

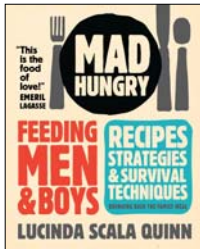
ARTISAN

SPRING 2010

MAD HUNGRY

Feeding Men and Boys

By Lucinda Scala Quinn • October 2009 • 267 pages, full color throughout



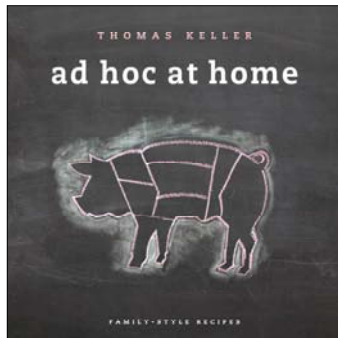
Lucinda Scala Quinn shares winning strategies for feeding men and boys and teaching them to cook for and feed themselves. The food editor for Martha Stewart's Omnimedia, Scala Quinn provides recipes for single-skillet meals and dinners that yield fabulous leftovers and are simple to stretch for extra guests. Her recipes are easy to prepare, affordable, and so good that even the most finicky eater will want to dig in. With her help, homemade meals become second nature, nourishing both diner and cook.

Rights: Artisan

AD HOC AT HOME

Family-Style Recipes

By Thomas Keller • November 2009 • 352 pages, full color throughout



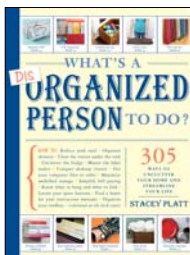
Revered chef and bestselling author Thomas Keller showcases dishes that can be made *every day* (and not just for special occasions). Invaluable lessons, secrets, tips and tricks—as well as charming personal anecdotes—accompany recipes for such classics as the best fried chicken, beef Stroganoff, roasted spring leg of lamb, chocolate chip cookies, and 200 more. The ultimate back-to-basics cookbook from a world-renowned chef, *Ad Hoc at Home* is named after Chef Keller's casual-style California restaurant that opened in 2006. Keller's two Michelin Guide three-star restaurants, French Laundry and Per Se, continue to rank among the very top eateries in the world.

Rights: Artisan

WHAT'S A DISORGANIZED PERSON TO DO?

305 Ways to Unclutter Your Home and Streamline Your Life

By Stacey Platt • January 2010 • 288 pages, full color throughout



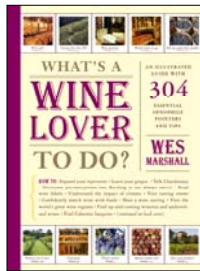
Everyone has overflowing closets and desk drawers, countertops littered with kitchen gadgets, and overstuffed computer desktops. We dream of getting organized—but what's a disorganized person to do? Professional organizer Stacey Platt comes to the rescue with empowering ideas on putting and keeping things in order. Like earlier books in the *What's A...To Do?* series, the solutions are easy to scan and access. There are hundreds of ingenious solutions for gaining control of clutter so readers can carve out more space and more time.

Rights: Artisan

WHAT'S A WINE LOVER TO DO?

An Illustrated Guide with 304 Essential Oenophile Pointers and Tips

By Wes Marshall • May 2010 • 288 pages, full color throughout



Like having a friend who is a sommelier by your side saying “taste this” or “try that,” *What's a Wine Lover to Do?* is the perfect wine companion—either as an introductory gift for the wine-curious, an owner’s manual for the perplexed, or a perennial reference as the reader grows more confident about wine. Like the previous titles in the *What's A...To Do?* series, this book offers question-and-answer style solutions and insider tips in everyday language—plus pronunciation guides; charts, maps, and step-by-step directions and photographs; and recommendations from 30 internationally well-known experts.

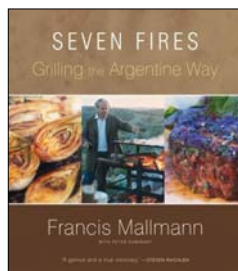
Rights: Artisan

RECENTLY PUBLISHED

SEVEN FIRES

Grilling the Argentine Way

By Francis Mallmann with Peter Kaminsky • 288 pages, full color throughout



Seven Fires is the first cookbook by the influential Argentinean chef Francis Mallmann. Classically trained as a chef in France, Mallmann has restaurants in Buenos Aires, Mendoza, and Uruguay. In *Seven Fires*, Mallmann reinvents the art of cooking over fire with grilling techniques adapted for the home cook. Evocative color photos of astonishing wood-fired feasts (most of which can be replicated on a home grill or stove) coupled with the exquisite beauty of Patagonia make this a must-have for any griller. “Elemental, fundamental, and delicious” – Anthony Bourdain

Rights: Artisan

Rights sold: Spanish World – Vergara & Riva Editoras

SLEEVEFACE

Be the Vinyl

By Carl Morris and John Rostron • 192 pages, full color throughout



Sleeveface is a funky, surprising, hilarious collection of images featuring people posing with record covers, based on the very popular website, Facebook group, and YouTube community of the same name. Record covers, long admired for their artistic designs, are given new life as fans line up their faces (and sometimes other body parts) to match the image. The resulting photos are themselves works of art—carefully and creatively constructed and photographed, but with a hilariously spontaneous feel. *Sleeveface* is the book for music fans of all ages and for all who appreciate playful, absurd humor.

Rights: Artisan

Rights sold: German – Hoffmann und Campe (Cadeau)

WHAT'S A GOLFER TO DO?

A Guide to 343 Techniques, Tips, and Tricks From the Best Pros

By Ron Kaspriske and the Editors of *Golf Digest* • 244 pages, full color throughout



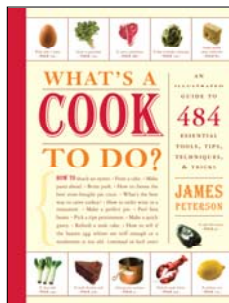
The ultimate handbook for golfers presented in the *What's A...To Do?* series, *What's a Golfer to Do?* has the answer for every player, whether they are trying to rid themselves of a poor slice, have trouble getting out of sand traps, or get “the nerves” as they’re trying to putt out. With tips from a variety of the world’s most renowned experts and golf professionals, readers will find the guidance they need to navigate the game and improve their score. Also included are concise explanations of the rules of the game and tips on golf etiquette.

Rights: Artisan

WHAT'S A COOK TO DO?

An Illustrated Guide to 484 Essential Tools, Tips, Techniques, & Tricks

By James Peterson • 432 pages, full color throughout



An invaluable reference for cooks everywhere, written by one of the world’s foremost cooking teachers and presented in an at-a-glance, quick-answer format. The 484 essential techniques—with nearly as many color photographs—are organized in a handy, accessible way. Reading *What's a Cook to Do?* is like having a professional chef by your side, lending a hand, passing along secrets and “best ways” as you cook. The perfect book for all cooks, everywhere. “A useful primer for anyone looking to master the basics, with such an eclectic assortment of advice that even veterans are bound to learn something.”—The New York Times

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Rights sold: Czech – Euromedia; Dutch – Karakter; French – Marabout; German – Goldmann; Russian – EKSMO; Slovak – Ikar

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