

# FRANKFURT 2021



PORTFOLIO  

---

PENGUIN

Penguin  
Random  
House

Penguin Publishing Group

1745 Broadway, New York, NY 10019 USA

Tom Dussel, Subsidiary Rights Director: [tdussel@penguinrandomhouse.com](mailto:tdussel@penguinrandomhouse.com)

Emilie Mills, Subsidiary Rights Coordinator: [emills@penguinrandomhouse.com](mailto:emills@penguinrandomhouse.com)

## NEW ACQUISITIONS AND FUTURE HIGHLIGHTS

---

Cohan, William D.

Fall 2022

### POWER FAILURE: The Decline and Fall of General Electric

Perhaps no company reflects America's industrial fortunes, booms, and busts as well as the iconic General Electric Company. *Power Failure* limns the eventful 125-year history of GE, bringing fresh analysis and insight from rare interviews with key figures of the company's golden era. Beginning with its founding, diversification, and massive growth through acquisitions and mergers, the book explores the truth beneath GE's storied management culture and pioneering doctrine of shareholder value to trace what really caused its ultimate decline. This is not a cautionary tale of corporate overreach, but an investigation of an era-defining company and its emperors. It's an inside look at the contributions of its legendary CEOs through unsparing interviews—yielding never-told stories about Jack Welch's 22 years at the helm, in which he made GE the most valuable company in the world, and surprising insights about what really happened in the transfer of power to successor Jeffrey Immelt. Tracing the company's leaps and stumbles—and seeing them as inextricable from the personalities that defined it—*Power Failure* offers a surprising retelling of the GE story, puncturing myth for a fresh look at its legacy. [William D. Cohan](#) is the bestselling author of *The Price of Silence*, *Money and Power*, *House of Cards*, and *The Last Tycoons*. He is a special correspondent at *Vanity Fair* and writes a biweekly opinion column in the *New York Times*.

Translation: Portfolio (editor Trish Daly)

Agent: Joy Harris Literary

UK: Penguin Business

Dandapani

Fall 2022

### THE POWER OF UNWAVERING FOCUS

Distraction is a disastrous, silent epidemic in our modern world. Fast-paced lifestyles with competing priorities, coupled with an unending bombardment of information plaguing our screens with pings, rings, and alerts, cause us to switch focus continuously, never allowing us to be fully engaged. Hindu priest [Dandapani](#) spent ten years in a cloistered monastery, learning invaluable lessons on the benefits of a concentrated mind. He offers the incredible wisdom he absorbed, laying out the proven method—shared through his talks at conferences around the world—that has already helped millions learn how to concentrate and control their attention. The first step on the journey to concentration is to understand the mind: If you understand the mind, you can move your awareness within it. And when you control where your awareness goes, you can control where your energy flows—manifesting the goals you are pursuing, and the person you want to be. Through clear anecdotes and practical advice, *The Power of Unwavering Focus* opens your eyes to how gaining focus will drastically change your lifestyle, relationships, productivity, and more. Dandapani is a Hindu priest, entrepreneur, and former monk. He is a sought-after speaker at events and companies worldwide, and his [Ted Talk](#) has been viewed more than five million times.

Translation: Portfolio (editor Adrian Zackheim)

Agent: Martell Agency

UK: Transworld; Dutch: Bruna; German: Heyne; Italian: TEA; Korean: Wisdom House; Polish: Czarna Owca; Portuguese (B): Fontanar; Portuguese (P): PRH Grupo; Russian: Eksmo; Spanish: Planeta

**Dixon, Matthew, and Ted McKenna**  
**JOLT**

**Fall 2022**

The worst thing a salesperson can hear from a customer isn't "no." It's "I need to think about it." When this happens, deeply entrenched advice says to double down on your efforts to sell—not just yourself and your business, but all the ways a customer might win by purchasing your product, switching over to your service, or acquiring your software. But this approach is insufficient because it completely gets wrong the primary driver behind customer purchasing decisions. The truth is, customers don't just want to win on a purchase. They want to not lose. Only by addressing this fear of losing out—on money, time, resources, and opportunity—can you convince customers to go from verbally committing to actually pulling the trigger. In other words, it's not enough to *sell* to a customer. You have to *purchase* for them. Drawing on a first-of-its-kind study of over 2.5 million sales calls across industries, *Jolt* reveals the secret playbook for bridging the gap between customer intent and action. [Matthew Dixon](#) is the bestselling author of *The Challenger Sale*, *The Challenger Customer*, and *The Effortless Experience*. He is the Chief Research and Innovation Officer at [Tethr](#), an AI and machine learning venture. [Ted McKenna](#) is the SVP of Research and Innovation at Tethr.

UK, Translation: Portfolio (editor Nina Rodriguez-Marty)  
Agent: Marsal Lyon Literary

**Duke, Annie**  
**QUIT: The Underrated Skill of Changing Your Mind and Changing Course in a Changing World**

**Fall 2022**

There are obviously times in our lives where we need more persistence, but it is equally true that there are times when we need *less* persistence. *Quit* will make the case for quitting and why it is so important to be a great quitter to improve decision-making under uncertainty to achieve real success. It will explain the forces that work against good quitting behavior and present strategies to become better at quitting. It will also help readers understand how to use quitting as a strategy to be more adaptive, build better models, and execute better on the things to which they actually commit. In addition to being rich in science, *Quit* relies on narratives from a variety of fields to illustrate and apply its ideas, spanning elite athletics, business, entertainment, investment, the military, adventure and personal endurance, public policy, poker, and other games. Narrative examples will also include a range of personal decisions, including education, jobs, relationships, home ownership, New Year's resolutions, where to eat, and even which grocery line to choose. Knowing when to stick and when to quit is the key to successfully navigating the world. [Annie Duke](#) is the bestselling author of *Thinking in Bets* and *How to Decide*. She is a former professional poker player and the co-founder of the [Alliance for Decision Education](#).

Translation: Portfolio (editor Niki Papadopoulos)  
Agent: Levine, Greenberg, Rostan  
UK: Ebury Edge; Chinese (sc): CITIC; Hungarian: Corvina; Portuguese (B): Alta Books

**Kagan, Noah**  
**MILLION DOLLAR WEEKEND**

**Fall 2023**

Many people today feel lost. They are disillusioned with their work lives, struggling to sustain themselves, forced to question their future and self-worth. And they are looking for a better way. Being your own boss might be the answer, but venturing forward with your own business is also something people deeply fear. It's a pain point [Noah Kagan](#) knows all too well. *Million Dollar Weekend* is the book his legion of fans has been waiting for. Titled after a popular guest post he wrote for [Tim Ferriss's blog](#), the book offers an into-the-deep-end process for overcoming fear and perfectionism and making the business of your dreams a 7-figure reality. The book works like a series of exercises for ousting fear and building your "ask muscle," but it is also structured to deliver a concrete asset such as a business model or an advertisement for your business in every chapter. Readers can kickstart the process in a weekend. Kagan is the owner of [AppSumo](#), an 8-figure company dedicated to helping entrepreneurs. By demystifying what it takes to start a business, turning risk into realistic action and fear into fun, he encourages others to welcome change and begin their journey to successful entrepreneurship.

UK, Translation: Portfolio (editor Merry Sun)  
Agent: Writers House  
Korean: Business Books

**Klebahn, Perry, and Jeremy Utley**  
**IDEAFLOW: Why Creativity is the Only Business Metric that Matters**

**Fall 2022**

Stanford d.school professors [Perry Klebahn](#) and [Jeremy Utley](#) reveal how leaders can dramatically boost the creative output of their organizations, drawing from their popular courses. How many new ideas could you come up with if given nothing but ten minutes, a pen, and a piece of paper? Your number of ideas is a metric for your ability to generate novel solutions to any given problem, on demand. This is what Stanford d.school professors Klebahn and Utley call *ideaflow*. It is the most crucial business metric that you've never considered. Why? Every business problem is an idea problem. How well you can solve those problems—how much your ideaflow is—is how well you and your business perform, navigate uncertainty, and develop innovations. Drawing from their decades of teaching Silicon Valley entrepreneurs and Fortune 500 executives at the world-famous Stanford d.school, Klebahn and Utley offer a battle-tested framework to exponentially boost your ideaflow. Klebahn is an Adjunct Professor and Director of Executive Education at Stanford d.school. Utley is the Director of Executive Education at the d.school and an Adjunct Professor at Stanford's School of Engineering.

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

## SUMMER 2022

---

**Blunt, Katherine**

**Aug 2022**

**CALIFORNIA BURNING: The Fall of Pacific Gas & Electric—and What It Means for America’s Power Grid**

*California Burning* begins with the public reckoning after the Camp Fire that destroyed Paradise, California, and that turned the state’s largest utility company, Pacific Gas & Electric, into a corporate felon. [Katherine Blunt](#) chronicles the shift from the innovators who built the first long-distance transmission lines across the Sierra Nevada mountains, to the investors controlling huge utilities to boost profits and shareholder dividends. In a deeply-reported narrative, she reveals the forces that weakened California’s utility system while wildfires raged—political struggles, deregulation schemes, and market-gaming led by Enron Corp—and the symptoms of decline in power grids from California to Texas to the East Coast, as the pace of climate change increases. Blunt covers renewable energy and utilities for *The Wall Street Journal*.

UK, Translation: Portfolio (editor Trish Daly)

Agent: Stuart Krichevsky Literary Agency

**Dogen, Sam**

**June 2022**

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

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

UK, Translation: Portfolio (editor Noah Schwartzberg)

Agent: Author c/o Portfolio

**Flanagan, Linda**

**Aug. 2022**

**SHOULD KIDS PLAY SPORTS? How Money and Mania Changed the Game—and Why It’s Worth Saving**

[Linda Flanagan](#) reveals an increasingly competitive environment and opportunistic youth sports industry that sells parents the notion that to succeed, kids must win at all costs. A provocative and timely entrant into a conversation thousands of parents are having by the sidelines, *Should Kids Play Sports?* uncovers how youth sports became big business, the consequences of raising the stakes for kids and parents alike, and the changes we need to see. Flanagan is a freelance journalist, researcher, and former cross-country and track coach. A founding board member of the NYC chapter of the Positive Coaching Alliance and 2020-21 Advisory Group member for the Aspen Institute’s Reimagining Sports initiative, her writing on sports has appeared in *The Atlantic*, *Runner’s World*, and NPR’s education site *Mind/Shift*, where she is a regular contributor.

UK, Translation: Portfolio (editor Trish Daly)

Agent: Aevitas Creative Management

Roberts, Russ

June 2022

**WILD PROBLEMS: A Guide to Making Life's Biggest Decisions**

[Russ Roberts](#) walks readers through the process of decision-making when our usual tools can't help us. He shows how to reframe the scary questions to be less about finding the "right" answer and more about answering the question, "Who do I want to be?" He draws on stories of great artists, writers, and scientists of the past who found creative ways of answering that question. Ultimately, Roberts asks us to see ourselves and our lives less as a problem to be solved than a mystery to be experienced. Working on ourselves and how we see ourselves might be a better way to face wild problems than trying to make perfect decisions in the face of uncertainty. Roberts is the John and Jean De Nault Research Fellow at Stanford University's Hoover Institution and the President of Shalem College in Jerusalem. He hosts the award-winning weekly podcast *EconTalk*, and he is the author of five books, including *How Adam Smith Can Change Your Life*.

UK, Translation: Portfolio (editor Bria Sandford)

Agent: ICM/Sagalyn

Vanas, D.J.

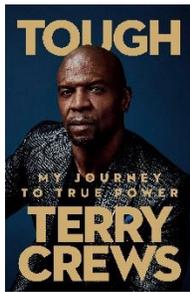
Aug. 2022

**THE WARRIOR WITHIN: Own Your Power to Serve, Fight, Protect, and Heal**

For anyone who's ever felt depleted and overwhelmed yet had an important job to do and people depending on you to do it, *The Warrior Within* is a guide to getting yourself right in order to accomplish the world-changing work you were meant for. Drawing from timeless Native American warrior tradition, [D.J. Vanas](#) shows readers how to tap into their personal power, not by being the toughest or bravest person in the room, but by committing to self-mastery, transforming setbacks into opportunities for achievement, and always fighting for something bigger than the self. With stories ranging from vision quests to veterans and service providers at the front lines, this book is a call to stand strong, be resilient, and show up for both yourself and others regardless of circumstance. Vanas is an internationally acclaimed speaker for Fortune 500 companies, hundreds of tribal nations, and audiences nationwide. A tribally enrolled member of the Ottawa Nation and a former US Air Force officer, he inspires others to practically apply the power of the warrior spirit in business and life. He is the author of *The Tiny Warrior* and *Spirit on the Run*.

UK, Translation: Portfolio (editor Nina Rodriguez-Marty)

Agent: Carol Mann Agency



**Crews, Terry**  
**TOUGH: My Journey to True Power**

**April 2022**

When it comes to sheer muscle, anyone who has seen [Terry Crews](#) in the show *Brooklyn Nine-Nine* or his movies knows he is strong. Now Crews shares the raw, never-before-told story of his quest to find the true meaning of the word that has defined his life. In *Tough*, he examines six arenas where he desperately sought control—masculinity, religion, money, sex, racism, and friendship—and recounts the setbacks and victories he faced while uprooting toxic masculinity from his psyche and finally confronting his insecurities, painful memories, and limiting beliefs.

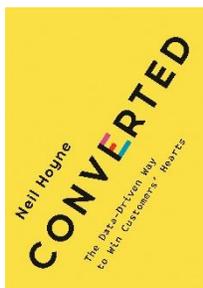
Only by cultivating self-awareness and vulnerability was he finally able to achieve self-mastery. Crews' journey of transformation offers a model for anyone who considers themselves a "tough guy" but feels unfulfilled, anyone struggling with procrastination or self-sabotage, and anyone who admires Crews for his seeming invincibility.

UK, Translation: Portfolio (editor Trish Daly)  
Agent: UTA

**Epstein, Alex** **Feb. 2022**  
**FOSSIL FUTURE: Why Global Human Flourishing Requires More Oil, Coal, and Natural Gas—Not Less**

[Alex Epstein](#) applies his distinctive "human flourishing framework" to the latest evidence and comes to the shocking conclusion that the benefits of fossil fuels will continue to far outweigh their side effects—including climate impacts—for generations to come. The path to global human flourishing, Epstein argues, is a combination of using more fossil fuels, getting better at "climate mastery," and establishing "energy freedom" policies that allow nuclear and other truly promising alternatives to reach their full long-term potential. Epstein is an energy expert and founder of the Center for Industrial Progress, which offers a positive, pro-human alternative to the green movement. He is the author of the *New York Times* bestseller *The Moral Case for Fossil Fuels*.

UK, Translation: Portfolio (editor Helen Healey)  
Agent: LeighCo  
Hebrew: Anochi

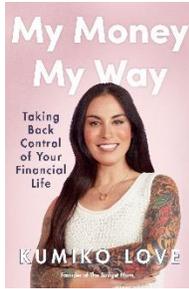


**Hoyne, Neil** **Feb. 2022**  
**CONVERTED: The Data-Driven Way to Win Customers' Hearts**

Most companies focus on a single moment: the point of purchase. They follow customers around the internet for weeks, chasing revenue growth by waving "please buy this!" ads in their faces. With pressure for quick results and fierce marketplace competition, too many marketers are boxed into these forms of digital marketing that limit the potential of their long hours, countless experiments, and warehouses of data. But what if you built a business around long-term relationships with customers, using data to understand who the best

customers are and what products they want to buy? The answer: You can. And you'll leave your competitors, with all of their data and their short-term thinking, to poke around in the scraps. [Neil Hoyne](#) is the Chief Measurement Strategist at Google and a Senior Fellow at the Wharton School at the University of Pennsylvania.

UK, Translation: Portfolio (editor Noah Schwartzberg)  
Agent: Levine, Greenberg, Rostan  
Chinese (cc): China Times; Chinese (sc): Cheers; Korean: Gilbut



**Love, Kumiko**  
**MY MONEY MY WAY: Taking Back Control of Your Financial Life**

**Feb. 2022**

Kumiko Love, financial advisor and creator of [The Budget Mom](#), inspires and equips you to end the cycle of self-doubt and make confident money decisions. The truth is you can reach your goals—whether they include becoming debt-free or buying your first home—while creating joyful moments for yourself and your family, and without worrying about every penny you spend. Love knows this better than anyone because she’s lived it. Only a few years ago, she struggled to pay her six-figure debt down while making \$24,000 per year as a single mom.

Every financial plan she tried failed, so she made one that prioritized her family and her sanity. Today, she’s living debt-free in her dream home, which she paid for in cash, and spends stress-free time with her son every day. Love has motivated millions of women to manifest their money dreams. Her revolutionary approach will unlock the secrets of financial abundance so you never have to sweat living your best life ever again.

UK, Translation: Portfolio (editor Helen Healey)

Agent: Alive Literary

Spanish: PRH Mexico



**Oelwang, Jean**  
**PARTNERING: Forge the Deep Connections that Make Great Things Happen**

**March 2022**

[Jean Oelwang](#) has been on a decade-long journey to find and nurture relationships with depth and purpose. Deep connections have a profound ripple effect on everything we do, supporting us to achieve more, withstand anything, and amplify impact. Those enduring partnerships are the foundation of a meaningful life as well as the backbone of any successful organization.

From hundreds of interviews with sixty great partnerships, ranging from business partners to life partners who have made profound differences in their fields, Oelwang offers new insight

into how to build relationships that matter. She identifies the important values that connect great partners, the daily rituals that they use to stay in sync, and the habits that allow them to disagree respectfully and productively. Oelwang is the President and Trustee for [Virgin Unite](#) and Senior Partner at the [B Team](#).

Translation: Optimism Press (editor Merry Sun)

Agent: Williams & Connolly

UK: Virgin Books



**Paxton, Matt**  
**KEEP THE MEMORIES, LOSE THE STUFF: Declutter, Downsize, and Move Forward With Your Life**

**Feb. 2022**

For over 20 years, [Matt Paxton](#) has helped people declutter and downsize. As a featured cleaner on *Hoarders* and the host of the Emmy-nominated *Legacy List with Matt Paxton* on PBS, he has identified the psychological roadblocks that most organizational experts routinely miss, but which prevent those with even the thickest skin from lightening their material load.

Whether you’re tired of living with clutter, making space for a loved one, or moving to a smaller home or retirement community, Paxton’s step-by-step, fail-proof downsizing process will equip you with the tools necessary to get the job done.

UK, Translation: Portfolio (editor Helen Healey)

Agent: Dystel, Goderich & Bourret



**Spalding, General Robert**  
**WAR WITHOUT RULES: China's Playbook for Global Domination**

**April 2022**

In *War Without Rules*, retired Air Force [Brigadier General Robert Spalding](#) takes readers inside a famous book of Chinese strategy to explore modern China's motives and actions. *Unrestricted Warfare*, written in the 1990s by two Chinese colonels, argues that there is no sector of life outside the realm of war and offers a guide to using corporate espionage, global pandemics, and trade violations to achieve dominance. Spalding walks readers through the principles of this book, explaining its philosophy and showing that China has already employed its tactics to gain economic, technological, and military power over the West. More than a vital read for those interested in China, *War Without Rules* is essential for anyone—from policymakers and diplomats to businesspeople and investors—finally waking up to the stealth war. General Spalding is the author of *Stealth War*. He is a former China strategist for the chairman of the Joint Chiefs of Staff and the Joint Staff at the Pentagon, as well as a senior defense official and defense attaché to China.

UK, Translation: Sentinel (editor Bria Sandford)  
Agent: ICM

**Van Edwards, Vanessa**  
**CUES: Master the Secret Language of Charismatic Communication**

**March 2022**

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

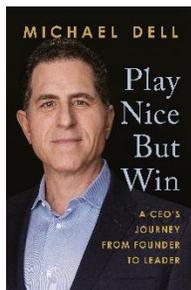
Translation: Portfolio (editor Niki Papadopoulos)  
Agent: LaunchBooks Literary  
UK: Penguin Business

**White, Gary, and Matt Damon**  
**THE WORTH OF WATER: Our Story of Chasing Solutions to the World's Greatest Challenge**

**March 2022**

When Oscar-winning actor Matt Damon visited rural Zambia in 2006, the last thing he expected was to become a lifelong champion for the battle to end the global water and sanitation crisis. He quickly realized that to make a real impact, he'd need additional expertise. Enter civil and environmental engineer Gary White. After quitting his consulting job to launch a nonprofit in 1990, he'd become an internationally recognized water and sanitation expert. A chance encounter would set these two unlikely allies on a decades-long mission to bring safe water and sanitation to the world. Through firsthand accounts of setbacks and triumphs in projects spanning the world, *The Worth of Water* illuminates the challenges of building and scaling market-based financial solutions to the global water crisis—and ultimately, empowering communities and individuals to make long-lasting investments in their own wellbeing. White and Damon are the cofounders of [Water.org](#) and [WaterEquity](#); White is also the CEO of the organizations.

Translation: Portfolio (editor Trish Daly)  
Agent: ICM. For UK rights, contact Felicity Blunt at Curtis Brown



**Dell, Michael**

**Oct. 2021**

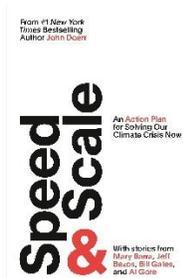
**PLAY NICE BUT WIN: A CEO's Journey from Founder to Leader**

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

UK, Translation: Portfolio (editor Trish Daly)

Agent: UTA

Chinese (cc): Infortress; Chinese (sc): Cheers; German: Redline; Italian: Gribaudi; Korean: Page2Books; Russian: Alpina; Spanish: PRH Mexico; Vietnamese: Ecoblader



**Doerr, John**

**Oct. 2021**

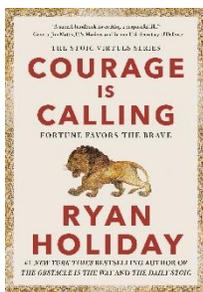
**SPEED & SCALE: An Action Plan for Solving Our Climate Crisis Now**

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

Translation: Portfolio (editor Trish Daly)

Agent: Carol Mann Agency

UK: Penguin Business; German: Vahlen; Portuguese (B): Alta



**Holiday, Ryan**  
**COURAGE IS CALLING: Fortune Favors the Brave**

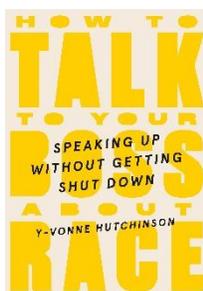
Sept. 2021

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

Translation: Portfolio (editor Adrian Zackheim)

Agent: Level Five Media

UK: Profile; Bulgarian: Ciela; Dutch: Bruna; German: Finanzbuch; Hungarian: XXI Szazad; Italian: Hoepli; Korean: Dasan; Portuguese (B): Intrinseca; Romanian: Seneca; Russian: MIF; Vietnamese: 1980 Books



**Hutchinson, Y-Vonne**  
**HOW TO TALK TO YOUR BOSS ABOUT RACE: Speaking Up Without Getting Shut Down**

Jan. 2022

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

UK, Translation: Portfolio (editor Merry Sun)

Agent: Stonesong Press



**Jakab, Spencer**  
**THE REVOLUTION THAT WASN'T: GameStop, Reddit, and the Fleecing of Small Investors**

Jan. 2022

This is the riveting story of how the meme stock squeeze unfolded and the real architects (and winners) of the GameStop rally. Drawing on his years as a stock analyst, [Spencer Jakab](#) exposes technological and financial innovations like Robinhood as ploys to get our cash, within the larger story of evolving social and economic pressures. In this nuanced analysis, he shines a light on the often-misunderstood profit motives and financial mechanisms to show how this so-called revolution is, on balance, good only for Wall Street. But, he argues, there really is a way for ordinary investors to beat the pros: by refusing to play their game. Jakab is an award-winning financial journalist and a former top-rated stock analyst at Credit Suisse. He edits the *Wall Street Journal's* "Heard on the Street" column and is the author of *Heads I Win, Tails I Win*.

Translation: Portfolio (editor Noah Schwartzberg)

Agent: C. Fletcher & Co.

UK: Penguin Business



**Knee, Jonathan A.**

**Sept. 2021**

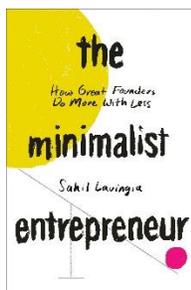
**THE PLATFORM DELUSION: Who Wins and Who Loses in the Age of Tech Titans**

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

UK, Translation: Portfolio (editor Merry Sun)

Agent: Levine, Greenberg, Rostan

Chinese (cc): CommonWealth Mag; Chinese (sc): PRH China; Japanese: CCC Media; Korean: Chungrim



**Lavingia, Sahil**

**Oct. 2021**

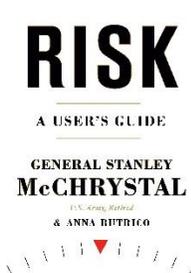
**THE MINIMALIST ENTREPRENEUR: How Great Founders Do More with Less**

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

Translation: Portfolio (editor Merry Sun)

Agent: Writers House

UK: Piatkus; Chinese (cc): Flaneur; Chinese (sc): CITIC; Polish: Imker; Portuguese (B): Almedina; Vietnamese: Saigon



**McChrystal, General Stanley, and Anna Buttrick**

**Oct. 2021**

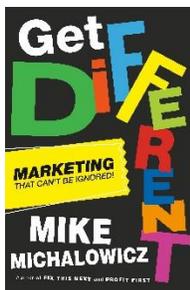
**RISK: A User's Guide**

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

Translation: Portfolio (editor Noah Schwartzberg)

Agent: Javelin Group

UK: Penguin Business



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

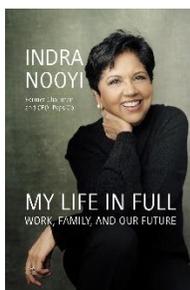
Sept. 2021

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

UK, Translation: Portfolio (editor Noah Schwartzberg)

Agent: Author c/o Portfolio

Chinese (cc): Yuan-Liou; German: Redline; Russian: Popuri; Spanish: PRH Mexico



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

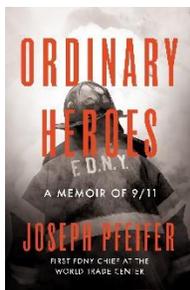
Sept. 2021

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

Translation: Portfolio (editor Niki Papadopoulos)

Agent: Williams & Connolly

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



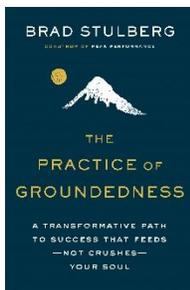
**Pfeifer, Joseph**  
**ORDINARY HEROES: A Memoir of 9/11**

Sept. 2021

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

UK, Translation: Portfolio (editor Bria Sandford)

Agent: Queen Literary



**Stulberg, Brad**

**Sept. 2021**

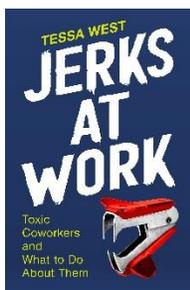
**THE PRACTICE OF GROUNDEDNESS: A Transformative Path to Success That Feeds—Not Crushes—Your Soul**

For many, angst, restlessness, frayed relationships, burnout, and even substance abuse are unwanted side effects of an obsession with achievement and one-upmanship. The high of occasional wins sustains you for a while. But ultimately, when your best-laid plans fail, you face unforeseen obstacles, or when lasting satisfaction proves elusive, you feel aimless. [Brad Stulberg](#) shares a new model for success that defies our “never enough” culture. At the heart is groundedness, which values presence over productivity, accepts that progress is nonlinear, and prioritizes long-term fulfillment over short-term gain. Groundedness produces a firm and unwavering sense of self, from which deep and enduring success can be found. Stulberg is the coauthor of *Peak Performance* and *The Passion Paradox*.

UK, Translation: Portfolio (editor Niki Papadopoulos)

Agent: DeFiore & Company

Chinese (cc): Commonwealth; Korean: Bookie; Vietnamese: First News



**West, Tessa**

**Jan. 2022**

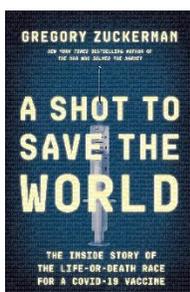
**JERKS AT WORK: Toxic Coworkers and What to Do About Them**

Have you ever watched a coworker charm management while showing a competitive side to the lower ranks? Those Kiss-Up/Kick-Down coworkers don't hesitate to hurt their peers, but their bosses are oblivious to their bad behavior. What to do? In *Jerks at Work*, [Tessa West](#) draws on a decade of original research to profile classic workplace archetypes, including the Gaslighter, the Bulldozer, the Credit-Stealer, and the Micromanager, and gives advice to anyone who has ever cried in a bathroom stall at the office. West digs into the inner workings of each, exploring their motivations and insecurities, and she offers clever strategies for stopping each type of jerk in their tracks. West is a professor of social psychology at New York University.

Translation: Portfolio (editor Nina Rodriguez-Marty)

Agent: Inkwell Management

UK: Ebury Edge; Korean: Munhakdongne; Russian: MIF; Ukrainian: Family Leisure



**Zuckerman, Gregory**

**Oct. 2021**

**A SHOT TO SAVE THE WORLD: The Inside Story of the Life-or-Death Race for a COVID-19 Vaccine**

Few were ready when a mysterious respiratory illness emerged in January 2020. Politicians, business leaders, and health professionals were unprepared for the most devastating pandemic in a century. Many drug and vaccine makers were slow to react or couldn't muster an effective response. It was up to a small group of unlikely scientists and executives to save civilization. They scrambled to turn their life's work into vaccines in months, each gunning to make the big breakthrough—and to beat each other for the glory. [Gregory Zuckerman](#) takes us inside the top-secret labs, corporate clashes, and high-stakes government negotiations that led to effective shots. Deeply reported and endlessly gripping, this is a dazzling chronicle of the most consequential breakthrough of our time. It's a story of courage, genius, and heroism—and of heated rivalries, unbridled ambitions, crippling insecurities, and unexpected drama. Zuckerman is the bestselling author of *The Man Who Solved the Market* and *The Frackers*, among others.

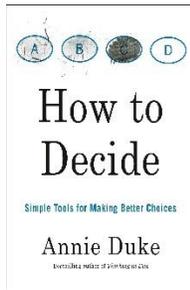
Translation: Portfolio (editor Merry Sun)

Agent: Author c/o Portfolio

UK: Penguin Business; Chinese (cc): Commonwealth; Korean: Rokmedia

## HIGHLIGHTS FROM 2020 AND EARLY 2021

---

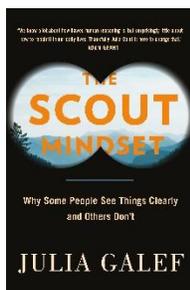


**Duke, Annie**  
**HOW TO DECIDE: Simple Tools for Making Better Choices**

**Oct. 2020**

Through a blend of compelling exercises, illustrations, and stories, the bestselling author of *Thinking in Bets* will train you to combat your own biases, address your weaknesses, and help you become a better and more confident decision-maker.

Arabic: Jarir; Chinese (cc): Acme; Chinese (sc): CITIC; Japanese: Sunmark; Korean: Chunggrim; Mongolian: Erdemt Gegeen; Portuguese (B): Alta; Russian: Eksmo; Thai: Live Rich Forever; Turkish: Nova Scala; Vietnamese: Saigon Books

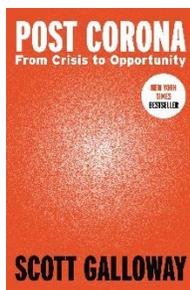


**Galef, Julia**  
**THE SCOUT MINDSET: Why Some People See Things Clearly and Others Don't**

**April 2021**

A better way to combat knee-jerk biases and make smarter decisions, from Julia Galef, the acclaimed expert on rational decision-making.

UK: Piatkus; Chinese (cc): Commonwealth Mag; Chinese (sc): CITIC; Czech: Audiolibrix; Dutch: Business Contact; Hebrew: Or Am; Italian: Codice; Japanese: Toyo Keizai; Korean: Mirae N; Polish: Zysk; Portuguese (B): Alta; Romanian: Publica; Russian: MIF; Spanish (LA): Oceano; Spanish (S): Paidos; Thai: SE-Education; Turkish: Okuyan; Ukrainian: Nash Format; Vietnamese: First News

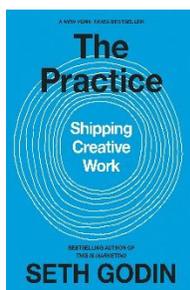


**Galloway, Scott**  
**POST CORONA: From Crisis to Opportunity**

**Nov. 2020**

*New York Times* bestseller! From NYU Business School professor Scott Galloway comes an insightful, urgent analysis of who stands to win and who's at risk to lose in a post-pandemic world.

UK: Transworld; Bulgarian: Iztok-Zapad; Chinese (cc): Yuan-Liou; Czech: Tomas Krsek; French: Pearson France; Georgian: Palitra; German: Boersenmedien; Japanese: Toyo Keizai; Korean: Woongjin; Polish: MT Biznes; Portuguese (B): Alta Books; Portuguese (P): Vida Self; Romanian: Publica; Russian: Phoenix; Spanish: Plataforma; Thai: Amarin; Ukrainian: Krajina Mriy; Vietnamese: Saigon Books

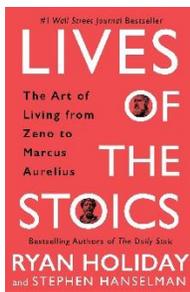


**Godin, Seth**  
**THE PRACTICE: Shipping Creative Work**

**Nov. 2020**

*New York Times* bestseller! From the bestselling author of *Linchpin*, *Tribes*, and *The Dip* comes an elegant little book that will inspire artists, writers, and entrepreneurs to stretch and commit to putting their best work out into the world.

UK: Penguin Business; Arabic: Arab Scientific; Bulgarian: Iztok-Zapad; Chinese (cc): Yuan-Liou; Chinese (sc): Beijing Jie Teng; Czech: Audiolibrix; Farsi: Amookhteh; Finnish: Basam; French: Diateino; German: Redline; Greek: Klidarithmos; Hungarian: HVG; Italian: Roi; Korean: Sam & Parkers; Latvian: VZ; Portuguese (B): Alta Books; Portuguese (P): Porto; Romanian: Publica; Turkish: Mavi Agac; Vietnamese: Rio

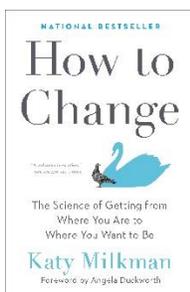


**Holiday, Ryan, and Stephen Hanselman**  
**LIVES OF THE STOICS: The Art of Living from Zeno to Marcus Aurelius**

**Sept. 2020**

*New York Times* bestseller! From the bestselling authors of *The Daily Stoic* comes an inspiring guide to the lives of the Stoics, and what the ancients can teach us about happiness, success, resilience, and virtue.

UK: Profile; Bulgarian: Ciela; Dutch: Bruna; German: Finanzbuch; Greek: Brainfood; Italian: Hoepli; Korean: Dasan; Polish: Helion; Portuguese (B): Intrinseca; Romanian: Seneca; Spanish (LA): Oceano; Spanish (S): Reverte; Thai: WeLearn; Vietnamese: 1980 Books



**Milkman, Katy**  
**HOW TO CHANGE: The Science of Getting from Where You Are to Where You Want to Be**

**May 2021**

National bestseller! Award-winning Wharton Professor and *Choiceology* podcast host Katy Milkman has devoted her career to the study of behavior change. In this ground-breaking book, she reveals a proven path that can take you from where you are to where you want to be.

UK: Vermilion; Arabic: Dar Altanweer; Chinese (cc): Commonwealth Mag; Chinese (sc): CITIC; Dutch: Business Contact; French: Dicoland; Greek: Dioptra; Hebrew: Matar; Indonesian: Gramedia; Italian: Oscar; Japanese: Diamond; Korean: RH Korea; Mongolian: United Business Review; Polish: Insignis Media; Portuguese (B): Objetiva; Portuguese (P): Porto; Romanian: Lifestyle; Russian: MIF; Spanish: Planeta; Thai: B2S; Vietnamese: Ecoblader



**Newport, Cal**  
**THE TIME BLOCK PLANNER: A Daily Method for Deep Work in a Distracted World**

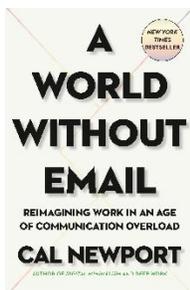
**Nov. 2020**

From the bestselling author of *Deep Work* and *Digital Minimalism* comes a daily planner that deploys the power of time blocking to help you focus on what's important in an increasingly distracted world.



UK: Penguin Business; Bulgarian: Locus; Chinese (cc): China Times; Chinese (sc): Ginkgo Beijing; Dutch: Business Contact; French: Leduc; German: Redline; Italian: Roi; Mongolian: Erdemt

Geegen; Spanish: Reverte; Turkish: Metropolis



**Newport, Cal**  
**A WORLD WITHOUT EMAIL: Reimagining Work in an Age of Communication Overload**

**March 2021**

*New York Times* bestseller! From bestselling author Cal Newport comes a bold vision for liberating workers from the tyranny of the inbox—and unleashing a new era of productivity.

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

## PORTFOLIO CO-AGENTS

---

### THE BALTIC STATES

Andrew Nurnberg Associates: Tatjana Zoldnere  
[zoldnere@anab.apollo.lv](mailto:zoldnere@anab.apollo.lv)

### BRAZIL

Agencia Riff: Joao Paulo Riff  
[joapaulo@agenciariff.com.br](mailto:joapaulo@agenciariff.com.br)

### BULGARIA

Anthea Agency: Katalina Sabeva  
[katalina@antheairights.com](mailto:katalina@antheairights.com)

### CHINA

Andrew Nurnberg Associates: Jackie Huang  
[jhuang@nurnberg.com.cn](mailto:jhuang@nurnberg.com.cn)

### CZECH REPUBLIC & SLOVAKIA

Kristin Olson Literary Agency: Kristin Olson  
[kristin.olson@litag.cz](mailto:kristin.olson@litag.cz)

### FRANCE

La Nouvelle Agence: Vanessa Kling  
[vanessa@lanouvelleagence.fr](mailto:vanessa@lanouvelleagence.fr)

### GERMANY

Mohrbooks: Sebastian Ritscher  
[sebastian.ritscher@mohrbooks.com](mailto:sebastian.ritscher@mohrbooks.com)

### GREECE

JLM Literary Agency: John Moukakos  
[jlm@jlm.gr](mailto:jlm@jlm.gr)

### HUNGARY & THE BALKAN STATES

Katai & Bolza Literary Agency: Petra Olah  
[petra@kataibolza.hu](mailto:petra@kataibolza.hu)

### ISRAEL

Deborah Harris Agency: Efrat Lev  
[efrat@thedeborahharrisagency.com](mailto:efrat@thedeborahharrisagency.com)

### ITALY

Berla & Griffini: Erica Berla  
[berla@bgagency.it](mailto:berla@bgagency.it)

### JAPAN

Tuttle-Mori Agency: Manami Tamaoki  
[manami@tuttlemori.com](mailto:manami@tuttlemori.com)

### KOREA

Milkwood Agency: Alex Lee  
[alex@milkwoodagency.com](mailto:alex@milkwoodagency.com)

### THE NETHERLANDS

Schonbach Literary Agency: Marianne Schonbach  
[m.schonbach@schonbach.nl](mailto:m.schonbach@schonbach.nl)

### POLAND

Graal: Lukasz Wrobel  
[lukasz.wrobel@graal.com.pl](mailto:lukasz.wrobel@graal.com.pl)

### SCANDINAVIA

Ulf Toregard Agency: Ulf Toregard  
[ulf@toregardagency.se](mailto:ulf@toregardagency.se)

### SPAIN, PORTUGAL & LATIN AMERICA

The Foreign Office: Teresa Vilarrubla  
[teresa@theforeignoffice.net](mailto:teresa@theforeignoffice.net)

### ROMANIA

Simona Kessler Agency: Simona Kessler  
[simona@kessler-agency.ro](mailto:simona@kessler-agency.ro)

### RUSSIA

Anna Jarota Agency: Zuzanna Brzezinska  
[zuzanna@ajapl.com](mailto:zuzanna@ajapl.com)

### TAIWAN

Andrew Nurnberg Associates: Whitney Hsu  
[whsu@nurnberg.com.tw](mailto:whsu@nurnberg.com.tw)

### TURKEY

Akcali Copyright Agency: Atilla Izgi Turgut  
[atilla@akcalicopyright.com](mailto:atilla@akcalicopyright.com)

### SUBSIDIARY RIGHTS CONTACTS

Tom Dussel, Subsidiary Rights Director  
[tdussel@penguinrandomhouse.com](mailto:tdussel@penguinrandomhouse.com)  
Emilie Mills, Subsidiary Rights Coordinator  
[emills@penguinrandomhouse.com](mailto:emills@penguinrandomhouse.com)