

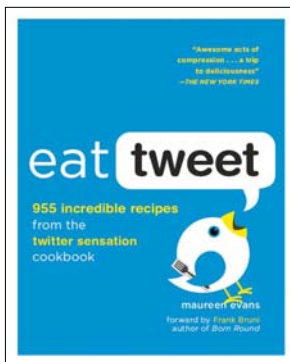
# ARTISAN

AUTUMN 2010

## EAT TWEET

*955 Incredible Recipes from the Twitter Sensation Cookbook*

By Maureen Evans • Forward by Frank Bruni • September 2010 • 304 pages • Two-color throughout



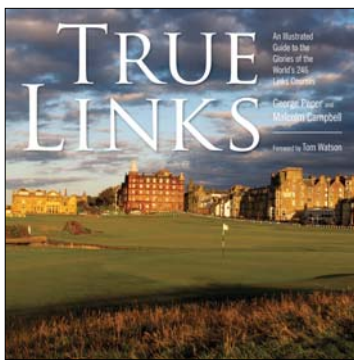
*Eat Tweet* is the first-ever Twitter book of recipes or *twecipes*—recipes where the ingredients and cooking instructions are reduced to 140 characters or less. (*The New York Times* calls tweeted recipes quite possibly “the first great recipe innovation in 200 years.”) Written by microblogger Maureen Evans, a talented home cook, widely-followed queen of twecipe writing, and partner of the lead programmer of Twitter, *Eat Tweet* includes 955 sophisticated recipes from around the world, each shortened and abbreviated, as well as tweeted cooking techniques and kitchen tips. Part of the fun of *Eat Tweet* lies in decoding Evans’s clever recipe tweets—she has the perfect ability to find the essence of a recipe, each one a model of clarity and usefulness. But the results are also great to eat. The result: a shelf of cookbooks in one tasty volume. Includes a lexicon for translating Twitterese cooking terms.

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## TRUE LINKS

*An Illustrated Guide to the Glories of the World’s 246 Links Courses*

By George Pepper and Malcolm Campbell • Forward by Tom Watson • Photographs by Iain Lowe • September 2010 • 304 pages • Full color throughout • 300 photographs, 9 maps



The foremost arbiters of golf in two continents pick the world’s 246 true links\* courses in this handsomely designed and lavishly illustrated book, which is certain to spark debates of what is and isn’t on the list. The authors’ #1 links course—the Old Course at St. Andrews (birthplace of the game)—is covered in an entire chapter, followed by detailed write-ups on their choices of the next top 51 links, all located in the British Isles, then by additional chapters covering the true links courses in other parts of the world. The authoritative text includes the dramatic moments on these links, along with anecdotes, history, facts, and architectural details. With 300 color photographs and 9 maps pinpointing the location of each of the 246 courses.

\*A links course: located near the sea, on dune-like terrain over sandy infertile soil, with the challenges of fast running fairways and ever-changing maritime winds.

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## PLAYING WITH SNOW

### *25 Cool Projects for Fun Winter Play*

By Birgitta Ralston • November 2010 • 112 pages • Full color throughout



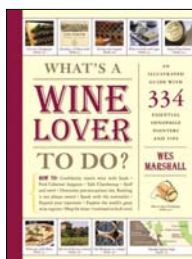
Amazing, witty, one-of-a-kind outdoor snow crafts and creatures to create on snow-filled winter days. There are simple ideas like a snow lantern, large-scale group projects like a snow palace and the Loch Ness Monster, and even high-tech projects featuring LED lighting to create glowy snow campfires and snowmen with sparkly eyes. Norwegian author Birgitta Ralston keeps the projects simple yet stylish throughout, interspersing snow facts and miscellany with clear step-by-step instructions and full-color photos of each finished project. Perfect for creative crafters, snow enthusiasts, and kids and their adventurous parents.

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## WHAT'S A WINE LOVER TO DO?

### *An Illustrated Guide with 304 Essential Oenophile Pointers and Tips*

By Wes Marshall • May 2010 • 374 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 well-known international experts. (See the following pages of this list for the other *What's a...to Do?* titles.)

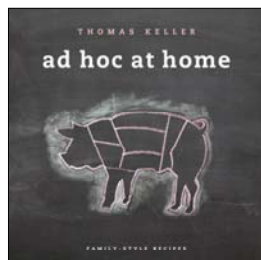
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# RECENTLY PUBLISHED

## AD HOC AT HOME

### *Family-Style Recipes*

By Thomas Keller • 352 pages • Full color throughout



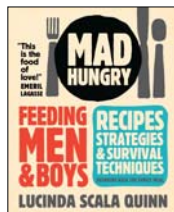
Revered chef and bestselling author Thomas Keller showcases dishes that can be made every day in this *New York Times* bestselling cookbook, just named as a 2010 James Beard Award and IACP finalist. Invaluable lessons, secrets, tips, and tricks—as well as charming personal anecdotes—accompany over 200 classic recipes. 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. The book has 200,000 copies in print just six months after publication.

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## MAD HUNGRY

### *Feeding Men and Boys*

By Lucinda Scala Quinn • October 2009 • 268 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. *Mad Hungry* was just named a 2010 IACP Award finalist.

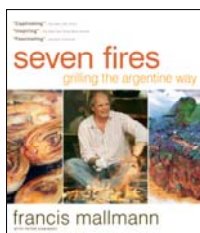
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## SEVEN FIRES

### *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. Just named as a 2010 James Beard Award and IACP finalist.

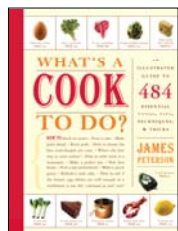
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## WHAT'S A COOK TO DO?

### *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*

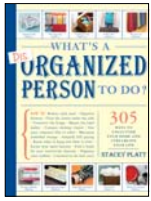
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## WHAT'S A DISORGANIZED PERSON TO DO?

*305 Ways to Unclutter Your Home and Streamline Your Life*

By Stacey Platt • 272 pages • Full color throughout



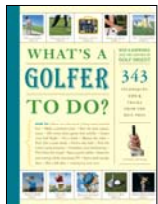
Everyone has overflowing closets and desk drawers, countertops littered with kitchen gadgets, and overstuffed computer desktops. We dream of getting organized—but what's a disorganized person to do? Professional organizer Stacey Platt comes to the rescue with empowering ideas for putting and keeping 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.

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## 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 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.

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For rights inquiries, please contact Kristina Peterson at [kristina@workman.com](mailto:kristina@workman.com)  
or Sara High at [sara@workman.com](mailto:sara@workman.com).