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2017

Spring
Rights List

Business, Marketing &
Other Practical Non-Fiction

2 Seas Literary Agency Inc.
1129 Maricopa Hwy, Suite 175
Ojai, California 93023, USA

Marleen Seegers, Owner
marleen.seegers@2seasagency.com

Chrysothemis Armefti, Jr. Agent
chrysothemis.armefti@2seasagency.com

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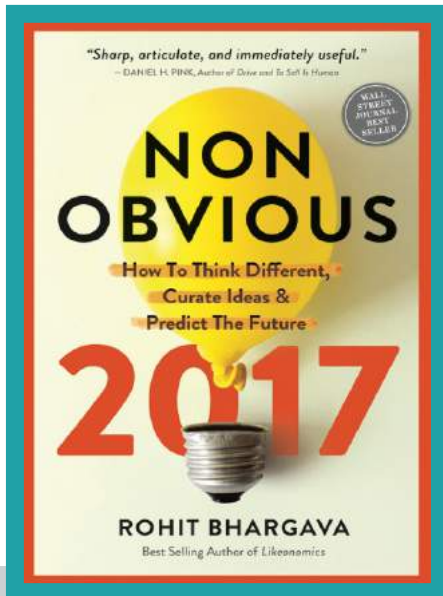
IDEAPRESS
PUBLISHING

www.ideapresspublishing.com

Ideapress Publishing was founded by best-selling author Rohit Bhargava to offer an alternative to self-publishing or working with a large publisher. Our vision is to bring the top quality resources and distribution of a big publisher together with the real time advice and coaching from a proven Wall Street Journal best-selling fellow author to launch a successful business book. We do this by only using the most experienced freelance talent in the industry on our projects - usually people with 20+ years of experience in the industry.

Our mission is to produce brilliant business books - and what this means is creating a solution that offers everything that independent authors need to publish a successful book.

We exist to help insightful experts publish their valuable ideas with more credibility.



About the Author

Rohit Bhargava is a trend curator, founder of the Influential Marketing Group, and an expert in helping brands and leaders be more influential. He is the author of five bestselling books on topics as wide ranging as the future of healthcare, building a brand with personality, and why leaders never eat cauliflower. Rohit has advised hundreds of global brands and is a Professor of Marketing at Georgetown University. A two-time TEDx speaker,

Rohit has been invited to keynote events in 32 countries and is regularly quoted in media outlets including *The New York Times*, *Harvard Business Review*, and *NPR*.

NON-OBVIOUS. HOW TO THINK DIFFERENT, CURATE IDEAS & PREDICT THE FUTURE (2017 EDITION)

By Rohit Bhargava

Publisher: Ideapress Publishing

Original Language: English | 325 pp. | December 2016

Territory: World Excl North America

Rights Sold: Spain (Alienta/Planeta), Thailand (Be Better Publishing), Arabic (Jarir), Korea (Moonyelim), China (Renmin University Press), Russia (Mann, Ivanov & Ferber), Vietnam (Thai Ha)

BUSINESS & MANAGEMENT

Reveals the secrets that the world's leading marketers and innovators use to predict the future, along with presenting new original research

Over 50,000 copies sold

*A goldmine of ideas and trends – Guy Kawasaki, Chief Evangelist of Canva and author of *The Art of the Start, 2.0**

Rohit Bhargava is systematically tracking signals that can help illuminate the currents around us. [...] [He] aims to find unexpected currents that will jar us and open our minds to unexpected opportunities.

— The Globe and Mail

For the past 6 years, marketing expert, former Ogilvy executive and Georgetown University professor Rohit Bhargava has curated his bestselling list of non-obvious trends by asking the questions that most trend predictors miss. It's why his insights on future trends and the art of curating trends have been utilized by dozens of the biggest brands and organizations in the world like **Intel**, **Under Armour** and **the World Bank...** and why he is invited to keynote more than 50 events a year to share his trend insights with international audiences.

In this all-new 7th edition, discover what more than half a million other readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. *Non-Obvious* is filled with entertaining insights like what the world's most exclusive restaurants can teach you about the future of consumption or how virtual reality may hold the potential to make us better, more empathetic humans. In total, the *Non-Obvious* 2017 edition features 15 all-new trend predictions across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also takes a brutally honest look back at more than 75 previous trend predictions from 2011 to 2016, providing a no-holds-barred assessment of what came true, what was a dud, and why it matters.

The original edition of *Non-Obvious* is published as a series, with a new edition coming out each year. However, foreign publishers should consider the book as a stand-alone title or global edition, where the trends are customized for the country rather than an annual update.

SOAR. HOW THE WORLD'S BEST AIRLINE BRANDS DELIGHT CUSTOMERS AND INSPIRE EMPLOYEES

By Shashank Nigam

Publisher: Ideapress Publishing

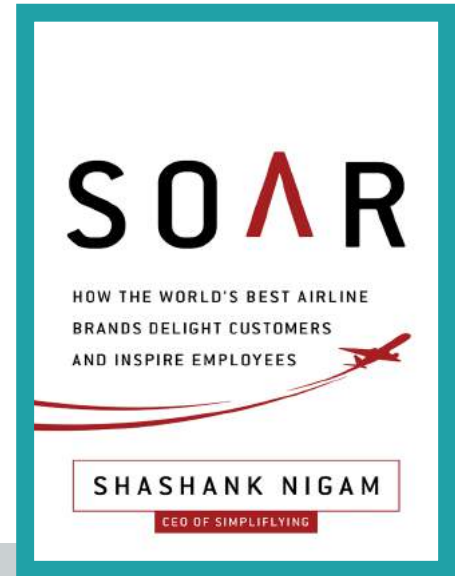
Original Language: English | 280 pp. | December 2016

Territory: World Excl North America

BUSINESS & MANAGEMENT

A new direction on and a new attitude towards airline marketing

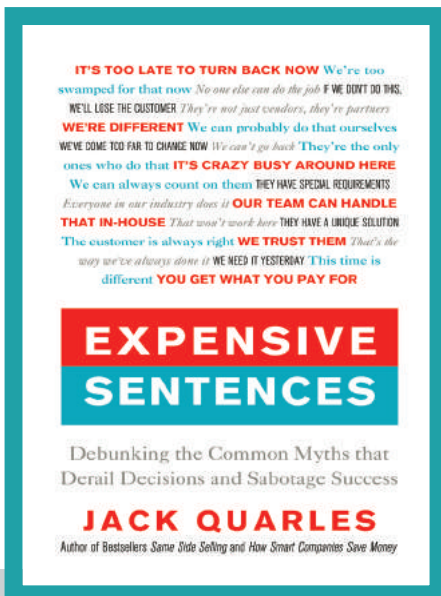
An airline has over 50 different brand touchpoints at which it can choose to operate exactly as it has in the past or to exceed expectations at each step and become truly exceptional. This book aims to highlight 10 exceptional airline brands which are thinking differently about branding, and executing brilliantly. There is an exceptional breed of airlines that continue to win in their markets because they dare to think differently. They dare to challenge the conventional wisdom and industry norms. Some proactively borrow concepts from consumer industries; some choose to put customers at the heart of their business; some choose to empower their staff to lead the brand. Yet they all aim to create an experience that the customers will appreciate, pay for and share about - in their own different ways.



About the Author

Shashank Nigam is a globally sought-after consultant, speaker and thought leader on airline branding and customer engagement strategy.

He is the founder and CEO of SimpliFlying, one of the world's largest aviation marketing firms, having worked with over 70 airlines and airports in the last six years. Nigam is also the youngest winner of the Global Brand Leadership Award and has addressed senior aviation executives globally, from Chile to Abu Dhabi.



About the Author

Jack Quarles is the founder of Buying Excellence® and the author of Amazon #1 Bestseller *How Smart Companies Save Money*. Over the last 15 years Jack has helped dozens of organizations make better buying decisions and save tens of millions of dollars. Jack implemented software and BPO solutions with Fortune 500, federal, and state government clients. He has worked on cost reduction project teams with Accenture, Bridge Strategy and McKinsey.

EXPENSIVE SENTENCES. DEBUNKING THE COMMON MYTHS THAT DERAILED DECISIONS AND SABOTAGE SUCCESS

By Jack Quarles

Publisher: Ideapress Publishing

Original Language: English | 310 pp. | January 2017

Territory: World Excl North America

BUSINESS & MANAGEMENT

Practical steps to avoid wasting time, money, and opportunities and improve decision-making

We can spot an *Expensive Sentence* by its impact. *Expensive Sentences* limit information. They end conversations. They create urgency and isolation. They reduce options. They steal choice.

Despite the fact that *Expensive Sentences* show up everywhere with unlimited wordings and context, their message can be distilled to just three words: Scarce | Special | Stuck.

This book reveals that we believe that something is scarce, that someone is special, or that we are stuck. We'll explore the full implications and costs of Scarce, Special, and Stuck, and we will study the most common sentences that foster those conditions.

GOOD AUTHORITY. HOW TO BECOME THE LEADER YOUR TEAM IS WAITING FOR

By Jonathan Raymond

Publisher: Ideapress Publishing

Original Language: English | 225 pp. | October 2016

Territory: World Excl North America

Rights Sold: Korea (Hansmedia)

BUSINESS & MANAGEMENT

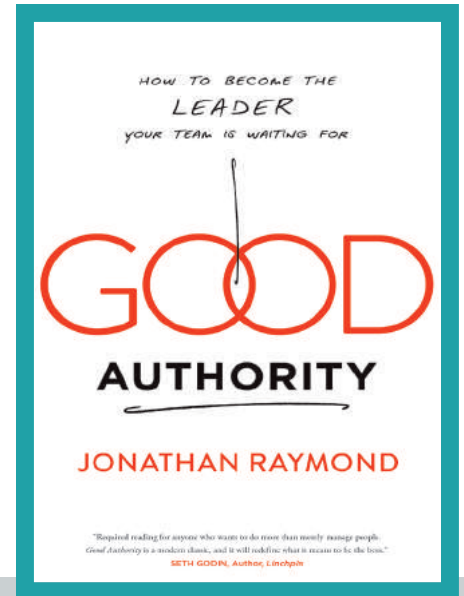
How to create a work environment where personal and professional growth are one and the same

Required reading for anyone who wants to do more than merely manage people. Good Authority is a modern classic, and it will redefine what it means to be the boss. – Seth Godin, author of Linchpin

Society's current narrative of work/life balance is focusing on the wrong thing. It's not about benefit packages, flexible work hours or ping pong but rather changing the experience of work itself.

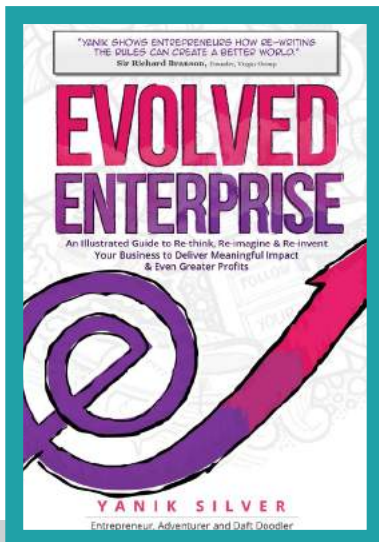
As Jonathan argues, we're in the personal economy now, and leaders that rely on strategies and tactics to manipulate people are an endangered species. What good people want is personal growth? And, we all know that to grow we need someone outside of ourselves to help us see and change what we don't yet. Good people want that at work. That's what being a good authority is all about.

Good Authority is full of practical examples, dialogue and tools you can use to change the way you lead.



About the Author

Jonathan Raymond is a principal at Refound, a mentoring company that helps leaders embody the ideas in this book. Over a twenty-year career, he's worked in tech, clean tech and the non-profit world. He's studied and trained in a wide range of personal growth and spiritual traditions, east and west.



About the Author

Yanik Silver is the author of several bestselling books and tools, including *Maverick Startup*, *Instant Sales Letters®* and *34 Rules for Maverick Entrepreneurs*. Yanik is also the founder of Maverick1000 (Maverick1000.com), a private, invitation-only global network of the top entrepreneurs and industry leaders. Yanik's lifetime goal is to connect visionary leaders and game changers to catalyze innovative business models and new ideas for solving 100 of the world's most impactful issues by the year 2100.

EVOLVED ENTERPRISE. HOW TO RE-THINK, RE-IMAGE AND RE-INVENT YOUR BUSINESS TO DELIVER MEANINGFUL IMPACT AND EVEN GREATER PROFITS

By Yanik Silver

Publisher: Ideapress Publishing

Original Language: English | 225 pp. | February 2017

Territory: World Excl North America

BUSINESS & MANAGEMENT

A journey for 21st century entrepreneurs ready to explore how greater purpose, joy and meaningful impact create fierce brand loyalty, marketplace leadership and deliver exceptional profits

You'll see how today's top companies are creating and recreating their businesses from the 'inside out' to create more impact, more meaning, and more happiness for everyone involved.

Most importantly, you'll learn how you too can re-design and re-invent what you're doing to fall back in love with your business. Or simply start it right the first time building a company designed for greater profits with 'baked-in' impact.

This is how to align the true 'soul' of your business with more impact, meaning and happiness - that surprisingly delivers even greater profits.

WHY IT HURTS. A PHYSICIAN'S INSIGHTS ON THE PURPOSE OF PAIN

By Dr. Aneesh Singla

Publisher: Ideapress Publishing

Original Language: English | 240 pp. | February 2017

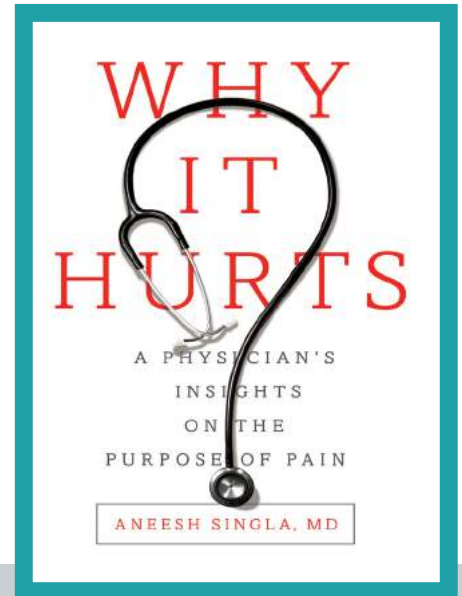
Territory: World Excl North America

HEALTH | PERSONAL DEVELOPMENT

A unique book focusing on pain as a necessary part of us

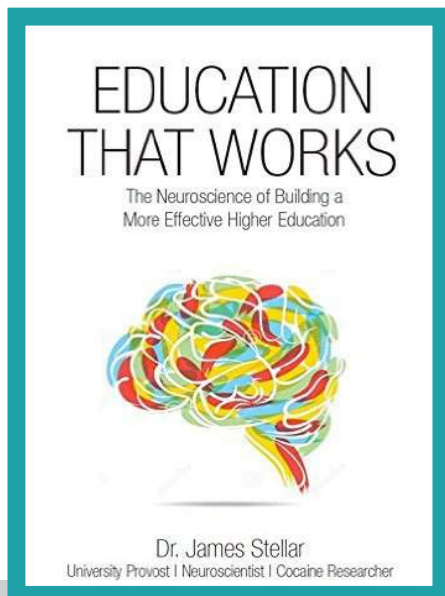
Pain is a symptom that leads to a diagnosis and a powerful protective reflex for the human body. The ability to feel pain is much better than not having the ability to feel pain and this book will help to educate the reader and change their perspective on pain.

This book is for anyone who wants to better understand the nature of pain, as well as people who are suffering from some form of chronic pain and wanting to understand their bodies better. Unlike other books in this category, this book is NOT about a miracle cure to solve your pain - but rather a deep dive into WHY we all have pain and why it may not be all bad, written by a Harvard Medical School lecturer.



About the Author

Dr. Singla completed his residency in Anesthesiology at Massachusetts General Hospital and subsequently completed an Interventional Pain Management Fellowship at Brigham and Women's Hospital, both affiliated with Harvard Medical School. He currently focuses his practice on minimally invasive options for the treatment of chronic pain. He is a lecturer at Harvard Medical School.



About the Author

As a professor of behavioral neuroscience first at Harvard University and then at Northeastern University, Dr. Stellar studied the basic neurobiology of reward/motivational processes. Prior to joining the University at Albany, Stellar served at Queens College of the City University of New York (CUNY) as Provost and Vice President for Academic Affairs and then as Vice President for Academic Innovation and Experiential Education. Ten years ago, he co-founded and continues to co-direct the WACE Planning Institute on ExEd, which has helped 80 universities develop such programs, and he has consulted on national ExEd programs in Thailand and Namibia.

EDUCATION THAT WORKS. THE NEUROSCIENCE OF BUILDING A MORE EFFECTIVE HIGHER EDUCATION

By Dr. James Stellar

Publisher: Ideapress Publishing

Original Language: English | 320 pp. | January 2017

Territory: World Excl North America

EDUCATION | SCIENCE

Approaching decision making from both a neurological and mindful aspect

The book addresses the issue of how college and university education can be made more impactful by incorporating a variety of experiential education activities and how this approach is natural given what we know today about how the brain works at multiple levels from modern brain scanners.

Classic among these experiential activities is an internship, but also included are study abroad, undergraduate research, service-learning, and other activities that bring the student's classroom study into a more real-world project or operation in a way that allows them to apply what they are studying to what they might ultimately do with their college learning when they graduate. The book examines experiential activities from this perspective and looks at how they might be implemented in the university setting.

WHEN MILLENNIALS TAKE OVER. PREPARING FOR THE RIDICULOUSLY OPTIMISTIC FUTURE OF BUSINESS

By Jamie Notter & Maddie Grant

Publisher: Ideapress Publishing

Original Language: English | 180 pp. | March 2015

Territory: World Excl North America

BUSINESS & MANAGEMENT

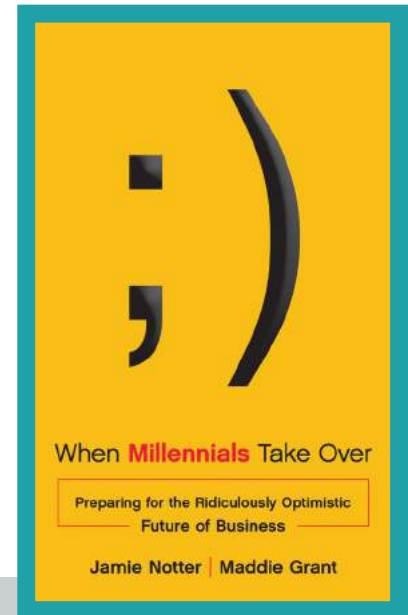
*Notter and Grant make a compelling case for why Millennials act as a secret decoder ring to help us understand what drives customers and employees in today's business climate. By adopting the four capacities – digital, clear, fluid and fast – you'll be much better prepared to attract top talent, retain customers and stay competitive. — Daniel H. Pink, author of *To Sell is Human**

*The old ways of managing simply don't work for today's employees. Notter and Grant share insightful ways to help both leaders and employees understand how to work better together by focusing on results over process. When Millennials Take Over is a powerful guidebook that needs to be in the hands of every manager to effectively start unlocking the true potential in every person. — Cali Ressler and Jody Thompson, authors of *Why Managing Sucks and How to Fix It**

Is your organization ready for what is coming? Between the decline of modern management, the social media shift of power toward individuals, and the ascent of the Millennial generation into leadership roles, companies of all shapes and sizes are facing a future that they are ill-equipped to handle. As a result of this perfect storm of changes, many organizations are struggling to stay relevant to customers, capitalize on opportunities in the marketplace, and attract top talent.

Successful companies, on the other hand, are shifting to embrace four key capacities that will drive the future of business: digital, clear, fluid, and fast. Drawing on both cutting-edge case studies and research on Millennials in the workplace, you'll learn how to successfully apply these four capacities in your context to drive real business results, like more engaged employees, higher-value customers, greater strategic agility, and stronger, magnetic cultures. *When Millennials Take Over* delivers concrete, actionable advice you can use to set your company apart as a leader—rather than a follower.

The only constant is change. These four capacities are the key to being able to keep up with the complexity, uncertainty and rapid shifts in our industries and our world. *When Millennials Take Over* is an intelligently practical guide to how you can build these capacities for your organization – starting NOW.



About the Authors

Jamie Notter and Maddie Grant are the founding partners of Culture That Works and strategists who are known for helping organizations create remarkable cultures, attract the best employees and most loyal customers, and thrive in the digital age. Together, they have a combined 35 years of experience working with both small and large organizations from a variety of industries, including high-tech, healthcare, retail, finance, and non-profit. They are also co-authors of the critically acclaimed book *Humanize: How People-Centric Organizations Succeed in a Social World*. Based in Washington, DC, they are frequent keynote speakers to diverse audiences around the world.

Individual
Authors

2 Seas Agency

REINVENT YOURSELF

By James Altucher

Publisher: Createspace

Original Language: English | 203 pp. | January 2017

Territory: World Excl English | **Under Option:** China, Vietnam, Mexico, Poland, Brazil

BUSINESS & MANAGEMENT | MOTIVATIONAL

James shows readers how they can succeed despite their flaws, not because of a lack of flaws. This is hugely refreshing in a world of rah-rah positive-thinking gurus who are all forced smiles and high-fives.
– Tim Ferriss, author of *The 4-Hour Workweek*

What I like about James and his book is you can tell he came from a roller coaster. He choose his own path to success without knowing the outcome. And what happens to him later – well...
– Dick Costolo, former CEO of Twitter

“I’ve reinvented my career, my interests, my life, many times over the past twenty years. This is the book I wish I had at the beginning of that long and often volatile journey. I found when I outsourced my self-esteem to only one outcome, disaster resulted. Reinvention was the key to ensuring that the outcomes in life were positive ones.

And now the entire world: technology, governments, the shifting landscapes of opportunity and success, are all turning upside down, forcing us to reinvent as individuals and as a culture. Along my own journey I have read and encountered dozens of other successful leaders, artists, entrepreneurs, and mentors who I have learned the art of reinvention from.

The journey has been intense. The obstacles were hard fought. And the adventures that led to me now finally sharing it all in this book has been both painful and exhilarating. I describe specific techniques, share stories, tell the stories of others, and give the ultimate guide to not only how but why it is critical for people to master the skills of reinvention.

What I’ve learned: change is the only constant. Companies decay, technologies disappear, governments change, relationships change and opportunity is a shifting landscape. Reading the stories and learning the critical skills taught in *Reinvent Yourself* is how I found my own way through the chaos of change and onto the path of new opportunity and success.

Again, this is the book I wish I had in my hands twenty years ago although I am glad that I am writing it now.” — James Altucher



About the Author

James Altucher is a successful entrepreneur, angel investor, chess master and bestselling author. Since launching his blog in 2010, more than 20 million readers have turned to James for advice on how to create their own success. As the host of *The James Altucher Show*, James reaches more than 200,000 global listeners and has received more than 12 million downloads since its launch in 2014. All of his books have been bestsellers and he is translated in over a dozen languages. With 485,000 followers, James Altucher is ranked No. 4 “influencer” on LinkedIn, after Bill Gates, Richard Branson and Mohamed A. El-Erian, the financier and author.



Reinvent Yourself hit the #1 spot in the entire Kindle Store on January 20!

CHOOSE YOURSELF. BE HAPPY, MAKE MILLIONS, LIVE THE DREAM

By James Altucher

Publisher: Createspace

Original Language: English | 274 pp. | June 2013

Territory: World Excl English | **Rights Sold:** Brazil (Tordesilhas/Alaúde), Bulgaria (Obsidian) China (Sunnbook Culture & Art Co. Ltd.), Czech Republic (Synergie), Korea (Seguroo), Lithuania (UAB Media Incognito), Poland (MT Biznes), Romania (Act si Politon, 2-book deal), Taiwan (Good Publishing), Thailand (Amarin), Turkey (Pegasus), Vietnam (Alpha Books)

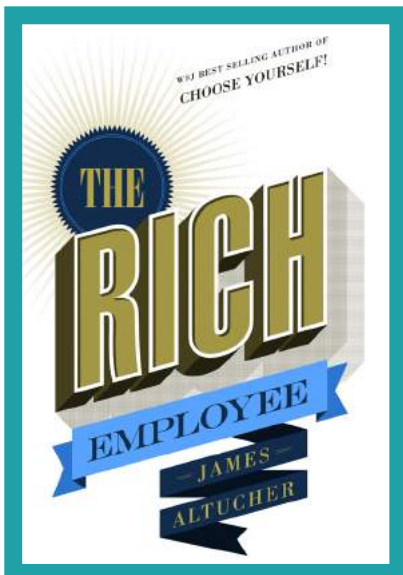
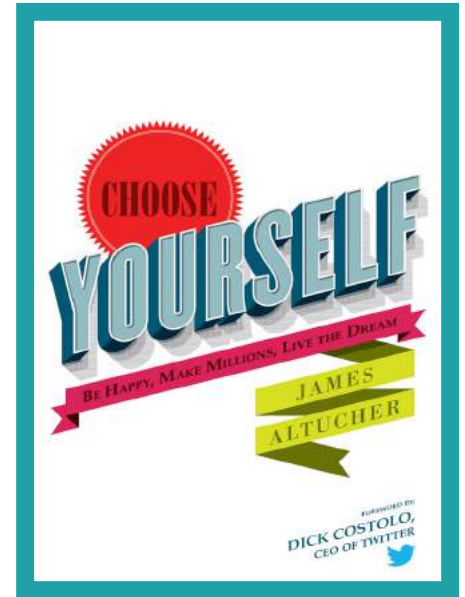
BUSINESS & MANAGEMENT | MOTIVATIONAL

Over half a million copies sold — WSJ Bestseller

One of the 12 Best Business Books of All Time. — USA Today

The world is changing. Markets have crashed. Jobs have disappeared. Industries have been disrupted and are being remade before our eyes. Everything we aspired to for ‘security,’ everything we thought was ‘safe,’ no longer is: College. Employment. Retirement. Government. No longer is someone coming to hire you, to invest in your company, to sign you, to pick you. It’s on you to make the most important decision of your life: *Choose Yourself*.

This book will teach you to do just that. With dozens of case studies, interviews and examples – including the author, investor and entrepreneur James Altucher’s own heartbreaking and inspiring story – *Choose Yourself* illuminates your personal path to building a bright, new world out of the wreckage of the old.



THE RICH EMPLOYEE

By James Altucher

Publisher: Createspace

Original Language: English | 235 pp. | September 2015

Territory: World Excl English

Rights Sold: China (Sunnbook Culture & Art), Korea (The Korea Economic Daily & Business Publications, Inc), Vietnam (Alpha Books), Mexico (Ediciones B), Poland (OSM CONSULT), Brazil (Primavera)

BUSINESS & MANAGEMENT | MOTIVATIONAL

Mr. Altucher is simply practicing what he preaches. Over the last half-decade, this former tech entrepreneur, venture capitalist and financial pundit has reinvented himself as a gimlet-eyed self-help guru, preaching survival in an era when the American Dream — the gold-embossed college diploma, the corner office, the three-bedroom home — seems like a sham. — The New York Times

Not everyone is cut out to be an entrepreneur. Many of us are happy to have a job, we just want a better job, one that fulfills us, makes us wealthy, and brings us satisfaction. Still, income is now permanently going down versus inflation for the average employee.

Many people mistakenly think that the solution is entrepreneurship. That “entrepreneurship is the pathway to riches.” This is not true. The solution is to become a rich employee with the mindset and techniques described in this book. This is the first book ever to detail how one can become a rich employee in our times. And there is more: companies in this new century will only succeed if they encourage their employees to develop *The Rich Employee* mindset.

VIRTUAL FREEDOM. HOW TO WORK WITH VIRTUAL STAFF TO BUY MORE TIME, BECOME MORE PRODUCTIVE, AND BUILD YOUR DREAM BUSINESS

By Chris Ducker

Publisher: BenBella Books (original edition)

Original Language: English | 296 pp. | September 2016

Territory: World Excl English, Chinese simplified and Japanese Rights

Rights Sold: Japan (Direct Publishing), Chinese simplified

BUSINESS & MANAGEMENT

Updated 2016 edition: bonus section including new case studies and several new chapters

Over 50,000 copies sold of the original, 2014 edition

Think about the most useful book you've ever read. It will now become the second most useful. Ducker says work and success only breed more work and success, and he couldn't be more right. This is the field guide for building a team, outsourcing, and taking back control of your life. –Jay Baer, NY Times bestselling author of Youtility

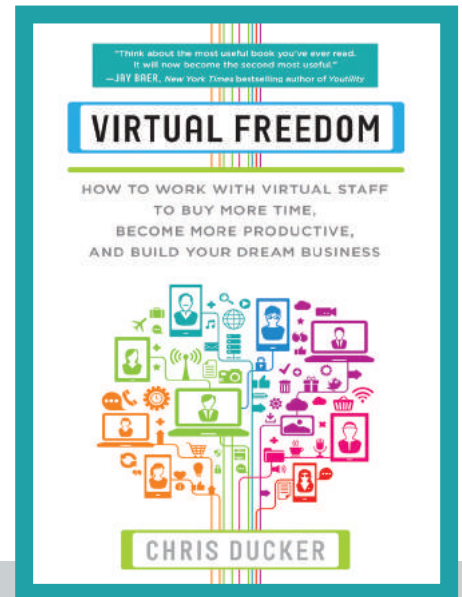
Your small business won't grow without a team behind you. Chris Ducker has written a step-by-step guide to building and managing a virtual team machine. Follow his framework and watch your enterprise grow into your dream business. –Melinda Emerson, Forbes #1 Influential Woman Entrepreneur & Bestselling author of Become Your Own Boss in 12-Months

Entrepreneurs often suffer from “superhero syndrome” – the misconception that to be successful, they must do everything themselves. Not only are they the boss, but also the salesperson, HR manager, copywriter, operations manager, online marketing guru, and so much more. It's no wonder why so many people give up the dream of starting a business – it's just too much for one person to handle.

But outsourcing expert and ‘Virtual CEO,’ Chris Ducker knows how you can get the help you need with resources you can afford. Small business owners, consultants, and online entrepreneurs don't have to go it alone when they discover the power of building teams of virtual employees to help run, support, and grow their businesses.

Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business is the step-by-step guide every entrepreneur needs to build his or her business with the asset of working with virtual employees. Focusing on business growth, Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, training, motivating, and managing virtual assistants.

With additional tactics and online resources, *Virtual Freedom* is the ultimate resource of the knowledge and tools necessary for building your dream business with the help of virtual staff.



About the Author

Chris Ducker is a serial entrepreneur and author of the bestseller, *Virtual Freedom*. Originally from the UK, Chris has lived in the Philippines for 16 years, where he hosts the annual Tropical Think Tank mastermind event and has founded several businesses, which combined house over 450 full-time employees. He is also a popular business blogger and podcaster at ChrisDucker.com and the founder of the personal branding business community, Youpreneur.com.

CREATE OR HATE: SUCCESSFUL PEOPLE MAKE THINGS

By Dan Norris

Publisher: Createspace

Original Language: English | 106 pp. | October 2016

Territory: World Excl English | **Rights Sold:** Poland (Helion), Iran (Dehghani & Mahmoudi) | **Under option:** Taiwan, China, Vietnam

BUSINESS & MANAGEMENT | MOTIVATIONAL

Top 10 on Amazon US in the categories Innovation, Creativity, Startups

Close to 15,000 copies sold

I defy anyone to read Create or Hate and not be fired into action to stop thinking and start doing. Dare I say—an even more inspiring call to creative action than Big Magic? – Kelly Exeter

Most of us have always wanted to make something, but for any number of reasons haven't. Maybe you used to make things as a child, but stopped some time into adulthood. What is that something for you? Writing a book? Creating a blog? Learning photography? Starting a podcast? Launching a business?

This book exists for only one reason, to help you create that something. We are all creative — there is a creator in you.

But there is also a force called Hate, which will work against your creativity and stop you from making things. Hate can be controlled, and overpowered and your creative side can be nurtured and grown.

This book will show you how.

CONTENT MACHINE. USE CONTENT MARKETING TO BUILD A 7-FIGURE BUSINESS WITH ZERO ADVERTISING

By Dan Norris

Publisher: Createspace

Original Language: English | 224 pp. | August 2015

Territory: World Excl English | **Rights Sold:** China (Guangdong Economic Press), Taiwan (Business Weekly Publications), Vietnam (Thai Ha), Iran (Dehghani & Mahmoudi)

BUSINESS & MANAGEMENT

Over 15,000 copies sold

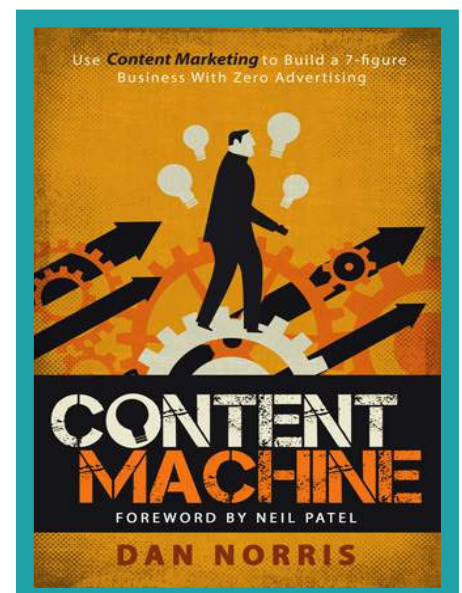
Content Machine outlines a strategy for using content marketing to build a 7-figure business with zero advertising. By teaching the fundamentals of content marketing, how to create great content and how to stand out from the crowd, it simplifies the otherwise challenging process of creating content with impact. Since the purpose of content marketing is to build a great business, *Content Machine* focuses heavily on how to create a high growth business off the back of your content. Author Dan Norris shares his story about how he grew his WordPress support business from scratch to over \$1m AUD annual run rate in 2 years, spending only \$181.23 on advertising.

Whether you are a blogger, content marketer, entrepreneur or marketing manager, *Content Machine* will help you see the return you deserve from your content marketing efforts.



About the Author

Dan Norris is a serial entrepreneur, award-winning content marketer, international speaker and the author of 4 number 1 Amazon best selling business books. After failing at entrepreneurship for 7 years, he founded wpcurve.com. After becoming profitable in 23 days, WP Curve grew to a team of 40, 850+ customers and passed an annual run rate of over \$1m AUD within 2 years and a year later was sold to GoDaddy. With over 65,000 copies sold, Dan's books have been translated into 13 languages and inspired thousands of people around the world to launch their businesses, with many resulting in 6 and even 7 figure businesses.



THE 7 DAY STARTUP. YOU DON'T LEARN UNTIL YOU LAUNCH

By Dan Norris

Publisher: Createspace

Original Language: English | 204 pp. | September 2014

Territory: World Excl English

Rights Sold: Poland (Helion), Thailand (Superposition), Korea, Vietnam (Thai Ha), Czech Republic (Blue Vision), China (China Machine Press, at auction), Japan (Asahi Shimbun Publications), Serbia (Kovačnica priča), Taiwan (Flâneur Culture)

BUSINESS & MANAGEMENT

Over 35,000 copies sold

Brilliant. – Onsynergy.net

This book is incredible. This is hands down the best business book I've ever read. – Adam Smith

Got a business idea? The 7 Day Startup by @thedannorris will take you from wantrepreneur to entrepreneur. – Foundr Magazine

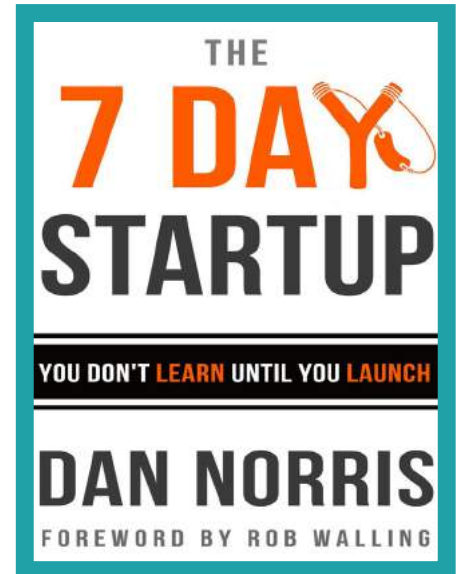
Changed my entire perspective on startups. – Martin Pavion

If you haven't had a chance to read The 7 Day Startup yet...Do it. Now. Don't sleep. – Jonathan Heston

From generating ideas to gaining your first paying customers, *The 7 Day Startup* is the bootstrapper's bible for launching your next product.

If you've struggled in the past to launch a profitable business and are tired of reading stories about founders who swung for the fences and succeeded, then you need to listen to Dan's story. Dan founded WP Curve and launched it from scratch in just 7 days, turning it into a successful six figure business.

This isn't a puffball story. Dan's journey is common for most of us. Swing and miss. You start to feel like a failure, but listen to what Dan has to say. You'll see that much of what you thought about building a startup simply isn't true. Through Dan, you'll quickly see that launching a profitable startup doesn't have to take years, or even months. It can be done in just 7 days.





About the Author

Matthew Turner is an author and storyteller who works with entrepreneurs, founders and creative thinkers to build thriving businesses that light a fire within them. After interviewing 163 authority figures, Matthew's unearthed how successful people overcome failure and adversity, not only ensuring they don't ruin their livelihood, but form the basis of their greatest idea yet. Through his research and findings, he shares what separates successful business people apart from everyone else, and how you can implement a successful mindset that lets you build a happy, free and successful work / life balance — let alone profit and all the other goodness that comes with success and infamy.

THE SUCCESSFUL MISTAKE: HOW 163 OF THE WORLD'S GREATEST ENTREPRENEURS TRANSFORM FAILURE INTO SUCCESS

By Matthew Turner

Publisher: Turndog Publishing

Original Language: English | 256 pp. | June 2016

Territory: World Excl English

Rights Sold: China (China Machine Press)

BUSINESS & MANAGEMENT | MOTIVATIONAL

Too often, stories about entrepreneurship focus on the glamorous upside. Matthew Turner's book shows what it's really like in the trenches – the hard things people don't usually talk about. It's a valuable reminder that nothing comes easy, but anything is possible with effort. — Dorie Clark, author of *Stand Out*

The moment I heard about The Successful Mistake, I couldn't wait to be involved. There are not enough resources that focus on overcoming mistakes and failure, but it's a huge hurdle all entrepreneurs must tackle in order to be a successful business owner. — Scott Oldford, author of *Connections That Count*

“Your shortest route to success is failure”

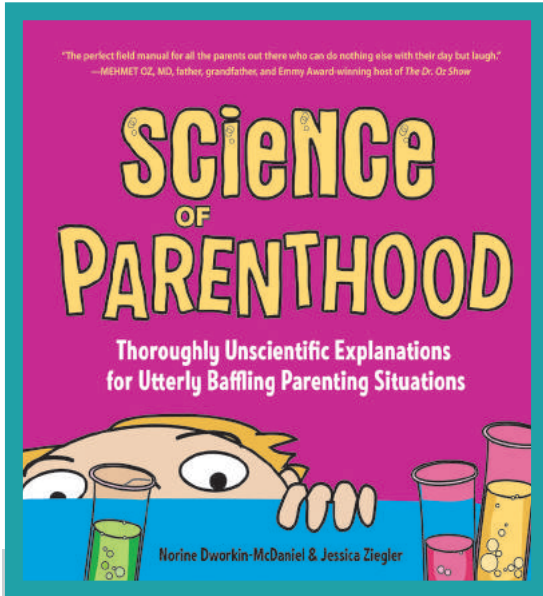
After interviewing 163 of the world's finest business minds, Matthew Turner proposes you can, and in *The Successful Mistake: How 163 of The World's Greatest Entrepreneurs Transform Failure Into Success* you'll learn how to bounce back from mistakes quicker and stronger than even those you admire have.

Featuring the likes of Chris Brogan (*New York Times* bestselling author), Rachel Elnaugh (BBC *Dragon's Den* investor), Mitch Joel (Media Visionary and recipient of the prestigious Canada's Top 40 Under 40 award) and many other inspiring thought-leaders, *The Successful Mistake* uncovers their biggest mistakes and how they transformed these into successful legacies that continue to thrive.

So if you've ever asked yourself what the most important business mistakes to avoid are, and the red flags you need to look out for, *The Successful Mistake* is for you because Matthew Turner has discovered a Seven Stage Process everyone goes through after making a mistake, but that successful entrepreneurs approach differently to most.

All that's left to do is dive in and discover how your next (or even your current) failure can become your greatest success yet.

Imagine living in a world where you transform each one of your mistakes into a success story. Just consider what this would do to your business, bottom line, stress levels, growth, and happiness.



About the Authors

Norine is the co-author and principal writer of *Science of Parenthood*. A longtime magazine writer, Norine's articles and essays have appeared in just about every women's magazine as well as on *The Huffington Post*, *Parenting.com* and *Scary Mommy*. Norine is the co-author of *You Know He's a Keeper...You Know He's a Loser: Happy Endings and Horror Stories from Real Life Relationships* (Perigee), *Food Cures* (Reader's Digest) and a contributor to several humor anthologies, including *Have Milk, Will Travel: Adventures in Breastfeeding* (Demeter Press).

The daughter of famed New Yorker cartoonist Jack Ziegler, Jessica is *Science of Parenthood's* co-author and illustrator. Jessica is also the director of social web design for *VestorLogic* and the writer/illustrator of *StoryTots*, a series of customizable children's books. Jessica was named a 2014 Humor Voice of the Year by BlogHer/SheKnows Media.

Together, Jessica and Norine are the creators of *The Big Book of Parenting Tweets* and *The Bigger Book of Parenting Tweets*.

SCIENCE OF PARENTHOOD. THOROUGHLY UNSCIENTIFIC EXPLANATIONS FOR UTTERLY BAFFLING PARENTING SITUATIONS

By Norine Dworkin-McDaniel & Jessica Ziegler

Publisher: She Writes Press

Original Language: English | 248 pp. | November 2015

Territory: World Excl North America

Rights Sold: China (Wuhan University Press), Vietnam (Tre Publishing House), Taiwan (Heliopolis Culture Group)

HUMOR | PARENTING

Voted Funniest Parents of 2015 —TODAYParents

Named one of the Top 10 Great Sanity-Saving Books for Moms —Brain, Child Magazine

Named one of the Top 10 Parenting Books That Belong On Your Holiday Wish List —Scary Mommy

Silver Award in Foreword Reviews' INDIEFAB Book of the Year Awards and Gold Award in Independent Book Publishers Association Benjamin Franklin Awards

This full-color illustrated book based on Norine Dworkin-McDaniel and Jessica Ziegler's popular illustrated humorous blog of the same name, *Science of Parenthood* takes the duo's mix of high-brow science and low-brow humor to a whole new level.

Using their trademark brand of quirky, witty humor, and bolstered by their signature cartoons, Dworkin-McDaniel and Ziegler dig deep into the core sciences — biology, chemistry, physics and mathematics — to provide tongue-in-cheek 'explanations' for the ridiculous situations otherwise capable adults find themselves in as a result of birthing and caring for tiny humans. Anyone who's ever wondered why the kid who plays Minecraft for hours can't sit still for ten damn minutes to finish a math worksheet; who's marveled at how their toddler always picks the most inopportune moment to poop; or who's despaired of ever showering, sleeping, or finding a moment's peace again will find this book a hilarious, enlightening, and relatable read.

Blending their trademark wit and brightly colored cartoons with flow charts, infographics and the kind of higher math typically seen only on physicists' whiteboards, *Science of Parenthood* answers such mystifying questions as:

- Why do children grow up so fast, yet Candy Land drags on so s-l-o-w-l-y?
- Why must children sleep perpendicular to any adult laying down with them?
- Are construction-grade headphones an acceptable baby shower gift?
- How many tequila shots does it take to get through an episode of Caillou?

It's been said (by Norine and Jessica actually) that raising kids defies all reason, logic and most of the laws of the universe. *Science of Parenthood* is simply required reading for any parent who has despaired of ever showering, sleeping or excavating their living room from layers of primary-colored plastic toys again.

DESCRIPTIVE THESAURUS COLLECTION

By Angela Ackerman & Becca Puglisi

Publisher: JADD Publishing

Original Language: English | between 168 - 292 pp. | 2012 - 2016

Territory: World Excl English

Rights Sold: *The Emotion Thesaurus*: Japan (Film Art Sha), Korea (Infinity Books), Romania (Paralela 45), Taiwan (Yuan-Liou Publishing Co. Ltd), China (Thinkingdom). *The Positive/Negative Trait Thesaurus*: Japan (Film Art Sha), Korea (Erum Book), *The Rural/Urban Setting Thesaurus*: Japan (Film Art Sha)

CREATIVE WRITING | REFERENCE

Over 200,000 copies sold

A collection of unique bestselling guides helping writers to craft unique, emotionally compelling characters.

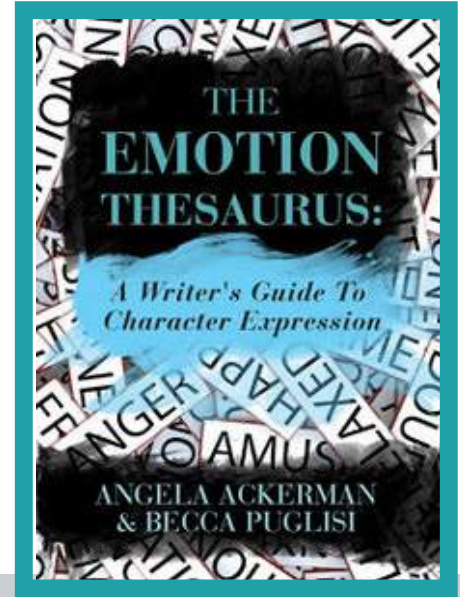
The Emotion Thesaurus covers the show-don't-tell aspect of character emotion by listing the body language, thoughts, and visceral sensations of seventy-five different emotions. Using its easy-to-navigate list format, readers can draw inspiration from character cues that range in intensity to match any emotional moment, including situations where a character is trying to hide their feelings from others. *The Emotion Thesaurus* also tackles common emotion-related writing problems and provides methods to overcome them.

If you find character creation difficult or worry that your cast members all seem the same, *The Positive Trait Thesaurus* is brimming with ideas to help you develop one-of-a-kind, dynamic characters that readers will love. Extensively indexed, with entries written in a user-friendly list format, this brainstorming resource is perfect for any character creation project.

Crafting likable, interesting characters is a balancing act, and finding that perfect mix of strengths and weaknesses can be difficult. But the task has become easier thanks to *The Negative Trait Thesaurus*. Through its flaw-centric exploration of character arc, motivation, emotional wounds, and basic needs, writers will learn which flaws make the most sense for their heroes, villains, and other members of the story's cast.

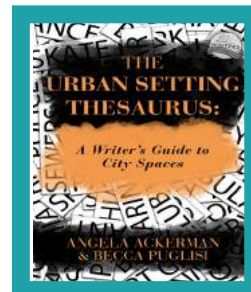
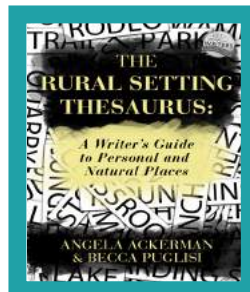
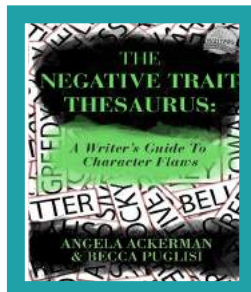
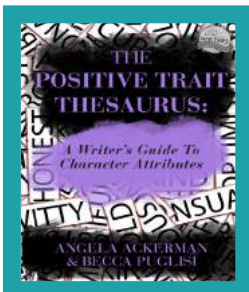
The Rural Setting Thesaurus takes show-don't tell to new heights. It offers writers a roadmap to creating fresh setting imagery that impacts the story on multiple levels and keeps readers engaged from the first page to the last.

The Urban Setting Thesaurus helps you tailor each setting to your characters while creating a realistic, textured world your readers will long to return to, even after the book closes.



About the Authors

Angela Ackerman and Becca Puglisi are bestselling authors, writing coaches, and international speakers. Their books are available in multiple languages, are sourced by US universities, and are used by novelists, screenwriters, editors, and psychologists around the world. Angela and Becca also co-founded their popular *Writers Helping Writers*® site, a hub where authors can hone their craft, as well as *One Stop for Writers*®, an innovative online library built to help writers elevate their storytelling.



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LATEST RIGHTS DEALS

2 Seas Agency's most recent foreign rights deals include:

FEBRUARY 2017

de Angulo, Jaime, *The Lariat: And Other Writings*: France (Editions Héros-Limite)
D'Silva, Renita, *A Mother's Secret*: Norway (Cappelen Damm)
Grimes, Elie, *Good Girls Go to Heaven, Bad Girls Go Everywhere*: Spain (Suma/PRH)
Marsons, Angela, *Silent Scream*: Denmark (Jentas A/S)
Onfray, Michel, *Theory of Travel*: Turkey (Redingot)

JANUARY 2017

Abdolah, Kader, *Salam Europe!*: Italy (Iperborea)
Cavalcanti, Klester, *The Name of Death*: USA (Seven Stories Press, WEL)
Cornelisse, Paulien, *The Office Life of a Guinea Pig*: Poland (Muza)
Groen, Hendrik, *Attempts to Make Something of Life*: Japan (Shueisha, in a three-way auction)
Lorient, Anne & Azoulai, Minou, *My Barbaric Years*: Germany (Bastei Lübbe)
Marsons, Angela, *Evil Games*: Iceland (N29)
Norris, Dan, *The 7 Day Startup. You Don't Learn Until You Launch*: Taiwan (Flâneur Culture)
Pépin, Charles, *The Virtues of Failure*: Korea (Keumdong, at auction), Spain (Editorial Ariel/Planeta), Catalan (Ara Llibres)
Raymond, Jonathan, *Good Authority*: Korea (Hansmedia)
Ricard, Matthieu, *A Plea for Animals*: Denmark (Gyldendal)
Rimmer, Kelly, *A Mother's Confession*: Sweden (Modernista)
Rousseau, François-Olivier, *Becoming Christian Dior*: Taiwan (Morning Star Publishing)
Sattouf, Riad, *The Arab of the Future (Volume 1)*: Greece (Polaris)
Sattouf, Riad, *The Arab of the Future (Volume 3)*: Korea (Humanist)
Sherif, Vamba, *Land of my Fathers*: Malayalam (Saikatham Books)
Turner, Matthew, *The Successful Mistake*: China (China Machine Press)
Verbeke Annelies, *Sleep!*: Japan (Shoraisha)

DECEMBER 2016

Dehouck, Bram, *A Sleepless Summer*: France (Mirobole)
Norris, Dan, *Create or Hate: Successful People Make Things*: Poland (Helion), Iran (Dehghani & Mahmoudi)
Norris, Dan, *Content Machine*: Iran (Dehghani & Mahmoudi)
Pépin, Charles, *The Virtues of Failure*: Greece (Dioptra), Portugal (Gradiva)
Ricard, Matthieu & Singer, *Wolf, Beyond the Self. Dialogues between a Neuroscientist and a Buddhist Monk*: Italy (Spider & Fish), Korea (Sam & Parkers)
Rousseau, François-Olivier, *Becoming Christian Dior*: Czech Republic (Omega), Russia (Slovo)
Sattouf, Riad, *The Arab of the Future (Volumes 1 and 2)*: Czech Republic (Baobab Books, 2-book deal)

CLIENTS & CO-AGENTS

WORLDWIDE REPRESENTATION

Selected titles presented in our Spring 2017 Rights Lists

FRANCE

Allary Editions | Editions de La Martinière Littérature | Le Livre de Poche (paperback originals only) + imprint
Préludes Editions

THE NETHERLANDS

Bertram + de Leeuw | De Geus | Hollands Diep | Meulenhoff Boekeryj

UNITED STATES

Cinestate | Ideapress Publishing

AUTHORS (in our Spring 2017 Rights Lists)

Kader Abdolah (backlist via Uitgeverij De Geus, latest titles via Uitgeverij Prometheus) | Angela Ackerman & Becca Puglisi | James Altucher | Paulien Cornelisse | Chris Ducker | Norine Dworkin-McDaniel & Jessica Ziegler | Jacques Expert (via Sonatine Editions) | Marek Halter (via Editions Robert Laffont) | Dan Norris | Matthew Turner

EXCLUSIVE CO-AGENTS

For our world rights titles

Afrikaans: Van Aggelen African Literary Agency | **Brazil:** Villas-Boas & Moss Agency | **Bulgaria:** Anthea Agency | **Greece:** Ersilia Agency | **Hungary, Croatia:** Andrew Nurnberg Associates, Budapest Office | **Israel:** The Deborah Harris Agency | **Italy:** The Ella Sher Agency | **Poland:** Graal Agency | **Romania, Czech Republic, Slovakia:** Livia Stoia Agency | **Russia, Belarus, Ukraine:** Anastasia Lester Agency | **Serbia, Slovenia, Montenegro, Macedonia, Bosnia, Albania:** Plima Agency | **Spain:** SalmaiaLit | **Turkey:** Akcali Agency / Kalem Agency

REPRESENTATION IN SELECTED TERRITORIES

See individual catalogs & information sheets

FROM THE ENGLISH LANGUAGE

Kleinworks Agency (France, the Netherlands, Scandinavia) | Lorella Belli Literary Agency (the Netherlands, Scandinavia) | OR Books (France, the Netherlands, Scandinavia) | The Rights Factory (France & the Netherlands, adult titles only) | Valeria Huerta Literary Agency (France & Scandinavia)

FROM FRANCE & QUEBEC

Editions Au Diable Vauvert (the Netherlands, Scandinavia, World English) | L'Autre Agence (the Netherlands, Scandinavia, North America) | Editions du Boréal (the Netherlands, Scandinavia, USA) | Editions XO (selected titles in selected territories)

FROM OTHER TERRITORIES

Thiele Verlag, Germany (World English) | Ersilia Literary Agency, Greece (the Netherlands) | Villas-Boas & Moss Literary Consultancy, Brazil (World English, the Netherlands & Scandinavia), The Ella Sher Literary Agency, Spain (the Netherlands & North America) | The Laura Ceccacci Agency, Italy (the Netherlands and Scandinavia; select number of titles also in France and North America)