



TRANSATLANTIC
AGENCY

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Non-Fiction

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The 1-Page Marketing Plan

GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD

Allan Dib

Learn how to map out your own sophisticated marketing plan and go from zero to marketing hero using this breakthrough tool that makes creating a marketing plan simple and fast.

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done. In *The 1-PAGE MARKETING PLAN*, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an experienced entrepreneur, *THE 1-PAGE MARKETING PLAN* is the easiest and fastest way to create a marketing plan that will propel your business growth.

ALLAN DIB is a serial entrepreneur, rebellious marketer and technology expert. He has started, grown and successfully exited multiple businesses in various industries. His last business was in the hyper-competitive telecommunications industry. It went from startup to four years later being named by Business Review Weekly (BRW) as one of Australia's fastest growing companies—earning a spot in the coveted BRW Fast 100 list. Allan is passionate about helping businesses find new and innovative ways to leverage technology and marketing to facilitate rapid business growth. As a highly sought after business coach, consultant and public speaker, he frequently shares his proven strategies and cutting edge tactics with people all over the world.

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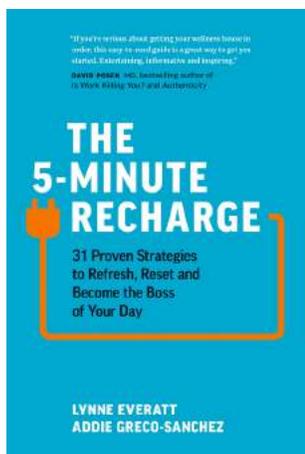
“Everybody knows marketing is getting too complicated. Allan Dib solves that problem with his brilliant new book. Read it and simplify your life.”

—Al Ries, author, *Positioning: The Battle For Your Mind*

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The 5-Minute Recharge

31 PROVEN STRATEGIES TO REFRESH, RESET, AND BECOME THE BOSS OF YOUR DAY

Lynne Everatt and Addie Greco-Sanchez

Take five minutes out of your day to experience the small win of a mental, physical and emotional recharge that could change your life.

Researchers have discovered the formula for living a good life, so why is depression still the world's leading disability? Most people don't know what will truly make them happy, and far too few make proven wellness practices a part of their lives. Science has proven that you have the power, through your habitual ways of thinking and behaving, to renovate the space inside your head, making it

brighter, more resilient, and a more enjoyable place to hang out.

THE 5-MINUTE RECHARGE will teach you 31 proven techniques for thriving at work and in life, including: the mental fitness technique that's better than magic mushrooms; the best way to grow new brain cells and ensure you continue to look good in your genes as you age; the easily accessible trait that's associated with the high-performance personality; what George Clooney can teach you about tapping into your inner wisdom; the Navy SEAL tactic you can use to trigger relaxation even in tense situations. Each of the 31 strategies is backed by research and includes additional resources to enrich your understanding of wellness and inspire you to care for yourself in quick, fun, life-affirming ways.

With your well-being in mind, authors and soul sisters Lynne Everatt and Addie Greco-Sanchez designed these 31 hands-on tools for creating a greater sense of having enough time, connecting with others, nourishing your body and mind, feeding positivity, and taking time for reflection. And that's worth getting charged up about.

LYNNE EVERATT is a recovering MBA, LinkedIn Top Voice in management and culture, and nominee for the Stephen Leacock Medal for Humour for her first book, *E-Mails from the Edge*, a novel with the theme of workplace mental health. E-mails also appeared in *The Globe and Mail* as a *Careers* column. An ardent advocate for mental health through physical fitness, Lynne is a certified personal trainer who has completed two sweaty half-marathons and a marathon six minutes and twenty-three seconds of stand-up at the *Absolute Comedy Club*. She served for three years as President of the Board of Directors of the women's shelter *Interim Place* where she met and became friends with co-author Addie Greco-Sanchez. Addie Greco-Sanchez is the founder and President of *AGS Rehab*, a leader in disability management and assessment services since 1999 that has grown into a successful company with a head office in the Greater Toronto Area and a large network of professionals across Canada. Selected as one of *PROFIT/Chatelaine's* top 100 Female Entrepreneurs, Addie is a passionate and expert advocate for mental health in the workplace, and frequent speaker on the topic of how companies can safeguard employees' psychological health. Together, Lynne and Addie want to make the world a mentally healthier place through their friendship.

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“A splash of cold water on your sizzling brain. Open it to steam-cool your senses and get back on track.”

—Neil Pasricha, author of the #1 international bestseller, *New York Times* bestseller and *Globe and Mail* bestseller *The Book of Awesome*

“Five minutes to spare? Pick up this book and read a chapter. It could well change your life!”

—Mark Bowden, coauthor of the *Globe and Mail* bestseller *Truth and Lies*

“Take my advice: read this short, practical book, pick your tactic combo and go to work shaping a happier life.”

—Michael Bungay Stanier, author of *The Wall Street Journal* bestseller *The Coaching Habit*

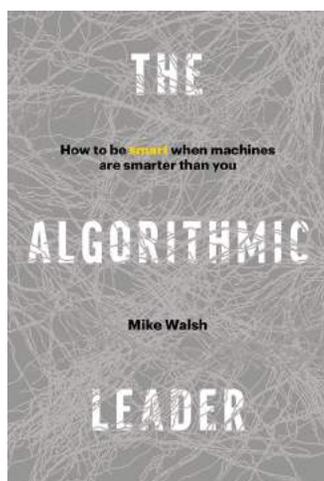
“Thorough, thoughtful, practical and wise. I love *The 5-Minute Recharge*, and plan to incorporate as many of these empowering, refreshing tactics into my own routine as I can!”

—David L. Katz MD, MPH, FACPM, FACP, FACLM, founding director of Yale University's Yale-Griffin Prevention Research Center, immediate past-president of the American College of Lifestyle Medicine and founder/president of the True Health Initiative

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The Algorithmic Leader

HOW TO BE SMART WHEN MACHINES ARE SMARTER THAN YOU

Mike Walsh

The greatest threat we face is not robots replacing us, but our reluctance to reinvent ourselves.

We live in an age of wonder: cars that drive themselves, devices that anticipate our needs, and robots capable of everything from advanced manufacturing to complex surgery. Automation, algorithms, and AI will transform every facet of daily life, but are we prepared for what that means for the future of work, leadership, and creativity? While many already fear that robots will take their jobs, rapid advancements in machine

intelligence raise a far more important question: what is the true potential of human intelligence in the twenty-first century? Futurist and global nomad Mike Walsh has synthesized years of research and interviews with some of the world's top business leaders, AI pioneers and data scientists into a set of 10 principles about what it takes to succeed in the algorithmic age. Across disparate cultures, industries, and timescales, Walsh brings to life the history and future of ideas like probabilistic thinking, machine learning, digital ethics, disruptive innovation, and de-centralized organizations as a foundation for a radically new approach to making decisions, solving problems, and leading people. THE ALGORITHMIC LEADER offers a hopeful and practical guide for leaders of all types, and organizations of all sizes, to survive and thrive in this era of unprecedented change. By applying Walsh's 10 core principles, readers will be able to design their own journey of personal transformation, harness the power of algorithms, and chart a clear path ahead—for their company, their team, and themselves.

MIKE WALSH is the CEO of Tomorrow, a global consultancy on designing companies for the twenty-first century. He advises leaders on how to thrive in the current era of disruptive technological change. A true global nomad, Mike travels over 300 days a year worldwide, researching trends, collecting case studies, and presenting on the future of business. Mike's clients include many of the global Fortune 500, and as a sought-after keynote speaker he regularly shares the stage with world leaders and business icons alike. Mike previously founded Jupiter Research in Australia, and has also held senior strategy roles at News Corporation in the Asia Pacific region. Mike's other books include Futuretainment and The Dictionary of Dangerous Ideas. Each week he interviews provocative thinkers, innovators, and troublemakers on his podcast, Between Worlds.

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“Provocative, powerful, and full of actionable wisdom. *The Algorithmic Leader* is a tour de force of ideas and insights from global pioneers who are challenging the status quo and reinventing organizations. Mike Walsh has produced a must-read for every leader and entrepreneur in this digital age.”

—Daniel Hulme, Founder & CEO of Satalia

“Great companies are built on culture. Mike Walsh's prescient vision of the algorithmic company of the future is no robot army of soulless analytics dashboards, but a living, breathing organism—a community of humans who respond to motivation beyond compensation; purpose and impact; decision-making and autonomy; location and collaboration. A worthy read.”

—Brian Halligan, Founder & CEO of Hubspot

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The Authenticity Principle

Resist Conformity,
Embrace Differences,
and Transform
How You Live,
Work, and Lead



Ritu Bhasin

The Authenticity Principle

RESIST CONFORMITY, EMBRACE DIFFERENCES, AND TRANSFORM HOW YOU LIVE, WORK, AND LEAD

Ritu Bhasin

In a society that pushes conformity, how can you be courageously authentic despite fear of judgment? Award-winning leadership and diversity expert Ritu Bhasin gives you the tools to make this happen.

More than a call to “be yourself,” **THE AUTHENTICITY PRINCIPLE** is a rallying cry to disrupt the status quo, bring your differences to the light, and help others do the same.

Combining the latest neuroscience, leadership, diversity, and mindfulness research with a wealth of practical exercises, Bhasin unveils a cutting-edge framework for living and leading more authentically. She also reveals inspiring insights from a range of leaders who have overcome barriers to being authentic—including her own personal journey from lawyer to entrepreneur.

Developed after years of working with global leaders and organizations, the book has at its core the transformational concept of the Three Selves. This new way of understanding authenticity will empower you to fearlessly and strategically choose how and when to show up as your Authentic Self and your Adapted Self, leaving behind your Performing Self. Ritu Bhasin shows that choosing to live authentically is the most important step you can take to thrive in your personal life, your relationships, and your career.

RITU BHASIN *didn't always feel empowered to be an unapologetic, fiercely authentic leader. While she was highly successful and living the “corporate dream” in her early career, Ritu had a startling realization: the person she was in her day-to-day life bore little resemblance to her true self. Because of her experiences with racism and bullying, she found herself minimizing racial, religious, gender, and class-based aspects of her identity to “fit in” among circles where she felt she didn't belong. And in doing this, she was profoundly unhappy. After much soul-searching, Ritu decided to transform her life. She completed her MBA, left her corporate job, launched her own business, became a mindfulness practitioner and teacher, and dedicated her life to helping others become more empowered and inclusive. In 2010, Ritu launched bhasin consulting inc., a diversity and inclusion-focused consulting firm, and has since gained a global reputation for her work in leadership development, diversity and inclusion, and women's advancement. Through her work, Ritu is committed to disrupting the status quo to build a world in which each of us celebrates our own differences and the differences of others. She has delivered talks to thousands, inspiring leaders to be more inclusive, and encouraging those who have experienced oppression to be more empowered. Ritu has won numerous awards for her work, including the City of Toronto's William P. Hubbard Award for Race Relations.*

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“This book is guaranteed to change how you think about yourself and those around you, while giving you the edge you need to be an inclusive leader in today's world.”

—Bill Thomas, Global Chairman, KPMG International

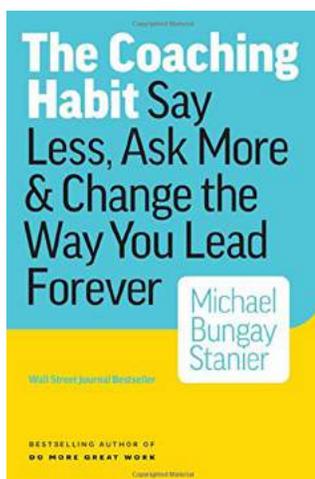
“Relatable right from the first page, *The Authenticity Principle* is an honest and thoughtful immersion into what it truly means to be ‘The Other.’ A definite must-read for all!”

—Deepa Mehta, film director and screenwriter

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The Coaching Habit

SAY LESS, ASK MORE & CHANGE THE WAY YOU LEAD FOREVER

Michael Bungay Stanier

The new coaching classic, a *Wall Street Journal* bestseller, with 500,000+ copies sold in English worldwide.

In Michael Bungay Stanier's *THE COACHING HABIT*, coaching becomes a regular, informal part of your day so managers and their teams can work less hard and have more impact. Drawing on years of experience training more than 10,000 busy managers from around the globe in practical, everyday coaching skills, Bungay Stanier reveals how to unlock your peoples' potential. He unpacks seven essential coaching questions to demonstrate how--by saying less and asking more—you can develop coaching methods that produce great results.

A fresh innovative take on the traditional how-to manual, the book combines insider information with research based in neuroscience and behavioural economics, together with interactive training tools to turn practical advice into practiced habits. Witty and conversational, *THE COACHING HABIT* takes your work—and your workplace—from good to great.

Highlights:

- Copies sold: 500,000+ English-language worldwide
- Bestseller list: TCH spent a week on the Wall Street Journal bestseller list and it has been the #1 or #2 coaching book on Amazon since launch (#1 95%+ of the time)
- Podcast/media appearances: Over 100 podcast interviews
- Winner of the 2017 NYC Big Book Award - Leadership
- Finalist in the “Business: Management & Leadership” category of the 2016 International Book Awards

MICHAEL BUNGAY STANIER is a leading coaching expert, renowned keynote speaker and the founder and senior partner of Box of Crayons. When he's not leading workshops that help time-crunched managers coach in 10 minutes or less, Michael shares his thought leadership (and his playful sense of humor) with others through his many writings and publications. His published books include *Do More Great Work*, which has sold nearly 100,000 copies, and *End Malaria*, a collection of essays from leading thinkers around the globe raising funds for Malaria No More (and hitting #2 on Amazon.com). He has also been featured or published in *Fast Company*, *The Financial Times*, *The Globe and Mail*, and was named the first Canadian Coach of the Year in 2016.

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“Coaching is an art and it's far easier said than done. It takes courage to ask a question rather than offer up advice, provide and answer, or unleash a solution. In this practical and inspiring book, Michael shares seven transformative questions that can make a difference in how we lead and support. And he guides us through the tricky part - how to take this new information and turn it into habits and a daily practice.”

—Brené Brown, author of *Rising Strong* and *Daring Greatly*

“Michael Bungay Stanier distills the essentials of coaching to seven core questions. And if you master his simple yet profound technique, you'll get a two-fer. You'll provide more effective support to your employees and co-workers. And you may find that you become the ultimate coach for yourself.”

—Daniel H. Pink, author of *To Sell Is Human* and *Drive*

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The Connector's Advantage

7 MINDSETS TO GROW YOUR INFLUENCE AND IMPACT

Michelle Tillis-Lederman

A *Forbes* top networking expert shows how to get results faster, easier and better by building meaning relationships

Are you already networking but all that effort is not translating into results? Does everyone seem to be getting further ahead even though you are just as smart? Are you looking for a new job or up for a promotion? Do you have great ideas but no one seems to be listening to them? If any of these situations resonate, this book is for you! And even if you are already a Connector, this book will help you take it up a level.

Connectors think and act a certain way that makes things happen faster, easier, and often with a better result. This book will explain: 1. Why relationships and connecting are critical to your results, success, and even happiness. 2. How Connectors have a way of thinking and acting that enables stronger relationships. 3. How ANYONE can infuse these mindsets and behaviors into their interactions and see the impact.

Michelle Tillis Lederman has curated connections and includes expert advice from over two dozen authors, coaches, and business owners including Marshall Goldsmith, Dorie Clark, Ivan Misner, Susan RoAnn and more. Regardless of your goal—a job, a promotion, new business, a referral—who you know and who knows you will lead to opportunities. It is the strength of your relationships that leads to your success.

MICHELLE TILLIS LEDERMAN, CSP, PCC, named one of *Forbes'* Top 25 Networking Experts, is the author of several books including the internationally known *The 11 Laws of Likability*. Tillis Lederman is the founder and CEO of *Executive Essentials*, which provides customized communications and leadership training and coaching programs. A former finance executive and NYU Professor, Tillis Lederman is a regular in the media, appearing on NBC, CBS, Fox, NPR, CNBC, and in the *Wall Street Journal*, *New York Times*, and others. She holds degrees from Lehigh University and Columbia Business School. She lives in New York.

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“If you want to be a leader of the future, you must know how to build alliances and partnerships. *The Connector's Advantage* will help you do just that.”

—Marshall Goldsmith, the *New York Times* #1 bestselling author of *Triggers* and *What Got You Here Won't Get You There*

“In the new economy, it's not who knows you, it's who trusts you. When in doubt, don't forget Michelle's Law #10.”

—Seth Godin, author of *Linchpin*

“Too often I meet talented and highly skilled women who wait too long before enlisting allies who can help them grow in their careers.

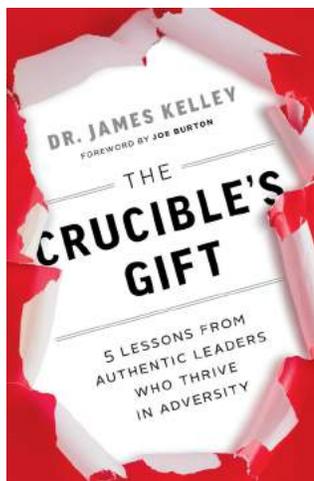
The Connector's Advantage is the book these women have been waiting for—a guide that clearly shows how to cultivate and grow the strong circle of connections that is key to sustainable success.”

—Sally Helgesen, author of *How Women Rise*

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The Crucible's Gift

5 LESSONS FROM AUTHENTIC LEADERS WHO THRIVE IN ADVERSITY

James Kelley

THE CRUCIBLE'S GIFT explores lessons from over 140 leaders who demonstrate the art of living more authentically. Combining these raw and insightful stories with his knowledge of business and psychology—as well as his candid accounts of lessons from his personal crucibles—James Kelley shows how to transform what holds you back into traits that will propel you forward, into your authentic life.

In an era of inauthentic leaders, the stakes could not be higher for embracing a better version of yourself that propels you and your team to success. In a social media world where there is an abundance of false narratives about happiness and authenticity, it is easy to get lost on your journey. Authentic leadership expert Dr. James Kelley shows that the key to personal and professional growth lies in how we respond effectively to adversity. In fact, what causes us and our organizations the most fear can be our greatest gift, creating a positive meaning out of challenges.

A test or trial—your individual crucible—gives you the potential to increase self-awareness, develop deeper compassion, live with more integrity and boost connection with colleagues. High-impact leaders thrive in adversity because of their crucibles, not in spite of them.

Author, speaker and consultant **DR. JAMES KELLEY** was born in Portland, Oregon. Following the completion of an MBA and a year of teaching English in Japan, James moved to Australia to pursue his Ph.D. in International Marketing. He is the host of the *Executives After Hours* podcast, where he explores topics such as authenticity and success with leaders from diverse organizations and industries. Kelley currently teaches at the United Arab Emirates University in Dubai, and resides near Dubai with his wife, Mary, and their four children.

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“*The Crucible's Gift* offers leaders insight into their deepest places that define them. Prepare for a remarkable journey of self-discovery, guided by the stories of leaders who had the courage to go on record in this book and the insights of the author, James Kelley, whose own story made this book complete.”

—Dr. Marshall Goldsmith, *The Thinkers 50 #1 Leadership Thinker in the World*

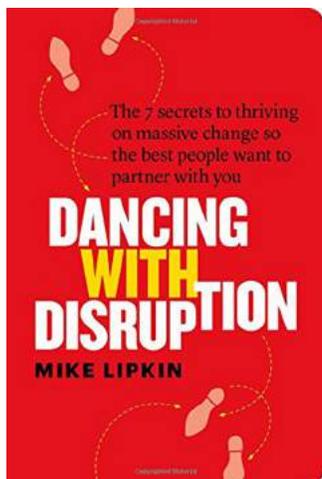
“...*The Crucible's Gift*, will guide you on a deep exploration of how to become an authentic leader—learning and growing from your crucible experience with increased self-awareness, integrity, compassion, and ability to relate to others. Following Kelley's great wisdom will not only enable you to become a better leader but a better human being as well.”

—Bill George, Senior Fellow at Harvard Business School, former Chair & CEO of Medtronic, and author of *Discover Your True North*

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Dancing with Disruption

THE 7 SECRETS TO THRIVING ON MASSIVE CHANGE SO THE BEST PEOPLE WANT TO PARTNER WITH YOU

Mike Lipkin

Over the past twenty-five years, superstar coach Mike Lipkin has studied and worked with thousands of disruptors around the world. In **DANCING WITH DISRUPTION**, he shows us that the key to extraordinary success is to have so much fun that we become the source of others' joy.

Disruption: radical change that shatters the status quo. We all face a future that is nothing like our past. We can struggle with disruption or we can dance with it. We can each be a disruptor, creating the future one step at a time.

DANCING WITH DISRUPTION is peppered with examples and a vibrant, full-colour design, bringing these lessons to life. No matter who you are, part of your job is to be a disruptor. Just beyond your reach is an amazing breakthrough. Mike Lipkin will help you grasp it. It's time to dance.

MIKE LIPKIN is president of Environics/Lipkin, a global research and motivation company based in Toronto. He is also an international strategic coach, facilitator and catalyst for high performance. Mike combines his learning from talking to a million people in 43 countries with Environics Social Values research to offer clients the best of all worlds: a powerful blend of ideas and principles that help them achieve remarkable results. Mike was raised in South Africa and immigrated to Canada in 2001. He is renowned for his ability to blend humour with content that inspires people into action.

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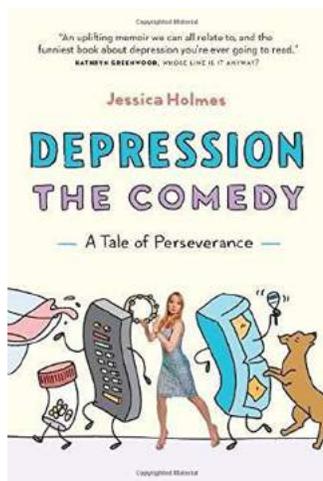
“Mike Lipkin has made a major impact on me and our organization. He always brings his A-game.”
—Lee Cooper, President and CEO, GE Healthcare, US and Canada

“Mike Lipkin is one of the hottest speakers in the country.”
—Martin Perelmuter, President, Speakers Spotlight

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Depression the Comedy

A TALE OF PERSEVERANCE

Jessica Holmes

In the vein of Mindy Kaling and Jenny Lawson comes this romp through the highs and lows of life as a depressed comedian, and what she learned on the way.

Comedians live by the mantra tragedy + time = comedy—hence Jessica Holmes's refreshing and hilarious new memoir about depression, 'the cold sore of the mind.' She takes us on her journey - sometimes laugh-out-loud, sometimes cringe-worthy—from successful performer to someone who was basically living the life of a house cat. She muses about:

- the chicken and the egg of depression and comedy
- marriage counselling (a.k.a. tattling on your spouse)
- where jokes come from
- living on the sofa, which now looks like a tornado hit a 7-Eleven
- her kids' take on the perks of having a depressed mom: "We don't have to clean up anything. Yesterday the cat barfed and Mom just put a cushion on it and went back to playing on the iPad!"
- the obnoxiousness of anti-depressant commercials: "I never noticed the ocean before!"

Holmes shares her two cents on how to play it cool when your medication makes you hear Kate Hudson's voice, and why you don't sneak pepperoni into the movies. It's a validating read for anyone who has suffered from depression a little ("I get sad every January") or a lot ("My psychiatrist doesn't have a name for what I've got") or who just thinks real life calls for levity and understanding.

JESSICA HOLMES is a comedian who has opened for Jerry Seinfeld, Ellen DeGeneres, and Russell Peters, as well as icons like Oprah Winfrey and Deepak Chopra. She is best known for her work on the Royal Canadian Air Farce and The Holmes Show. She's performed with The Second City, Just for Laughs, and appeared on the TV shows Little Big Kid, The Itch, and Wild Card. Her first memoir, *I Love Your Laugh: Finding the Light in My Screwball Life*, was published by McClelland & Stewart in 2011. After battling post-partum depression and "regular, run-of-the-mill, garden-variety depression" (her words), Holmes began openly sharing her mental health story using humour. She is the daughter of a Mormon father and feminist mother (yes, that should be a sitcom), and she currently lives in Toronto with her husband and two kids.

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"Jessica Holmes has delivered a powerful 'antidepressant' with this hilarious, informative, and heartwarming book."

—Dr. Shimi Kang, psychiatrist, bestselling author of *The Dolphin Parent*

"An uplifting memoir we can all relate to, and the funniest book about depression you're ever going to read."

—Kathryn Greenwood, *Whose Line Is It Anyway?*

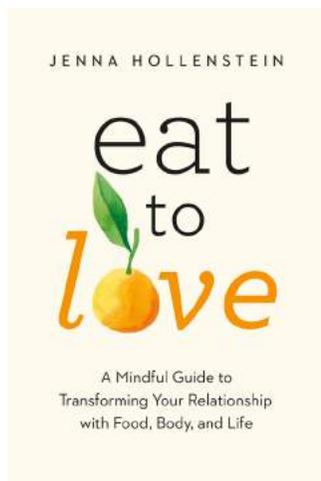
"Jessica's ability to open up about painful things in a way that make them hilarious and beautiful is astounding! This book will make you laugh, make you feel brave and make you feel like you are normal and wonderful just the way you are!"

—Aisha Alfa, comedian, *Just For Laughs*

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Eat to Love

A MINDFUL GUIDE TO TRANSFORMING YOUR RELATIONSHIP WITH FOOD, BODY, AND LIFE

Jenna Hollenstein

EAT TO LOVE is a joyful, non-diet approach to mindfulness, intuitive eating, and falling in love with the body you live in.

In EAT TO LOVE, nutritionist Jenna Hollenstein leads a spiritual revolution against pervasive attitudes towards food and dieting and demonstrates how to free your mind from the fear, frustration, and shame often associated with eating. Through a series of revelatory exercises, along with simple instructions for time-proven mindfulness and

meditation techniques, readers learn to identify prejudices around eating and reset their relationships with food. EAT TO LOVE is not a diet book, not a “clean eating” manual, and not a guide to “being your best self.” Rather, it is a liberating path to sanity, and to loving the body you have right now.

Since early childhood, many people have heard that something is wrong with their body: with the way it looks, the way it feels and the food it craves. This diet culture—surrounding us in the form of media, fashion, food trends, and even messages from friends and family—tells us that the only way to be happy is to be thin and to rigidly follow the latest eating dogma. Eat to Love challenges this insidious, pervasive messaging and establishes an exciting, liberating and enriching set of ideals.

JENNA HOLLENSTEIN, MS, RD, CDN is a registered dietitian, non-diet nutrition therapist, and meditation instructor with a private practice in Manhattan, where she works with people struggling with chronic dieting, disordered eating, and eating disorders. Jenna is passionate about helping people transcend the diet culture, rediscover the pleasures of eating and being in their bodies, and live life with joy, connection, and compassion. Jenna is also the author of Understanding Dietary Supplements, a handy guide to the evaluation and use of vitamins, minerals, herbs, and botanicals for both consumers and clinicians, and the memoir Drinking to Distraction. To learn more about Jenna’s work and to download material related to this book, please visit eat2love.com.

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“Buddhist meditation teacher and leading authority in Intuitive Eating, Jenna Hollenstein has written a book for anyone who struggles with emotional eating, food obsession, and body shame while craving peace with food.”

—Tracy L. Tylka, PhD, FAED; editor-in-chief, *Body Image*

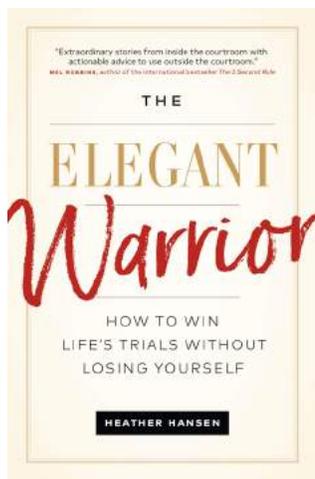
“*Eat to Love* is a Buddhist approach to conquering dieting insanity, which has insidiously infiltrated our culture and perpetuated an unnecessary source of suffering, especially for women. You don’t need to be a Buddhist to use this book’s practical tools to tap into your own internal wisdom. This refreshing and compassionate book will help heal your relationship with food, mind, and body.”

—Evelyn Tribole, MS, RDN, CEDRD-S; co-author of *Intuitive Eating*

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The Elegant Warrior

HOW TO WIN LIFE'S TRIALS WITHOUT LOSING YOURSELF

Heather Hansen

Award-winning attorney and international keynote speaker Heather Hansen shows you how to become an Elegant Warrior, armed with the confidence, wisdom and skills to enter the fray and remain true to yourself.

Can you win life's battles without losing yourself? Life is full of trials, and sometimes you need a warrior spirit to overcome them. Award-winning attorney Heather Hansen has spent over twenty years fighting on the battlefields of the courts—but even in her fiercest clashes, she's remained true to herself and her principles. She shares her journey to becoming an Elegant Warrior, and imparts the wisdom she's learned from her decades on the bar. Armed with the tools and techniques she's honed in the courtroom, Hansen makes the case that anyone can become an Elegant Warrior: someone who fights adversity with grace and compassion, and battles without losing respect for themselves and their adversaries. Using real-life case studies and personal stories from the fast-paced courtroom arena, Hansen teaches you how to triumph over your own struggles. From overcoming the Curse of Knowledge to discovering the Power of How, you'll learn how to tap into your own personal strengths to face whatever challenges come your way. We all have to go to war at times. Sometimes the combat zone is your home; sometimes it's the office. And sometimes, it's your inner world. As an Elegant Warrior, you'll be armed with the confidence, wisdom and skills to enter the fray and remain true to yourself.

HEATHER HANSEN is a trial lawyer. She has defended medical malpractice cases for over twenty years, was recently inducted into the American College of Trial Lawyers and is consistently named one of the Top 50 Female Attorneys in the state of Pennsylvania. Heather works as a communication consultant, combining her courtroom experience with her psychology degree and her training as a mediator to help her clients ask better questions, master objections, and use credible persuasion to succeed. She has appeared on CNN, NBC, Fox News Channel, and Good Day Philadelphia, and is the host of The Elegant Warrior podcast. Heather lives in New York City.

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“If you want to better advocate for yourself—in business and in life—Heather Hansen's insights in *The Elegant Warrior* will prove invaluable.” —Dorie Clark, adjunct professor at Duke University's Fuqua School of Business and author, *Entrepreneurial You* and *Stand Out*

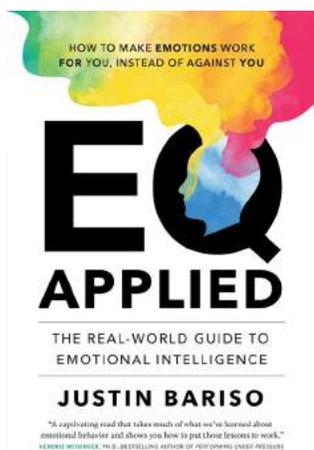
“With insight, wonderful examples, and a strong motivational voice, Heather Hansen provides a beacon for women who want to create a life of unique meaning and purpose. She doesn't promise that the path will be easy but, like the words of a true friend whispered in your ear, her encouragement will make your journey rewarding.”
—Lois P. Frankel, Ph.D., author of *Nice Girls Don't Get the Corner Office*

“In *The Elegant Warrior*, Hansen reminds us that we must maintain both a warrior side and an elegant side. Her stories help the reader understand how finding that balance is a constant battle. I urge you to read *The Elegant Warrior* and adjust your dial as required!”
—Liane Davey, bestselling author of *You First* and *The Good Fight*

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EQ Applied

THE REAL-WORLD GUIDE TO EMOTIONAL INTELLIGENCE

Justin Bariso

In this age of social media attacks, broken commitments, and rampant corruption, a high emotional intelligence quotient, or EQ, is more important than ever. Justin Bariso brings the concept of emotional intelligence up to date and into the real world, combining scientific research with high-profile examples and personal stories.

EQ APPLIED teaches you how to channel your strongest feelings in a way that helps, not harms you—or others—enabling you to break down barriers and improve the quality of your relationships. You'll learn how thoughts and habits affect emotions, and how to replace bad habits with healthier ones. You'll see why even negative feedback is a gift, and when being empathetic can actually get you into trouble. Finally, you'll learn how people can use your emotions to manipulate you, and how you can guard yourself against such attempts, leading to greater mental and emotional strength.

EQ APPLIED gives you a set of practical tools and exercises that inspire you to be more helpful, move past resentment, and develop your more authentic self. By increasing your knowledge about emotions, you'll better understand yourself and make wiser decisions. It's time to put your emotions to work.

JUSTIN BARISO is an author, speaker, consultant, and one of *Inc.com*'s most popular columnists. His thoughts on leadership, management, and emotional intelligence have been featured by *TIME*, *CNBC*, and *Forbes*, among others. He has been recognized repeatedly by *LinkedIn* as a "Top Voice" in management and workplace culture.

Raised in a multicultural environment, Justin was fascinated by the way a single news report could inspire very different emotional reactions in others, based on factors like their age, background, and upbringing. After spending a decade in management for a major nonprofit, he moved to Europe and began his own consulting agency, where he's worked with a wide range of companies from small businesses to Fortune 500 companies. Today, Justin focuses on helping others harness the power of emotion for good.

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"EQ Applied is well researched, full of interesting stories, and a joy to read. It's a great asset to companies looking to gain insights into leadership and management and improve their corporate culture as a whole."

—Marshall Goldsmith, world-renowned leadership thinker and bestselling author of *Triggers* and *What Got You Here Won't Get You There*

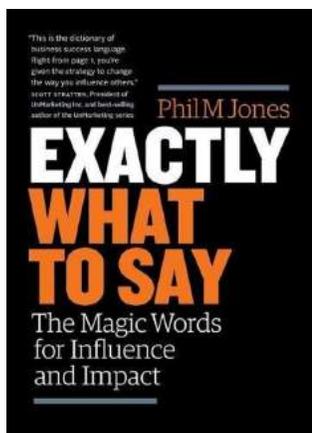
"What is emotional intelligence, really? In *EQ Applied*, Justin Bariso answers that question completely. With a fresh perspective, he shows us a different side to emotional intelligence—and then teaches readers how to grow their own, step by step. This is a must read."

—Rebecca Jarvis, Emmy Award-winning journalist and host of the *No Limits with Rebecca Jarvis* podcast

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Exactly What to Say

THE MAGIC WORDS FOR INFLUENCE AND IMPACT

Phil M. Jones

Often the decision between a customer choosing you over someone like you is your ability to know exactly what to say, when to say it, and how to make it count. Phil M. Jones has trained more than two million people across five continents and over fifty countries in the lost art of spoken communication. In **EXACTLY WHAT TO SAY**, he delivers the tactics you need to get more of what you want.

Developed over years of successful (and unsuccessful) sales negotiations and training more than two million sales staff across the globe, Jones offers 22 powerful phrases that can easily be woven into one's everyday exchanges. Each chapter explores the psychology behind the effectiveness of a simple set of words before providing examples of how to utilize them in varying situations.

EXACTLY WHAT TO SAY focuses on the importance of recognizing and acknowledging motivation when interacting with others. Readers learn how to:

- Create a rejection-free approach to conversation that increases a listener's comfort;
- Use the universal desire to be open-minded to build intrigue and influence;
- Diffuse arguments or 'I know best' attitudes with simple, open questions;
- Build trust and camaraderie by using comparisons;
- Help others make time to reach important conclusions.

Concise, motivating and—most importantly—effective, **EXACTLY WHAT TO SAY** empowers readers to understand and excel in the art of conversation... and business.

Best-selling author and multiple award-winner **PHIL M. JONES** is highly regarded as one of the world's leading sales trainers. He has trained more than two million people across five continents and fifty-six countries and coached some of the biggest global brands in the lost art of spoken communication. In 2013 he won the *British Excellence in Sales and Marketing Award for Sales Trainer of the Year*, the youngest-ever recipient of that honor. He is the author of *Exactly How to Sell* and has developed a number of online training courses that have enrolled tens of thousands of members around the world. Phil divides his time between London and New York.

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Over 250,000 copies sold in English worldwide

“*Exactly What to Say* could replace just about every other book on human behavior—it's that useful.”

—John Jantsch, author of *Duct Tape Marketing*

“A masterclass in the art of influence, persuasion and generating top-producing business results. This is a must read for anyone looking to be more persuasive in their business and personal lives.”

—Seth Price, author of *The Road to Recognition*

“You'll use these gems each and every day.”

—Ian Altman, co-author of *Same Side Selling*, *Forbes.com* columnist

“If you want to sell more and influence better, then this book is as close as you'll get to a magic wand or silver bullet to success!”

—Rob Brown, founder, *Networking Coaching Academy* and bestselling author of *Build Your Reputation*

“In this short but powerpacked book, [Jones] shares how to use certain key phrases to help you with the winning edge.”

—Bryan Eisenberg, NYT bestselling author of *Waiting for Your Cat to Bark?* and *Be Like Amazon*

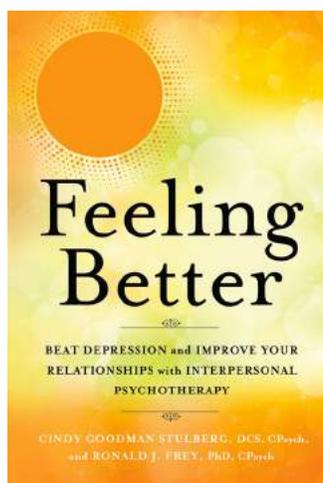
“This book is packed with ideas and easy-to-implement suggestions that will assist any individual in obtaining the outcomes they require from the conversations they have.”

—Grant Leboff, CEO, *StickyMarketing.com*

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Feeling Better

BEAT DEPRESSION AND IMPROVE YOUR RELATIONSHIPS THE
NATURAL WAY IN ONLY 12 WEEKS

Cindy Goodman Stulberg and Ron Frey

The first-ever book to put the research-proven technique of Interpersonal Psychotherapy into the hands of the general public; it will do for IPT what *Mind Over Mood* did for Cognitive Behavioral Therapy

Interpersonal Psychotherapy (IPT) is psychology's best-kept secret. It's an action-oriented treatment that strengthens relationships to address a wide variety of mental health and emotional challenges. It has been validated by more than 250 empirical studies, the American Psychiatric Association, the American Psychological Association, and the World Health Organization. And until now, there has never been a book about it for general readers.

FEELING BETTER breaks the technique down to twelve weeks of concrete skills, exercises, questionnaires, and check-ins that readers can undertake to fight depression. By the end of week 12, readers will have a set of transferrable skills that can be applied to any difficult life situation. They'll know how to communicate assertively. Set and achieve goals. Deal with the difficult people in their lives. Identify their strongest allies and supporters. And determine who they want to connect with—and who they don't. Written in an accessible, conversational, upbeat style, authors Cindy Goodman Stulberg and Ron Frey explain the technique through pop culture references, client stories, and anecdotes from their own lives.

Together, psychologists RON FREY and CINDY GOODMAN STULBERG are the founders of the first institute dedicated exclusively to IPT in the world. They have trained and supervised thousands of clinicians from San Diego to Denmark to Israel. Goodman Stulberg trained with one of the early practitioners of IPT and has successfully used the model to help hundreds of children, youth, and adults deal with a broad range of psychological challenges. She supervises clinicians who want to further their expertise in delivering IPT and speaks regularly at conferences across North America.

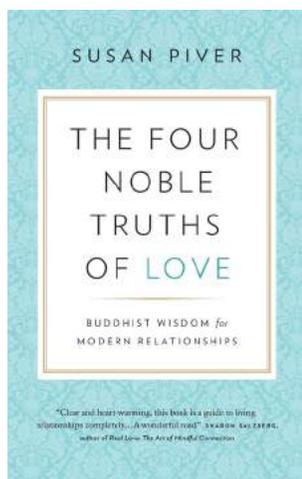
Frey is the founder of a highly successful consulting business that today includes clients such as the Department of Homeland Security, the FBI, Public Safety Canada, the Royal Canadian Mounted Police, Department of National Defence, Canadian Border Services Agency, and numerous insurance, law enforcement, and international transport agencies. He was a founding fellow of the American College of Advanced Practice Psychologists and his contributions have been recently recognized by the Senate of Canada.
www.interpersonalpsychotherapy.com

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The Four Noble Truths of Love

BUDDHIST WISDOM FOR MODERN RELATIONSHIPS

Susan Piver

Broken hearts, resentment, affairs, divorce. Why is it so hard to make relationships work? *New York Times* bestselling author and mindfulness expert Susan Piver applies classic Buddhist wisdom to modern romance, including her own long-term relationship, to show that ancient philosophies have timeless—and unexpected—wisdom on how to love.

To apply a Buddhist viewpoint to relationships is eye-opening. It points to a radically different worldview, one that runs counter to the spirit of much of the conventional advice we receive.

THE FOUR NOBLE TRUTHS OF LOVE will challenge the expectations you have about dating, sex, and romance, liberating you from the habits, traumas, and expectations that have been holding back your relationships. This mindful approach toward love will help you open your heart fearlessly, deepen communications with your partner, increase your compassion and resilience, and lead you toward a path of true happiness. You have nothing to lose and everything to gain: expansive, real love for yourself and others.

SUSAN PIVER is the *New York Times* bestselling author of nine books, including the award-winning *How Not to Be Afraid of Your Own Life*, *The Wisdom of a Broken Heart*, *Start Here Now: An Open-Hearted Guide to the Path and Practice of Meditation*, and *THE FOUR NOBLE TRUTHS OF LOVE: Buddhist Wisdom for Modern Relationships*.

Piver has been a practicing Buddhist since 1995 and graduated from a Buddhist seminary in 2004. She is an internationally acclaimed meditation teacher, known for her ability to translate ancient practices into modern life. Her work has been featured on the Oprah show, TODAY, CNN, and in The New York Times, Wall Street Journal, MONEY, and others. In 2011, she launched the Open Heart Project, the largest virtual mindfulness community in the world.

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“Susan Piver consistently offers what so many of us seek: A generous, caring, loving teacher, someone with an open heart and a clear mind, eager to help us find our own way forward.”

—Seth Godin, author of *Linchpin*

“Susan Piver brings together decades of wisdom and experience from both her Buddhist practice and her relationships. This book is direct, insightful and honest to its core. Using the lens of the Buddha’s noble truths and the path of liberation, Susan presents a practical roadmap that can be accessed by anyone..”

—Josh Baran, author of *The Tao of Now: Daily Wisdom from Mystics, Sages, Poets, and Saints*

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The Good Fight

USE PRODUCTIVE CONFLICT TO GET YOUR TEAM AND ORGANIZATION BACK ON TRACK

Liane Davey

More productivity. Less drama. It all starts with a healthy conflict culture.

In the modern workplace, conflict has become a dirty word. After all, conflict is antithetical to teamwork, employee engagement, and a positive company culture. Or is it? The truth is that our teams and organizations require conflict to get things done. But we avoid conflict and build up conflict debt by deferring and dodging the difficult decisions.

Our organizations are paying the price—becoming less productive, less innovative, and less competitive. Individuals are paying, too—suffering from overwhelming workloads, endless drama, and sleepless nights. In *THE GOOD FIGHT*, Liane Davey shows you how to create the productive conflict your organization needs to get along and get stuff done. Drawing on her twenty-year career as an advisor to the C-Suite, Davey shares real-world examples and practical tools you and your team can use to handle even the most contentious conflicts as allies—instead of adversaries. Filled with strategies you'll use again and again, *THE GOOD FIGHT* is an essential field guide for leaders at all levels.

DR. LIANE DAVEY is a New York Times bestselling author, a regular contributor to the Harvard Business Review, and the host of the ChangeYourTeam blog. As the co-founder of 3COze Inc., she advises on business strategy and executive team effectiveness and has worked with executives at companies such as Amazon, Walmart, Aviva, TD Bank, and SONY PlayStation. Liane has a Ph.D. in Organizational Psychology and has served as an evaluator for the American Psychological Association's Healthy Workplace Awards. Liane is married to her business partner, Craig, and they have two teenaged daughters.

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“In this terrific book, Liane Davey delivers a surprising and bracing message: Conflict is good for us. It can improve performance, help teams bond, and enrich the workplace. What matters is how you harness conflict to address tough topics and make hard decisions. If you feel like your organization is mired in a rut, you might need a good fight—and you definitely need *The Good Fight*.”

—Daniel H. Pink, author of *When and Drive*

“Liane Davey has long been a secret weapon of the C-Suite. With *The Good Fight*, any leader can learn how to get their teams unstuck and working together again. Through humor and practical examples, Liane's book shows how even the most conflict-avoidant leaders can use productive conflict to resolve the issues that have been holding them back. Save yourself the stress and start applying her methods today.”

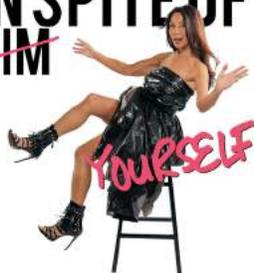
—Shawn Layden, chairman, Sony Interactive Entertainment
Worldwide Studios

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**HOW TO BE
SUCCESSFUL
IN SPITE OF
HIM**



Ann Kaplan

How to Be Successful In Spite of Yourself

Ann Kaplan

For readers of *You Are a Badass* comes this funny, deeply personal self-help book for every working woman—covering everything from finances and entrepreneurship to relationships and physical health.

In this life-changing and entertaining book, Ann Kaplan offers thirteen witty, wry and inspiring chapters full of personal stories, no-nonsense advice and self-empowerment exercises that will help any reader understand how to get out of their own way. If you want to find a new life and if you want to be successful, Ann Kaplan has the answer. Straightforward, hilarious and unapologetic she provides the tools and advice that will help you move those self-imposed roadblocks, find wealth (greater than you ever imagined) and, yes, how to step on a path toward a life of true success.

ANN KAPLAN is a world-traveling success coach, award-winning entrepreneur, CEO and “unhousewife” star of the hit TV show *The Real Housewives of Toronto*. She is also the mother of eight and a self-made millionaire. Her authentic and witty approach encompasses self-empowerment and tough-love—she has a unique and no-excuses way of telling it like it is and, without apology, saying “leave the crap behind.”

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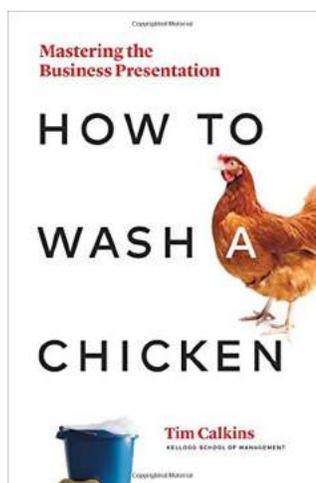
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How to Wash a Chicken

MASTERING THE BUSINESS PRESENTATION

Tim Calkins

HOW TO WASH A CHICKEN is not a book about public speaking (or chickens), it's a comprehensive playbook for business leaders and people on their way up to give the best presentations of their lives, and embark on a circle of presentation success.

All too often, the best intentions and most innovative ideas get lost in a poorly executed presentation. Author Tim Calkins understands the power of a compelling presentation and the difficulty in accomplishing one. The brand strategist, professor and author has been giving presentations since he was eight, when he delivered his first official presentation with an uncooperative chicken at a 4-H competition. From business updates to project recommendations to marketing plans, Calkins has given more than five thousand presentations to date.

With concrete suggestions, helpful tricks, and step-by-step guidance that's applicable to all industries, Calkins sets out to propel his readers to create and deliver effective business presentations and pitches. When all lessons from HOW TO WASH A CHICKEN are applied, readers will be empowered throughout the preparation and presentation process. They will be able to present with more confidence and conviction than they ever had before, setting them on a path of professional growth.

TIM CALKINS is a business writer, marketing consultant, and an award-winning clinical professor at Northwestern University's Kellogg School of Management, where he teaches Marketing Strategy and Biomedical Marketing. Through his firm Class 5 Consulting, he works with leading corporations around the world, including Eli Lilly, Roche, Novartis and PepsiCo. He also founded and leads the popular Kellogg Super Bowl Advertising Review, an annual event that has generated more than five billion media impressions. His previous books include Breakthrough Marketing Plans and Defending Your Brand, which was named 2013 Marketing Book of the Year by Expert Marketer Magazine.

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“This book is *The Elements of Style* for presenting. Tim is a master presenter and he has constructed the best short book I know of on presenting powerfully.”

—Bracken Darrell President and CEO, Logitech

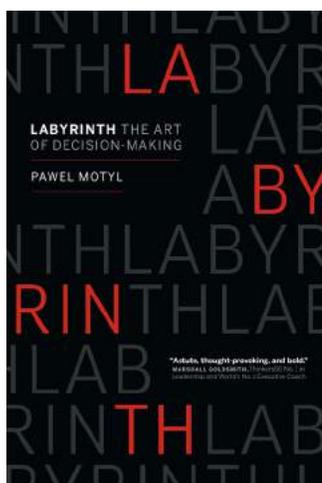
“Clear, practical, thorough and right on the mark. It's a must-read for people who are new to giving presentations as well as experienced presenters who want to get even better. This book belongs on everyone's bookshelf.”

—Jim Lecinski Associate Professor of Marketing, Northwestern University; former Vice-President of US Sales and Service, Google, Inc.

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Labyrinth

THE ART OF DECISION MAKING

Pawel Motyl

Through great storytelling, a leadership expert uses real-life case studies such as the Cuban Missile Crisis and the Apollo 13 rescue mission to illustrate the key paths to good decision-making, in business and in life.

The next decision you make could change your life. Every day, we make countless choices, yet we rarely stop to consider how we arrive at those decisions as we speed through our lives. In *Labyrinth*, leadership expert Pawel Motyl believes it's time to take a closer look at how we make decisions—and learn how to decide better. Motyl digs into the series of decisions that led to some of the modern world's most dramatic events: from the Cuban missile crisis to the 1996 Mount Everest climbing disaster; from the Apollo 13 rescue mission to the ill-fated Daimler–Chrysler merger. Along the way, he reveals 16 rules for effective decision-making that will challenge your pre-existing beliefs, and change your outlook forever. As technological advances transform our world at an ever-accelerating pace, we are all facing a complex labyrinth of decisions in business and life. Motyl's insights will equip you with the knowledge and wisdom to face even the most high-stakes situation with confidence, and negotiate the labyrinth with ease.

PAWEL MOTYL is one of the leading European experts in leadership, decision-making, talent management and exponential technologies; his professional career combines experience in management consulting, coaching and CEO roles. In October 2016, he was selected from over 16,000 candidates for the elite global group of Marshall Goldsmith's "100 Coaches" initiative, alongside people such as Dr. Jim Kim, President of the World Bank, Rob Nail, CEO of Singularity University, Alan Mulally, former president of the Ford Motor Corporation, Aicha Evans, Vice President of Intel Corporation, David Peterson, head of coaching at Google, and Clark Callahan from Harvard Business School. Pawel's book, *LABYRINTH: The Art of Decision-Making*, was published in Polish in 2015 and became Harvard Business Review Poland all-time bestseller in just 4 weeks. The book won many prestigious awards in Poland.

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“Astute, thought-provoking, and bold. Pawel Motyl has brought important case studies to life brilliantly, revealing deeper lessons for anyone in a decision-making role. This unique book is an essential contribution in truly understanding executive leadership.”

—Marshall Goldsmith, *Thinkers50* #1 in Leadership and World's #1 Executive Coach

“Fantastic, gripping read! Brilliantly helping to understand how decisions are made, both one's own and those of others. Highly recommended!”

—Dorota Czarnota, managing partner Poland and CEE, Russell Reynolds Associates

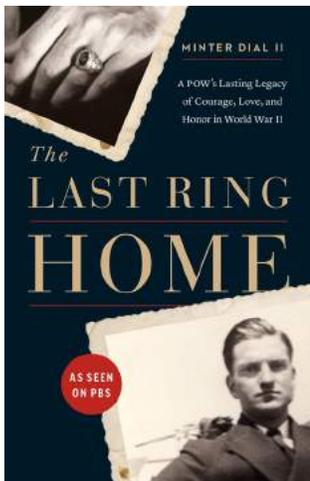
“Leadership and life are about making great choices based on sound decision-making. If there's one decision you need to make about must-read books for this year, make this one your first choice!”

—Mark Thompson, *New York Times*-bestselling author and AMA's #1 Growth Leadership Coach

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The Last Ring Home

Minter Dial

"An unforgettable saga of determination, strength, sacrifice, and love set against the background of unspeakable horrors during World War II in the Pacific Ocean Theater." —Gilbert King, author of the Pulitzer Prize-winning *Devil in the Grove: Thurgood Marshall, the Groveland Boys, and the Dawn of a New America*

Traveling forty thousand miles and inspiring love and despair in equal measure, Lt. Minter Dial's lost Annapolis ring altered the lives of many—not just those who gazed upon its blue stone. The subject of an award-winning documentary film that was broadcast nationally on PBS and History Channel (ANZ), *THE LAST RING HOME* is a spellbinding account of one man's obsession with a family mystery—and the product of decades of research and inquiries.

The book relates author Minter Dial's pursuit of the true story of his namesake, his late grandfather Lt. Minter Dial, USN, a celebrated war hero whose suffering and trauma nearly buried his memory forever. A prisoner of the Japanese in the Philippines after the fall of Bataan and Corregidor, Lt. Dial discovered the cruelest meaning of the Bushido code. Moments before he was killed, he gave his treasured Naval Academy ring to a friend. In the ensuing chaos, it disappeared. Armed with a passion for history and a desire to uncover his grandfather's legacy, Dial's epic quest for the ring transports him to prisoner-of-war memorials and ex-POW conventions, military and press archives, and the homes of those affected by the Second World War across the world.

Sweeping as far back as the American Civil War, *THE LAST RING HOME* combines rigorous research with more than one hundred interviews with experts, survivors, and descendants of the Greatest Generation to tell the powerful story of American prisoners of war in the Pacific.

MINTER DIAL is a storyteller, filmmaker, two-time author and an international professional speaker. In particular, Minter is author and producer of the award-winning WWII documentary film and book, *THE LAST RING HOME* (November 2016).

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Winner of the 2018 Book Excellence Award in the category of
 Biography

"Minter Dial's grandson, named for him, has spent years of his own life tracking down facts and shaping them into *The Last Ring Home*, a story of the human costs of war, life and death, love and loss."
 —Gavan Daws, author of *Prisoners of the Japanese: POWs of World War Two in the Pacific*

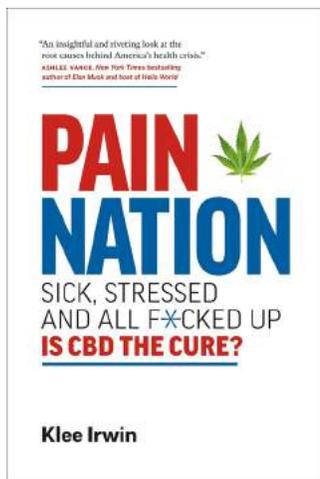
"Here is an inspired feat of historical sleuthing that stretches across generations and continents. In this feelingly told account of the heroic life of a grandfather he never knew, Minter Dial reminds us that history, above all else, is personal."

—Hampton Sides, bestselling author of *Ghost Soldiers* and *In the Kingdom of Ice*

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Pain Nation

SICK, STRESSED, AND ALL F*CKED UP: IS CBD THE CURE?

Klee Irwin

A brilliant, original exploration of how the CBD revolution is going to transform lives.

America is an anxious and uptight nation on the brink, divided by a broken political system and a president who is pushing us over the edge. Many of us are agitated about terrorism, guns, religious fundamentalism, and refugees. With only 5% of the global population, we consume 80% of the world's prescription opioids, antidepressants, and amphetamines—addictive drugs prescribed by medical doctors and known to cause

paranoia, homicidal tendencies, and psychosis. Even those who aren't prescribed these medicines are accessing them—think kids using their parents' medication—with disastrous results. Those who can't access opiates through legal means are finding them on the street, resulting in an opioid crisis with overdoses on the rise. We're stressed, both mentally and physically. We're a nation in pain.

How do we deal with this pervasive sickness? CBD (cannabidiol), perhaps the most profound plant medicine ever discovered. Extensive research over the last decade shows that this miracle molecule of the cannabis plant helps with countless medical conditions like nothing we've seen before (and no, it can't get you high). CBD has a proven effect on everything from chronic pain and epilepsy to anxiety and depression. In this provocative book, Klee Irwin makes a compelling case that we should stop being afraid to try this plant medicine. CBD could be the answer so many people are seeking.

KLEE IRWIN is the founder and Executive Chairman of Irwin Naturals, an award-winning global natural supplement company providing alternative health and healing products to over 90,000 retailers across the globe, including Whole Foods, Vitamin Shoppe, Costco, RiteAid, Walmart, CVS, GNC, and many others. Irwin Naturals is a long-time supporter of Vitamin Angels, which provides lifesaving vitamins to mothers and children at risk of malnutrition. Irwin is active in supporting students, scientists, educators, and companies working to create positive change in the world. He is the founder and director of the non-profit Quantum Gravity Research. As an active angel investor and donor, he has invested in or supported organizations such as the X PRIZE Foundation, Singularity University, The National Academy of Medicine, Moon Express, Change.org, Upworthy, Donors Choose, and the Hero Science Foundation. Irwin splits his time between his hometown of Los Angeles and his favorite place to be: Hana, Maui.

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“This book arrives at a crucial time for a nation that's suffering. Klee Irwin has delivered an insightful and riveting look at the root causes behind America's health crisis, and, crucially, offers up a possible path back to our collective well-being.”

—Ashlee Vance, *New York Times* bestselling author of *Elon Musk* and host of *Hello World*

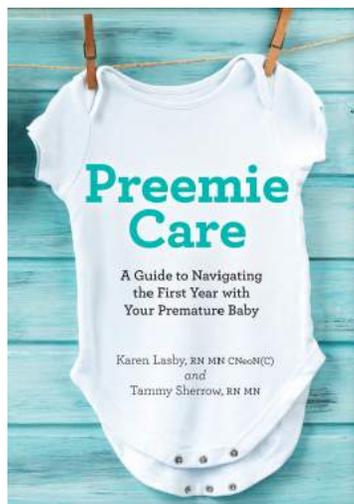
“Hemp and cannabinoids have been used by societies all over the world for more than 6,000 years. After a hundred years of political oppression, they're finally coming back. This book couldn't have come at a better time. Once I started reading, I couldn't put it down.”

—Nova Spivack, Founder and CEO of Magical

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Premie Care

A GUIDE TO NAVIGATING THE FIRST YEAR WITH YOUR PREMATURE BABY

Tammy Sherrow and Karen Kasby

An essential resource for parents of premature babies

Having cared for more than two thousand premature babies and their families in the NICU and at home, leading neonatal specialists, nurses, and educators Karen Lasby and Tammy Sherrow have now created a comprehensive guide to the first year of life. *Premie Care* offers a wealth of advice and action plans to inform, support, and empower parents. The ultimate goal is to ensure that the newest addition to your family will have the best possible start.

In *Premie Care*, you will learn:

- How to care for yourself and your baby while in the NICU
- What to expect at the time of discharge and what you need to prepare for the journey home
- Strategies to foster health and prevent illness, including how to promote sleep, administer medications, and care for a baby on home oxygen
- Everything you need to know about feeding, including breastfeeding, bottle feeding, and pumping
- What to do about feeding challenges and tummy troubles
- The characteristics of key developmental stages and valuable strategies to support and stimulate your baby at each phase
- Tips for self-care during this challenging year
- And much, much more

Having a premature baby can feel like taking an unexpected journey on rough seas. With up-to-date and extensive information about how to look after your little one, *Premie Care* will be a life preserver in tumultuous waters and will help you confidently navigate the first year of your baby's life.

A nurse for thirty-five years, KAREN LASBY leads a specialized team in post-discharge follow-up of extremely premature infants and their families. Formerly the president of the Canadian Association of Neonatal Nurses, she served on this national board for twelve years, and on the board of the Council for International Neonatal Nurses for three years.

During TAMMY SHERROW's thirty-three years as a nurse, the majority of her clinical experience has focused on the premature population. Tammy spent five years working with a specialized neonatal team following very low birth weight preemies and their families at home and knows firsthand the challenges they can face, especially during that first year. She is an associate professor at the School of Nursing and & Midwifery at Mount Royal University.

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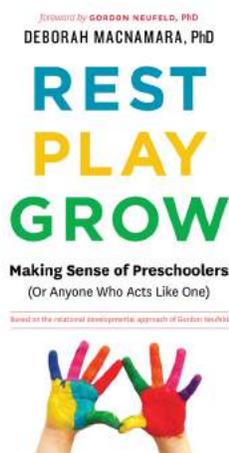
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Rest Play Grow

MAKING SENSE OF PRESCHOOLERS (OR ANYONE WHO ACTS LIKE ONE)

Dr. Deborah MacNamara

Based on the work of one of the world's foremost child development experts, REST, PLAY, GROW offers a road map to making sense of young children, and is what every toddler, preschooler, and kindergartner wishes we understood about them.

Foreword by Gordon Neufeld, PhD.

Baffling and beloved, with the capacity to go from joy to frustration in seconds, young children are some of the most misunderstood people on the planet. Parents and caregivers struggle with these little ones, who are known for their extreme behaviour, from tantrums, resistance, and aggression to separation anxiety, bedtime protests, and not listening. The key to understanding youngsters lies in realizing that their challenging behaviour is not personal, nor is it a disorder or deficit.

Based on science and the relational developmental approach of renowned psychologist and bestselling author Gordon Neufeld, REST, PLAY, GROW reveals how critical it is for adults to create the relational conditions to grow young children through a unique period in their lives. This is the story of how young children develop, from their intense need for attachment and the vital importance of play to discipline that preserves growth. Engagingly written, with compassion for its subjects and rich with stories from them and their parents, REST, PLAY, GROW will forever change the way you think of the preschoolers in your life.

DR. DEBORAH MACNAMARA is a clinical counsellor and educator with more than twenty-five years experience working with children, youth, and adults. She is on faculty at the Neufeld Institute, operates a counselling practice, and speaks regularly about child and adolescent development to parents, childcare providers, educators, and mental health professionals. She continues to write, do radio and television interviews, and speak to the needs of children and youth based on developmental science.

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“This book is developmental science translated into practical love.”
 —Gabor Maté, MD, co-author of *Hold On to Your Kids*

“*Rest, Play, Grow* notes the preeminence of early parent-child attachment in optimal development, and it passionately affirms the primary value of play to children's well-being and creativity.”
 —Raffi Cavoukian, singer, author

“Deborah has translated the beautifully chaotic world of being a preschooler. If there is only one book you should read as a parent, this is the one.”

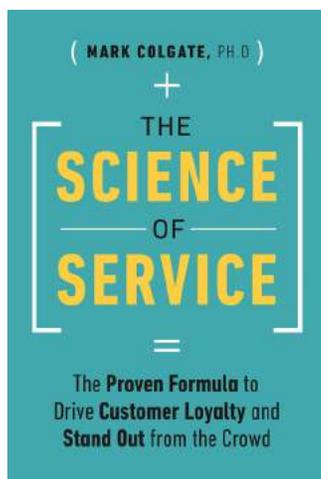
—Traci Costa, CEO of Peekaboo Beans

“Dr. MacNamara truly has the gift of writing, always grounding concepts in very relatable moments from her life and work as a researcher, professor, counsellor, and, of course, parent.”
 —Genevieve Simperingham, Peaceful Parent Institute

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The Science of Service

THE PROVEN FORMULA TO DRIVE CUSTOMER LOYALTY AND STAND OUT FROM THE CROWD

Mark Colgate

Distilling more than twenty years' experience teaching service excellence courses and improving customer satisfaction at major corporations, Mark Colgate debunks the dated notion that "customer is king," and digs deep into the science, systems, and discipline of high-quality customer service.

While it's been proven that customer satisfaction can greatly impact many financial aspects of a business—from cash flow to profitability and share price—most companies have not considered the science behind customer service or built a system for it. With Mark Colgate's FAME model—standing for Framework, Accountability, Moments, and Endurance—companies and organizations will be able to differentiate themselves, and create a unique approach that will communicate their service brand to their customers in a compelling, clear, and memorable manner.

Colgate's model demands effort, innovation, practice, and endurance, but it will also empower readers to distinguish their businesses among competitors, win over customers even when they're proving difficult, and help companies achieve service fame. Backed by case studies and scientific research, this book will help readers to understand the science, tools, and frameworks needed to create their own consistently high-calibre customer service for their organizations, boosting annual returns as a result.

MARK COLGATE is a Professor of Service Excellence at the University of Victoria, Gustavson School of Business. His teaching roles have taken him all over the world, including regular assignments at the China European Business School in Shanghai, the U.K., Ireland and New Zealand. An expert in customer service excellence, Mark has consulted for many service organizations including the Commonwealth Bank of Australia, TELUS, ASB Bank, the Bank of Ireland, the Bank of New Zealand, Kiwi Experience, Sony, Toyota and Enerco.

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"The *Science of Service* is the ultimate guide to customer service. At TELUS International we've applied Colgate's FAME model and it works (for example we successfully use Mark's coaching framework for all leaders at TELUS international). The book combines science, illustrative case studies, tools and a framework that companies can easily apply to take their customer service from good—which isn't good enough—to great, positively impacting your company's bottom line."

—Jeffrey D. Puritt, President and CEO of TELUS International

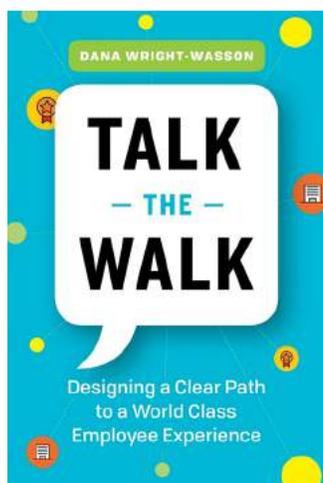
"Mark Colgate has documented in his book *The Science of Service* everything you need to know to move your organization from good to great and great to greater. At Disney we understand this well and that is why we are the number one vacation destination in the world. It's never too late to get better. Adopt the science of service and you will create Disney Magic for your customers too."

—Lee Cockerell, Executive Vice President (Retired and Inspired), Walt Disney World® Resort and author of four best-selling books, *Creating Magic*, *The Customer Rules*, *Time Management Magic*, and *Career Magic*

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Talk the Walk

DESIGNING A CLEAR PATH TO A WORLD CLASS EMPLOYEE EXPERIENCE

Dana Wright-Wasson

Written with wit and wisdom, **TALK THE WALK** is every leader's guide to creating a culture that inspires employees to show up with passion, solve hard problems, and make the company better—**together.**

With expanding to-do lists, shrinking resources, and meaningless mission statements, it can be a struggle to keep employees excited about their job and workplace. Creative approaches to engagement, such as adding nap pods and implementing engagement surveys, are part of the story but alone don't solve the problem. Building an engaged workforce requires a purpose-driven leader who can help employees rise to their individual and collective potential, bringing their very best selves to the task. Leaders who listen to the needs of employees and encourage them to design better ways of working help build a culture that retains and attracts top talent. Dana Wright-Wasson, President of Take Action Inc. and renowned speaker, shares the components necessary for leaders to design an exceptional employee experience. Using design thinking, studies, and stories from more than twenty years of facilitating employee engagement within teams and organizations, Dana will show you how to develop your leadership strengths, recognize good ideas, and give voice to your teams. She also uses examples from admired global corporations that are creating real impact, including Zappos, Google, Netflix, and Mars, Incorporated.

DANA WRIGHT-WASSON, MSOD, thrives on human connection. With her extensive business background in leadership and strategic planning, Dana is passionate about creating amazing employee experiences; she wholeheartedly believes that engagement is an outcome—an effect of the way people are treated in organizations. Her grasp of leadership, organizational change, and group processes have all been built into her groundbreaking approach to employee experience. Thinking out of the box, Dana uses graphics and visual templates to increase participation and inspire people to act. Applying creativity in all facets of work and life are Dana's hallmark. She remains curious about the ways of the world—she has visited 38 countries so far—taking cooking classes as she traverses across the globe. Dana is a recognized author, CEO of Take Action Inc. and founder of the Work Happy Project. Dana is happily married with two daughters and two stepsons. She lives in the San Francisco Bay Area. Visit www.take-action.com.

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“Dana Wasson provides a much-needed assessment of what it takes to create an engaged team, culture, and organization. She also provides the necessary frameworks, ideas, and resources for readers to get started today building an energized, purposeful, and aligned corporate culture where people can't wait to come to work.”

—Denise Brosseau, CEO of Thought Leadership Lab, author of *Ready to Be a Thought Leader?*

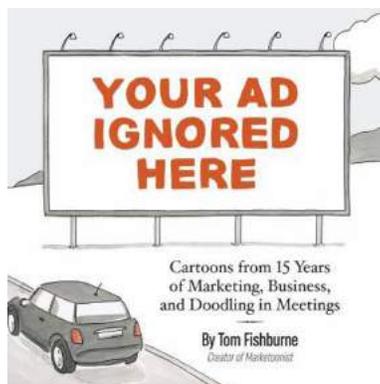
“With all of Dana Wright-Wasson's experience as well as knowledge of business, she has successfully engaged and captured her reader! This book is a wonderful motivator to 'Never Stop Pushing the Best You Can Be.'”

—Roberto J. Garcia, Re-Marketing Supply Specialist, Mars Wrigley Confectionery

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Your Ad Ignored Here

CARTOONS FROM 15 YEARS OF MARKETING, BUSINESS, AND DOODLING IN MEETINGS

Tom Fishburne

A collection of hilarious cartoons from TED speaker Tom Fishburne's popular Marketoonist series, which captures modern office life in apt and unforgettable ways.

"Tom is the David Ogilvy of cartooning." —Seth Godin

From the birth of social media to digital advertising to personal branding, marketing has transformed in the past 15 years. Capturing these quintessential moments in marketing is Marketoonist, a popular cartoon series from veteran marketer Tom Fishburne. YOUR AD IGNORED HERE collects nearly 200 of these hilarious and apt depictions of modern marketing life on the 15th anniversary of the series.

Fishburne began to doodle his observations in 2002 when working in the trenches of marketing. Initially intended for co-workers, they are now read by hundreds of thousands of marketers every week. The cartoons' popularity stem not only from their deft reflections on latest trends, but their witty summary of the shared experiences of marketing—handling a PR crisis, giving creative feedback to an agency, or avoiding idea killers in innovation.

YOUR AD IGNORED HERE gives voice to the challenges and opportunities faced by people working in business everywhere. Readers regularly inquire if Fishburne is spying on them at work. Whether or not you work in marketing, these cartoons will make you laugh ... and think about our rapidly evolving world of work.

View Tom Fishburne's recent TED Talk at: <https://bit.ly/2FqmaJ5>

TOM FISHBURNE started drawing cartoons on the backs of business cases as a student at Harvard Business School. Fishburne's cartoons have grown by word of mouth to reach hundreds of thousands of marketers every week and have been featured by The Wall Street Journal, Fast Company, and The New York Times. His cartoons have appeared on a billboard ad in Times Square, helped win a Guinness World Record, and turned up in a top-secret NSA presentation released by Edward Snowden.

Fishburne draws (literally and figuratively) from 20 years in the marketing trenches in the U.S. and Europe. He was Marketing VP at Method Products, Interim CMO at HotelTonight, and worked in brand management for Nestlé and General Mills. Fishburne developed web sites and digital campaigns for interactive agency iXL in the late 90s and started his marketing career selling advertising space for the first English-language magazine in Prague.

In 2010, Fishburne expanded Marketoonist into a marketing agency focused on the unique medium of cartoons. Since 2010, Marketoonist has developed visual content marketing campaigns for businesses such as Google, IBM, Kronos, and LinkedIn. He is a frequent keynote speaker on marketing, innovation, and creativity, using cartoons, case studies, and his marketing career to tell the story visually. All of his cartoons and observations are posted at marketoonist.com.

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"If marketing kept a diary, this would be it."
—Ann Handley, Chief Content Officer of MarketingProfs

"Laugh and learn at the same time. BTW, if you don't laugh, you're clueless, and the cartoon is about you."
—Guy Kawasaki, Chief evangelist of Canva, Mercedes-Benz brand ambassador

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Canada Council
for the Arts

Conseil des arts
du Canada

We acknowledge the support of the Canada Council for the Arts, which last year invested \$153 million to bring the arts to Canadians throughout the country.

Nous remercions le Conseil des arts du Canada de son soutien. L'an dernier, le Conseil a investi 153 millions de dollars pour mettre de l'art dans la vie des Canadiennes et des Canadiens de tout le pays.



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