

## BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher: John Wiley and Sons Canada  
Address: 5353 Dundas Street West, Suite 400  
Contact Person: Anam Ahmed  
Telephone: 416 236 4433 x 53047  
Fax: 416 236 4448  
Email: aahmed@wiley.com  
Date: April 2010

**Title & Subtitle: The Canadian GED For Dummies**

**Author(s)/Editor(s): Murray Shukyn, Dale E. Shuttleworth**

# of pp.: 432pp

Dimensions (inches): 8-1/4 x 10-7/8 in

Paperback Price: \$24.99

13-digit ISBN: 978-0-470-68091-9

Is the book Canadian authored? (delete all but the relevant category)

Yes

Month & Year of Publication: July 2010

Original Publisher: John Wiley and Sons Canada

Canadian Ordering Source: John Wiley and Sons Canada

### BOOKS FOR EVERYBODY

Reference

Self-Help

---

### DESCRIPTION:

With a General Education Development (GED) diploma, a Canadian's chance for employment and higher education opportunities increases dramatically. *The Canadian GED For Dummies* offers Canadians taking the test the edge they need to succeed. Unlike other guides, which overwhelm readers with information, this friendly guide provides readers with what they need to know. The book offers two full practice tests and detailed walk-throughs and explanations for every solution. In addition to the essential GED basics, readers will benefit from general information regarding test preparation--from registering and studying effectively to managing time during the exam.

### OTHER CONSUMER PROMOTION PLANS:

- National advertising
  - Radio giveaways
  - National review mailing
-

## BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

**Return completed form - by email - by April 27, 2010**

111 Queen Street E., Ste 320 Toronto, ON M5C 1S2

Email: [aberki@booksforeverybody.com](mailto:aberki@booksforeverybody.com) Tel. (416) 364-3333 ext. 3160 • Fax: (416) 595-5415

Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher: **Ripley Publishing**  
Address: **7576 Kingspointe Parkway, #188, Orlando, Florida 32819**  
Contact Person: **Barb Faurot**  
Telephone: **914 514 8026**  
Fax: **914 487 8342**  
Email: **faurot@ripleys.com**  
Date: **April 26<sup>th</sup> 2010**

### Delete categories not applicable to your submission.

**Title & Subtitle:** Ripley's Believe It or Not! Enter If You Dare!  
**# of pp.:** 256  
**Dimensions (inches):** 9" x 11 3/4"  
**# of illus. (please specify colour or b&w):** see next  
**# of photos (please specify colour or b&w):** over 400 colour and b&w photos  
**Hardcover Price:** \$32.95 Canadian  
**13-digit ISBN:** 978-1893951-63-1  
**Is the book Canadian authored?** No  
**Month & Year of Publication:** August 2010  
**Original Publisher:** Ripley Publishing  
**Canadian Ordering Source:** PGC

**SUGGESTED CATEGORIES** (delete all but the relevant category)

**BOOKS FOR EVERYBODY** Reference

\* \_\_\_\_\_ Please provide more details

Please check to indicate interest.) We are interested in including this title, if selected, in the *Canadian Family* promotion at the combo rate cost.

---

**DESCRIPTION:** (This information is for the submission process only.)

The all new 7th title in the successful Ripley's Believe It or Not! annual series. Total sales are in excess of 4 million copies. A compendium of incredible bizarre facts, stories, interviews and features, this year's book also offers access to a fully-integrated website featuring astounding clips, and two 8-page pull out gatefold sections, one featuring vampires.

- More than 400 full-color photos, all with fascinating and informative captions
- Interviews with many of the amazing individuals featured in the book
- "Ripley's Research" boxes giving the scientific explanation behind some of the most incredible tales
- Fully-integrated website featuring video clips of some of the stories
- Two dramatic 8-page pull out gatefold sections
- The series has consistently appeared in the New York Times Best Seller list

**OTHER CONSUMER PROMOTION PLANS:** to follow

---

## **BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS**

**Return completed form - by email - by April 27, 2010**

111 Queen Street E., Ste 320 Toronto, ON M5C 1S2

Email: [aberki@booksforeverybody.com](mailto:aberki@booksforeverybody.com) Tel. (416) 364-3333 ext. 3160 • Fax: (416) 595-5415

Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher: Firefly Books  
Address: 66 Leek Crescent, Richmond Hill, ON  
Contact Person: Mark Veldhuizen  
Telephone: 416-499-8412 x127  
Fax: 416-499-1142  
Email: [markv@fireflybooks.com](mailto:markv@fireflybooks.com)  
Date: 19 April 2010

**Delete categories not applicable to your submission.**

**Title & Subtitle: Ultimate Canadian Medical Encyclopedia: Understanding, Preventing and Treating  
Medical Conditions**

**Author(s)/Editor(s): Martine Podesto**

# of pp.:	600
Dimensions (inches):	7 ½ x 9 ¾
# of illus. (please specify colour or b&w):	1,000+ colour illus.
Hardcover Price:	\$49.95
13-digit ISBN:	978-1-55407-732-8
Is the book Canadian authored?	Yes
Month & Year of Publication:	SEP
Original Publisher:	Firefly Books
Canadian Ordering Source:	Firefly Books

### **SUGGESTED CATEGORIES**

**BOOKS FOR EVERYBODY**

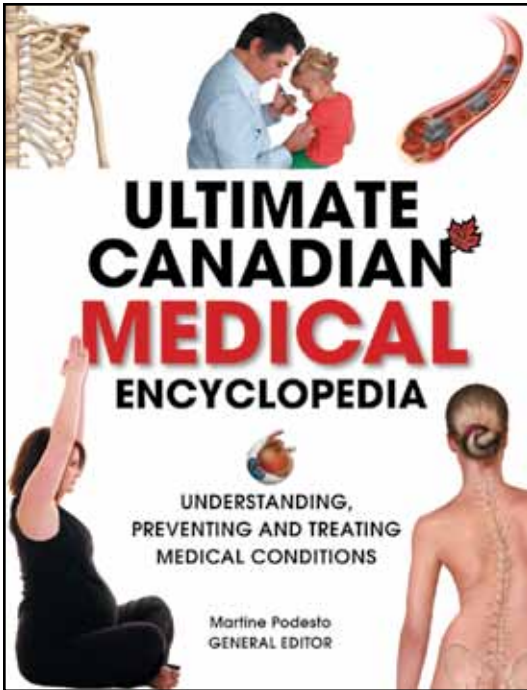
Health

---

**DESCRIPTION: (This information is for the submission process only.)**

See attached.

---



# ULTIMATE CANADIAN MEDICAL ENCYCLOPEDIA

Understanding, Preventing and Treating Medical Conditions

Martine Podesto, General Editor

*The essential home reference to medical conditions, illnesses, the body's systems and ongoing good health.*

**Ultimate Canadian Medical Encyclopedia** is a revolutionary visual guide to the human body and the medical conditions that affect it, which can sometimes be diagnosed simply by how a patient “looks.” It features hundreds of fine photographs and startlingly precise medical illustrations that explain the human body and detail more than 400 medical conditions and illnesses, from the most common and benign to the rarest and most serious.

These illustrations were produced by a team of medical illustrators according to a rigorous methodology, allowing for unprecedented views of the entire human body that have an unparalleled degree of realism. All illustrations were designed with the very latest technology and have been validated by a team of more than 300 physicians, medical specialists and university professors. The entire human body is revealed and recreated through a unique approach to medical imagery.

By precisely illustrating and examining every physiological system of the human body, this comprehensive reference book gives the reader a base from which to understand illnesses and conditions and their symptoms, including the mechanisms that cause cancer, high blood pressure, diabetes, allergies, depression and sleep disorders. For example, the heart is examined in minute detail and then angina, myocardial infarction, atherosclerosis, angioplasty and coronary bypass surgery are fully illustrated and discussed.

FIREFLY BOOKS

978-1-55407-732-8

plastic-laminated  
hardcover \$49.95

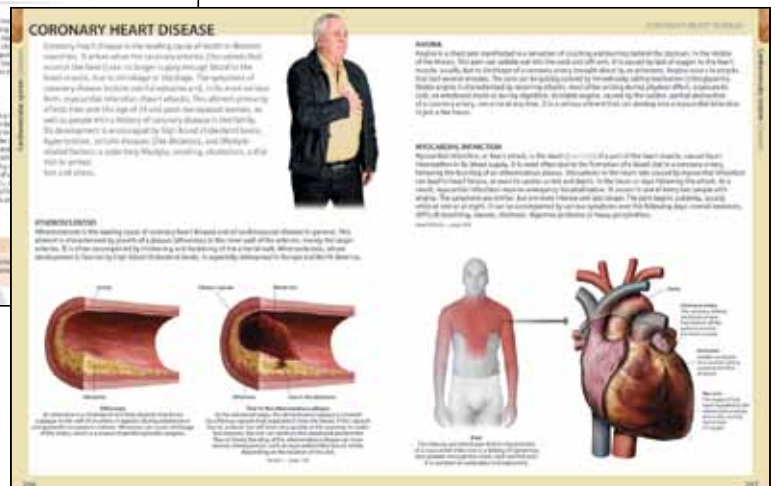
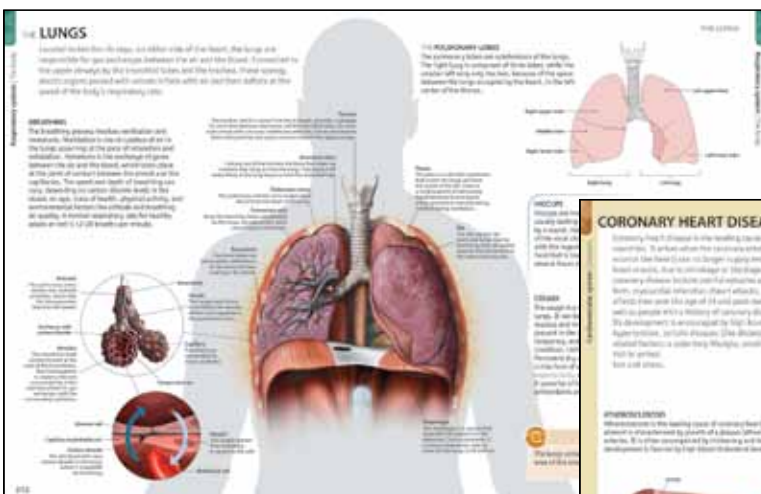
Ctn qty: 8

SEPTEMBER

600 pages

7½ × 9¾

more than 1,000 full-  
color illustrations, index



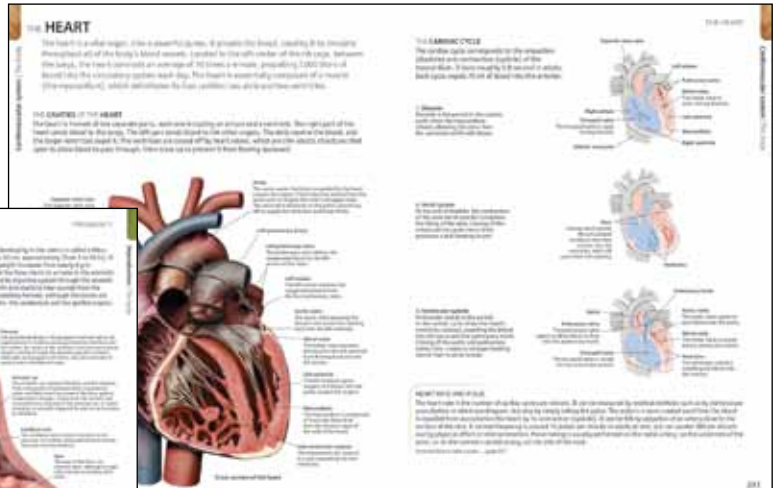
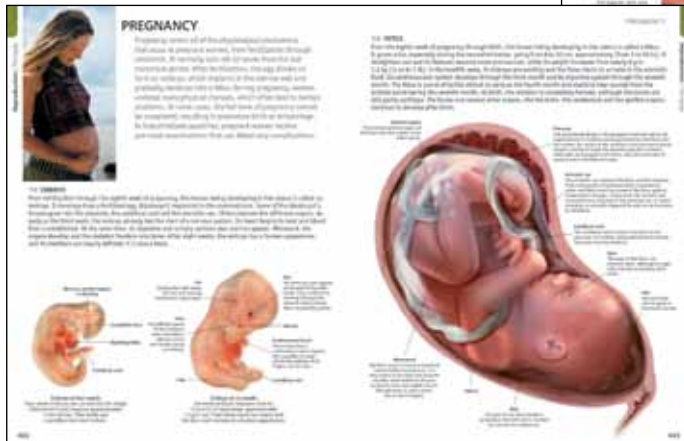
The comprehensive coverage includes:

- Human cells, blood, the immune system
- Skin, bones and muscles
- The nervous and sensory systems
- The cardiovascular and respiratory systems
- The digestive and urinary systems
- The endocrine system
- Reproduction, childhood and adolescence
- Alternative care
- Medical devices, from stents to prosthetic hips

There is also expert guidance on how to maintain good health, and general topics such as pregnancy, child growth, nutrition, physical exercise and aging are also addressed. The expert biological and medical information is complemented by a practical index of symptoms that helps readers decide whether to consult a doctor or not. There is also a directory of resources for those wanting to access more information.

From how organs work to what causes cancer to grow to whether or not vitamins are useful, easy to understand descriptions and expert, practical advice make **Ultimate Canadian Medical Encyclopedia** an essential guide to the well-being of the entire family.

**Martine Podesto** has a bachelor's degree in biological sciences and a master's in environmental engineering. She has been writing and editing reference books for young readers and adults for more than 15 years.



## **BOOKS FOR EVERYBODY — FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS**

Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher:	The Dundurn Group	
Address:	3 Church Street, Ste. 500, Toronto, Ontario, M5E 1M2	
Contact Person:	Margaret Bryant	
Telephone:	416.214.5544, ext. 224	Fax: 416.214.5556
Email:	mbryant@dundurn.com	
Date:	April 23, 2010	

### **Title & Subtitle: Compassionate Messenger: True Stories from a Psychic Medium**

**Author:** Carolyn Molnar with Benjamin Gleisser

**# of pp.:** 336

**Dimensions (inches):** 8.5 X 5.5

**Paperback Price:** \$24.99

**13-digit ISBN:** 9781554887910

**Is the book Canadian authored?** Yes

**Month & Year of Publication:** October 2010

**Original Publisher:** Dundurn

**Canadian Ordering Source:** University of Toronto Press

### **BOOKS FOR EVERYBODY**

Spirituality

#### **DESCRIPTION:**

For more than 30 years, Toronto psychic medium Carolyn Molnar has been helping people whose friends and loved ones have crossed over. By bringing these people proof of spirit - evidence that life continues past the transition we call death - she has comforted thousands of clients by showing them that their loved ones are still with them.

In this book, you'll read positive, life-affirming true stories about the emotions that touch us all. From the ghost of a lost young boy to the mother who desperately wants to live long enough to see her daughter graduate high school, and to the courageous young woman whose death is mourned by a whole community, these healing stories and others will demonstrate that even though we pass on, our love never dies.

**Key Selling Points:**

1. Psychic medium with 30 years of experience.
  2. Teaches weekly psychic development class since 1997
  3. Popular lecturer and clairvoyant at Ontario Spiritualist Church
  4. Recorded two guided meditation CDs: *Manifesting Your Mate and Other Healing Meditations* and *Strengthen the Light Within and Other Empowering Meditations*.
  5. Has taught psychic development and mediumship workshops and seminars in Canada and at Lily Dale, New York. Upcoming (2010) seminars in Lily Dale and in Falls Church, Virginia
  6. Canadian correspondent for *Psychic News*, a Spiritualist newspaper published in England.
  7. Ben Gliesser is a professional editor and ghostwriter, is the medical writer for *Cleveland Clinic* and *Cleveland Clinic Canada*, and has over 300 articles published in regional and national magazines.
  8. Published short stories in *On Spec*, *Spec-Lit*, and *Rod Serling's Twilight Zone Magazine*, among others,
-

## BOOKS FOR EVERYBODY – FALL 2010 SUBMISSION FORM MAIN & YOUNG READERS EDITIONS

Please submit only those titles that will be available by November 15, 2010, and for which you can have cover art by July 6, 2010. **By submitting titles publisher agrees to advertise any titles that are selected.**

Publisher: Novalis

Address: 10 Lower Spadina Avenue, Suite 400

Contact Person: Dayle Furlong, Publicist

Telephone: 416-363-3303 x 252

Fax: 416-363-9409

Email: [dayle.furlong@novalis.ca](mailto:dayle.furlong@novalis.ca)

Date: Monday, April 12, 2010

**Title & Subtitle: A Rumour of God: Rekindling Belief in an Age of Disenchantment**

**Author: Robert C. Sibley**

# of pp.: 290

Dimensions (inches): 5.25" x 8.25"

Paperback Price: \$19.95

13-digit ISBN: 978-2-89646-231-5

Is the book Canadian authored? Yes

Month & Year of Publication: August 2010

Original Publisher: Novalis

Canadian Ordering Source: Novalis 1-800-387-7164 [www.novalis.ca](http://www.novalis.ca)

### BOOKS FOR EVERYBODY

• Self-Help                      • Spirituality

---

### DESCRIPTION:

*A Rumour of God* is a collection of essays by award-winning writer and journalist Robert Sibley that explores a variety of routine experiences – home, place, solitude, wonder, walking, and “everyday epiphanies” – to show us the possibility of restoring the spiritual in our lives.

In an accessible yet thoughtful way, Robert Sibley recounts “moments of being” – his and others – that demonstrate how individuals might better respond emotionally and intellectually to the soul-sapping incoherence and disenchantment of the post-modern world. Drawing on the experiences of philosophers and theologians, writers and artists, explorers and spiritual adepts, he offers a source of ideas and practices – everything from meditation and monastic retreat to a Sunday walk or an afternoon in the back yard – that can restore a sense of equilibrium to our lives. Just as C.S Lewis once said, “we acquire faith by acting as believers,” Sibley argues that we re-enchant the world by “paying attention” to our daily experiences.

**About the Author: Robert Sibley** is a very popular and award-winning senior writer for the *Ottawa Citizen*. He holds a PhD in political science, and is the author of *Northern Spirits*, a groundbreaking study of Canadian political thought published in 2008.

### Key Features:

- Helps readers find a spiritual life in simple and achievable acts
- Draws from a multitude of perspectives and sources
- Written with depth and accessibility

### OTHER CONSUMER PROMOTION PLANS:

- Ads in Quill & Quire, Ottawa Citizen, National & Regional newspapers. E-marketing: newsletter, website & announcements on all social media. National campaign review copy mail-out to print, radio, & television.
-

