Drawing on authorized access with several Apple insiders, *Tim Cook* tells the inspiring story of how one man took on the world's most difficult job—and succeeded more than anyone had thought possible. [Leander Kahney](#) is the bestselling author of *Jony Ive* and *Inside Steve's Brain*.

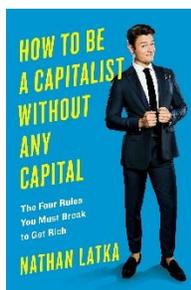
Translation: Portfolio (editor Niki Papadopoulos)

Agent: Ted Weinstein Literary Management

UK: Penguin Business; Chinese (sc): CITIC; Dutch: Unieboek Het Spectrum; German: Boersenmedien; Italian: Sperling & Kupfer; Japanese: SB Creative; Korean: Dasan; Polish: SQR; Portuguese (B): Intrinseca; Portuguese (P): 2020 Editora; Russian: Mann, Ivanov & Ferber; Spanish: Urano; Thai: SE-Education; Ukrainian: Nash Format; Vietnamese: 1980 Books

Sales for previous Leander Kahney books:

UK: Penguin Business; Arabic: Dar Al Karma, Arab Scientific; Chinese (cc): China Times; Chinese (sc): CITIC; Czech: Blue Vision, Albatros; Danish: Libris; Dutch: Bruna; French: Editions First; German: Boersenmedien, Finanzbuch; Hebrew: Opus; Hungarian: HVG; Indonesian: Chang, Elex Media; Italian: Sperling; Japanese: Nikkei BP; Korean: Minumsa, Booksom; Polish: Insignis, Znak; Portuguese (B): Companhia das Letras, Ediouro; Portuguese (P): Presenca; Romanian: Publica; Russian: Mann, Ivanov & Ferber; Slovak: Ikar, Eastone; Thai: Nation, Eureka; Turkish: Kapital; Vietnamese: Alpha



Latka, Nathan

March 2019

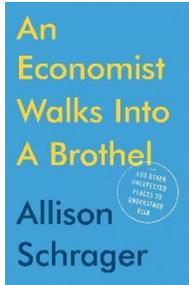
HOW TO BE A CAPITALIST WITHOUT ANY CAPITAL: The Four Rules You Must Break to Get Rich

At age 19, [Nathan Latka](#) founded a software company with just a few thousand dollars. He sold it for \$10.5 million five years after. Latka wasn't richer or smarter than anyone else; he just realized something that few others know: You don't need lots of money or an original idea to become an entrepreneur. He started revealing his secrets on *The Top Entrepreneurs*, a podcast that *Inc.* called the “#1 business podcast (ahead of Tim Ferriss).” Written in the funny, exuberant voice his fans have come to love, his book will open your eyes to the opportunities waiting all around you. Latka will teach you to copy other people's ideas shamelessly, attack and win over their distribution channels, bootstrap a company with almost no funding, invest in local businesses that need quick cash, and many other hacks, tricks, and workarounds. Latka is the CEO of TheTopinbox and eTools and the Executive Producer and host of *The Top Entrepreneurs* podcast.

Translation: Portfolio (editor Leah Trouwborst)

Agent: Levine, Greenberg, Rostan

UK: Hodder; Chinese (cc): Domain; Korean: Sam & Parkers; Romanian: Publica; Thai: Live Rich Forever



Schrager, Allison

April 2019

AN ECONOMIST WALKS INTO A BROTHEL: And Other Unexpected Places to Understand Risk

Economist and journalist [Allison Schrager](#) introduces four key principles that will transform how you think about risk and shows you how to weigh your odds in any situation. This book teaches you to approach both big decisions and more everyday questions, including why you might be stuck in the wrong job, how to deal with uncertainty (and why reacting to good surprises is just as important as reacting to bad ones), how to rethink your retirement plans, and if you should take the crosstown bus or walk. It will change your perspective: If you understand that risk includes both good and bad, you'll have the tools to make the world less risky and more rewarding. Schrager has been a columnist for the *Economist*, *Reuters*, and *Bloomberg Businessweek*.

UK, Translation: Portfolio (editor Bria Sandford)

Agent: Janklow & Nesbit

Chinese (cc): Business Weekly; Chinese (sc): CITIC; Italian: Crisalide; Korean: Sejong; Portuguese (B): Companhia das Letras; Portuguese (P): 2020 Editora; Russian: Mann, Ivanov & Ferber; Spanish: PRH Grupo

OPTIMISM PRESS



Simon Sinek, the *New York Times* bestselling author of *Start with Why*, *Leaders Eat Last*, *Together is Better*, *Find Your Why*, and the forthcoming *The Infinite Game*, is partnering with his longtime publisher, Portfolio, to launch a new imprint called Optimism Press.

Said Sinek, "Optimism Press is focused on sharing the ideas that will help us advance the greater good, to build a world in which people feel inspired, safe and fulfilled in their professional and personal lives. We will look to the business world, the nonprofit world, the military, politics, education, the clergy, or elsewhere to find authors who can both inspire us and offer us direction on how to build a more optimistic world."

Adrian Zackheim, Sinek's editor and President and Publisher of Portfolio, will also serve as Publisher of the new imprint, while Sinek will be Founder and Chief Optimist. Portfolio, an imprint of the Penguin Publishing Group within Penguin Random House, will handle the editorial, production, sales, and marketing functions for Optimism Press.

Said Zackheim, "Simon and I have been informally working together for years to find and promote promising new voices in leadership and public service. Based on our record of success, we've decided to take our collaboration to the next level and build a new imprint together. Simon is committed to curating Optimism Press' list of authors, to participate in the editorial process, and to actively promote every new book."

Portfolio's previous informal collaborations with Sinek include *Everybody Matters* by Bob Chapman & Raj Sisodia, *Turn the Ship Around* by David Marquet, and *Permission to Screw Up* by Kristen Hadeed.

The new imprint is expected to start small, with roughly three to five books in 2019, and will grow from there.

Sinek's backlist books and future books will continue to be published under the Portfolio imprint.



Oakes, Summer Rayne; foreword by Simon Sinek

July 2019

HOW TO MAKE A PLANT LOVE YOU: Cultivate Green Space in Your Home and Heart

[Summer Rayne Oakes](#) keeps 700 houseplants in her Brooklyn apartment. She is an environmental scientist, entrepreneur, and model—and, according to a [New York Times profile](#), the icon of wellness-minded millennials who want to bring nature indoors. Most people think that the common potted plant is just a decorative object, but there is also a strong psychological benefit to taking care of plants as a path to mindfulness. Taking care of other living things is a basic human need. Urban millennials with weaker community networks than previous generations just don't have the chance to do that. This book ties together all the known benefits of taking care of plants (lower blood pressure, lower stress, cleaner air) with a bigger, less obvious benefit: Taking care of plants makes you a more life-giving person. Through colorful vignettes that draw us into the mysteries and hidden stories of our plants, Oakes shows how our chlorophyllic friends can serve as a gateway to a greater life.

UK, Translation: Optimism Press (editor Leah Trouwborst)

Agent: Gardner Literary

Dutch: Bruna; Hungarian: Libri; Korean: Next Wave; Spanish (LA): Oceano

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