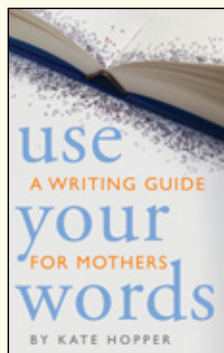


OUR SPRING 2012 TITLES



Use Your Words

A Writing Guide for Mothers

Kate Hopper

The Loft's award-winning writing teacher on the art and craft of writing through the lens of motherhood

Use Your Words introduces the art of creative nonfiction to women who want to give written expression to their lives as mothers. Written by award-winning teacher and writer Kate Hopper, this book helps women (or anyone with children) find the heart of their writing and turn their motherhood stories into art. With

the approach that creative writing can be taught, each chapter of *Use Your Words* focuses on an element of craft and contains a lecture, a published essay and writing exercises that serve as jumping-off points for the reader's own writing. Contributors include Anne Lamott, Anne Greenwood Brown, Lucinda Cummings, Chitra Divakaruni and many more.

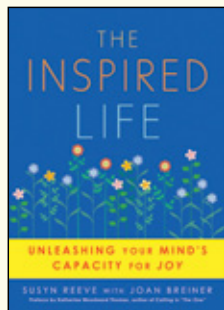
"In Hopper's assured, experienced hands, women and mothers will glean not only the all-important elements of craft, they will feel emboldened and prepared to take the essential steps from idea to finished piece. This is a beautiful, polished guide to craft and storytelling for writing about motherhood and beyond."

—Vicki Forman, author of *This Lovely Life: A Memoir of Premature Motherhood*



Kate Hopper holds an M.F.A. in creative writing and has taught at the University of Minnesota, The Loft Literary Center and online, as well as at libraries and other workshops. She lives in Minneapolis.

\$16.95, 5 1/2" x 8 1/2", 256 pages, Trade paper, Reference/Writing Skills
ISBN: 978-1-936740-12-3, 44/case, April (Spring 2012)



The Inspired Life

Unleashing Your Mind's Capacity for Joy

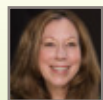
Susyn Reeve with Joan Breiner

Preface by Katherine Woodward Thomas

Retrain your brain to delete the negative and invite the positive

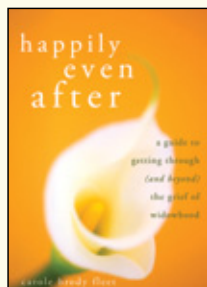
Susyn Reeve and Joan Breiner offer proven tools to access your inspiration, no matter how deeply buried. Through definitions, quotes, life stories, exercises and meditations you create your own inspired life

vision and nourish it day-by-day with proven Inspired Life Actions to achieve unlimited joy.



Susyn Reeve has 35 years of experience as an educator, corporate consultant and interfaith minister. She divides her time between San Francisco and New York. **Joan Breiner** is the executive director of the National Association for Self-Esteem. She lives in Sarasota, Florida.

\$15.95, 5" x 7", 240 pages, Trade paper with flaps, Personal Growth/Psychology
ISBN: 978-1-936740-01-7, 40/case



Happily Even After

A Guide to Getting Through (and Beyond) the Grief of Widowhood

Carole Brody Fleet

Answers every possible question about widowhood with practical wisdom and inspiring humor

In her warm, witty and wise tone, Carole walks widows through shock and overwhelming sadness and back into the land of the living. The widowed must find a way to accept and deal with conflicting and confusing emotions while being expected to "carry on and carry forward." *Happily Even After* answers the most common questions that the widowed have, both immediately following a spouse's death and in the months and even years after. Whether you are a young woman in the early years of a marriage, a golden anniversary celebrant, or a "widow of the heart" who lost a significant other with no legal claims, Fleet offers practical tools.

"Learning to live happily after the experience of devastating loss is among the most important lessons that can ever be taught. Carole Brody Fleet not only teaches these lessons, she dares to answer the questions that many are afraid to ask."

—Marci Shimoff, coauthor of *Chicken Soup for the Woman's Soul*



Carole Brody Fleet is a popular motivational speaker who appears before general audiences, corporations and organizations. A regular guest on local, regional, national and international media, she lives in Los Angeles.

\$15.95, 5 1/2" x 8 1/4", 256 pages, Trade paper, Personal Growth/Psychology
ISBN: 978-1-936740-13-0, 44/case, May (Spring 2012)



Lemons and Lavender

The Eco Guide to Better Homekeeping

Billee Sharp

Foreword by Anneli Rufus

Detox your budget, your house, your food and your family to live the ecofabulous good life

Learn how to ditch your lawn and raise organic vegetables, cook healthy meals for pennies, cure minor maladies from the kitchen cabinet, save big dollars with small repairs and eco-clean your house with lemons and lavender. With this guide, families can live more joyfully and far more creatively, all on a dime.

"Billee Sharp has written down the bones for a *Whole Life Catalog*. Her work brings a new spiritual dimension to the art of living. A must-read for all humans."

—Mickey Hart



Billee Sharp was a contemporary art curator in London before moving to America in 1993. She took up residence in San Francisco, where she started a family, ran an independent record label, founded a green cleaning business, curated many multimedia cultural events and founded the Mission Casbah, an artisan crafts market.

\$15.95, 7 1/2" x 7 1/2", 288 pages, Trade paper, House & Home/Sustainable Living
ISBN: 978-1-936740-10-9, 45/case, March (Spring 2012)



The Lazy Gourmet
Magnificent Meals Made Easy

RECENTLY PUBLISHED

Robin Donovan and Juliana Gallin
Foreword by Joanne Weir

The secrets to marvelous meals while avoiding complicated, time-consuming, dish-dirtying culinary labors

The goal of *The Lazy Gourmet* is to conquer the misguided belief that preparing an elegant meal requires spending hours—or days—in the kitchen. This collection of recipes calls for readily available ingredients, uses common kitchen appliances and does not require any previous cooking experience or training. Anyone can prepare delicious and sophisticated, yet surprisingly simple dishes that impress fussy in-laws, placate implacable bosses and seduce sexy strangers.

“The recipe section made me as happy as my favorite cooking shows do...It’s creative, funny, and a quick read.”

—Anna Jedrzewski of *New Age Retailer*

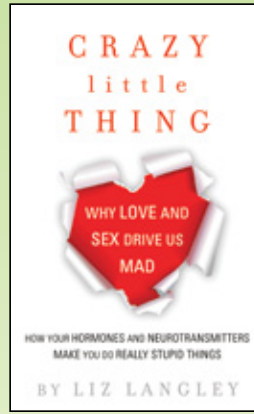


Robin Donovan is the Berkeley-based author of *Campfire Cuisine: Gourmet Recipes for the Great Outdoors* and coauthor of *The New York Times* bestseller *Dr. Gott’s No Flour, No Sugar Diet*.



Juliana Gallin works as a graphic designer and produces several popular speakers’ series in San Francisco, including Ask a Scientist, How-To Night and Comedy Talks. She lives in San Francisco, California.

\$15.95, 7” x 8”, 216 pages, Trade paper, Cooking
ISBN: 978-1-57344-653-2, 24/case



Crazy Little Thing
Why Love and Sex Drive Us Mad
Liz Langley

Journalist Liz Langley looks at the science of love and lust

Crazy Little Thing is a wild ride into the hearts and brains of people driven mad by love, sex and infatuation. Liz Langley looks the burbling, boiling soup of endorphins, hormones and neurotransmitters that spill from our brain to make us do things that would otherwise be viewed as insane. She reveals the control our chemicals have over us in a hilarious, confounding—and too strange to be

anything but true—look at love.

“A fun, freaky survey—a dash of science, a soupçon of nuttiness, and best of all, Langley’s charming voice that can make necrophilia sound like a prom date.”

—Brian Alexander, author of *America Unzipped: In Search of Sex and Satisfaction*

“Each day science teaches us more and more about love and attraction. In highlighting some of the most unusual love stories around, Langley shows us brain chemistry and neuroscience in action, providing insight into why, how and who we love.”

—Sarah Forbes, curator at the Museum of Sex



Liz Langley’s writing has appeared in *AlterNet*, *Salon*, *Jezebel*, *Details*, *Glamour* and *Bust*. She has won awards from the Society of Professional Journalists, Florida Press Association and Association of Alternative Newsweeklies. She lives in Orlando, Florida.

\$15.95, 5” x 8”, 280 pages, Trade paper, Relationships/Love & Romance
ISBN: 978-1-936740-03-1, 40/case

PARENTING AND LIFESTYLE



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John Duffy, Foreword by Dr. Thomas Phelan

A revolution in the parenting of adolescents

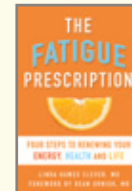
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Blythe Lipman, Foreword by Ame Mahler Beanland

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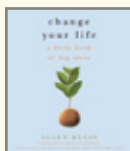


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Linda Hawes Clever, MD,
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Go from tired and wired to healthy and calm

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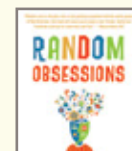
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Reeda Joseph

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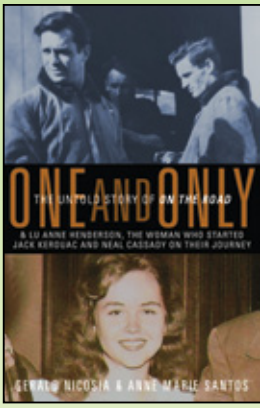
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Trivia You Can't Live Without
Nick Belardes, Foreword by Brad Listi

A people's history of the peculiar

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One and Only
The Untold Story of On the Road
Gerald Nicosia and Anne Marie Santos

The hidden history of the girl who went on the road with Jack Kerouac and Neal Cassady
Lu Anne Henderson was a beautiful 15-year-old girl in Denver in 1945 when she met Neal Cassady. The two married, and soon they were hanging out with a group of young would-be writers, including Jack Kerouac and Allen Ginsberg. But Neal and Jack initially didn't like each other. Lu Anne ended up loving them both and she taught them how to love each other—giving Kerouac material for one of the seminal novels of the 20th century, *On the Road*.

"I am fascinated by characters in fiction who live outside of the book and confront us in real life. Nicosia found Lu Anne Henderson and listened to her voice with great care. He's written the context, made room so that she can tell her truth about *On the Road*. We go again but differently on that mythic road with Jack and Neal."

—Maxine Hong Kingston, author of *The Woman Warrior*, *China Men*, *Tripmaster Monkey*, and *The Fifth Book of Peace*



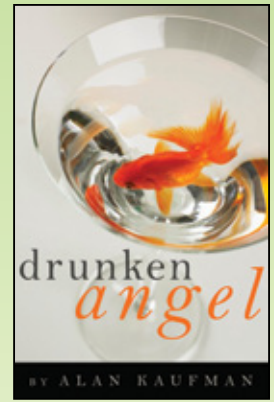
Gerald Nicosia's biography of Jack Kerouac, *Memory Babe*, won the Distinguished Young Writer Award from the National Society of Arts and Letters while still a work-in-progress. It remains widely regarded as the definitive work on Kerouac. Nicosia lives in Corte Madera, California.



Anne Marie Santos, Lu Anne's daughter, lives in Arlington, Virginia.
\$22.95, 5 1/2" x 8 1/4", 248 pages, B & W photos throughout, Hardcover, Biography & Autobiography/Women
ISBN: 978-1-936740-04-8, 32/case

Drunken Angel
Alan Kaufman

A searing memoir that reveals the genius of a writer very nearly lost
Son of a French Holocaust survivor, Alan Kaufman drank to fill the huge hole in his heart, wrecking himself and everyone in his path. Kaufman recounts with unvarnished honesty the story of the alcoholism that took him to the brink of death, the PTSD that drove him to the edge of madness and the love that brought him back. With his estranged daughter as inspiration, Kaufman cleaned himself up at age 40. He minces no words as he looks back on a life pickled in self-pity, self-loathing and guilt, delivering a lacerating, cautionary tale of a life wasted and reclaimed.



"Whether the subject is parental abuse, alcoholism, or the travails of the writing life, Kaufman's (*Jew Boy*; *Matches*) memoir violently grabs your attention, refusing to let up until he's had his say. This is a brutish and riveting trek through a talented and severely alcoholic psyche. Those who persist are rewarded with stylish, intense writing and the intimate details of the author's metamorphosis."

—Publishers Weekly

"With an outsized heart to go with its outsized thirst, *Drunken Angel* tells the sort of truths that feel like myths and the sort of myths that feel like truth."

—Daniel Handler, author of *Adverbs*



Alan Kaufman is the author of the novel *Matches* and the critically-acclaimed memoir *Jew Boy*. He is the award-winning editor of several anthologies, most notably *The Outlaw Bible of American Literature*. He lives in San Francisco.

\$25.00, 5 1/2" x 8 1/2", 464 pages, Hardcover, Memoir
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THE BEST ADVICE ON LOVE AND RELATIONSHIPS



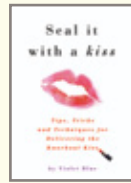
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Lori Bryant-Woolridge

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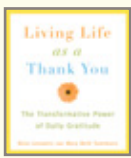
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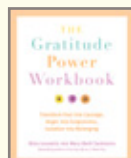
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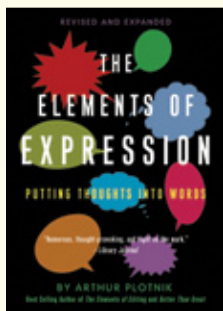
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The Elements of Expression

Putting Thoughts into Words

Arthur Plotnik

An inimitable guide to communicating vividly, whether talking, tweeting, blogging—or writing the great American novel

Plenty of grammar and usage books give advice on correct English. This isn't one of them. *The Elements of Expression* targets expressiveness as a goal apart from getting it technically correct. Imagine the yawns a sportscaster would induce by announcing, "His bat struck the ball and the ball went into the stands," instead of "He took that ball downtown!" And why say, "I'd prefer it if you didn't volunteer your opinions," if what you really mean is "When I want your advice, I'll beat it out of you" (Chuck Norris, *Code of Silence*)? Written with uncommon wit and humor, *The Elements of Expression* offers writers, speakers and self-improvers a fresh look at how they express themselves. For people who care about language and want to write or speak forcefully, effectively—in a word, expressively—this is the book.



Arthur Plotnik's previous books include *The Elements of Editing* and the best-selling *Spunk and Bite: A Writer's Guide to Bold, Contemporary Style*. He's received many honors and awards as long-time editor and publisher for the American Library Association in Chicago, where he lives with his wife.

\$15.95, 5" x 7", 240 pages, Trade paper with flaps, Reference/Writing Skills
ISBN: 978-1-936740-14-7, 32/case, June (Spring 2012)



Better Than Great

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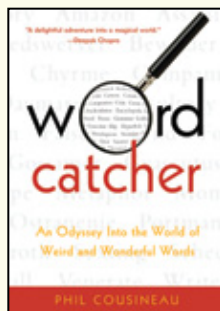
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—Jessica Page Morrell, *Powell's Books Blog*

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—Constance Hale, author of *Sin and Syntax*

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Wordcatcher

An Odyssey into the World of Weird and Wonderful Words

Phil Cousineau, Illustrations by Gregg Chadwick

The world's preeminent mythology scholar explores the mystery and meaning of marvelous words

Who knew that the great country of Canada is named for a mistake? Or that the adventures of Ancient Greek sailors live on in the word "nostalgia"? How about "bedswerver," the best Elizabethan insult to hurl at a cheating boyfriend? Exploring the delightful backstories of 250 words in *Wordcatcher*, readers will be lured by language and entangled in etymologies.

"Phil Cousineau is a word wizard and his book, *Wordcatcher*, is a delightful adventure into a magical world. Phil has made clear that words don't merely describe reality. They create it."

—Deepak Chopra, author of *The Ultimate Happiness Prescription*

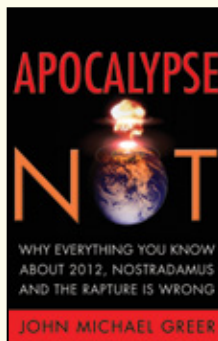
"Stake out a claim next to the standard dictionary you use for this less pedantic companion. It contains fewer words but sends up Fourth of July skyrockets on all of them. But caveat emptor, readers beware! Cousineau's love affair with words is contagious and you are likely to end up lovesick with words yourself."

—Huston Smith, author of *The World's Religions and Tales of Wonder*



Phil Cousineau is an award-winning writer, filmmaker, teacher, editor, independent scholar, travel leader and storyteller. Currently the host of Link TV's *Global Spirit* television series, he lives with his family in San Francisco.

\$15.95, 5" x 7", 336 pages, B & W illustrations throughout, Trade paper, Reference/History
ISBN: 978-1-57344-400-2, 32/case



Apocalypse Not

Everything You Know about 2012, Nostradamus and the Rapture Is Wrong

John Michael Greer

A compendium of apocalyptic predictions that puts the four horsemen out to pasture

Apocalypse Not is a lively and engaging survey of predictions about the end of the world, along with the failed dreams and nightmares that have clustered around them. Among the stories highlighted: the birth of the apocalypse meme out of archaic star myths in the ancient Middle East; the long and murky road from the Great Pyramid to today's Rapture beliefs; and the real origins of the belief in apocalypse in 2012 (hint: it's not originally Mayan at all).



John Michael Greer is the author of the award-winning *The New Encyclopedia of the Occult, Secrets of the Lost Symbol*, and writes a popular futurist blog, *The Archdruid Report*. He lives in Cumberland, Maryland.

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