Welcome to THE PROMOTIONAL GIFTSTORE

While it has only been a few short years, there is no doubt that THE PROMOTIONAL GIFT STORE remains the industry’s most unique supplier of drinkware and the largest source for thousands of books that are selling currently—or in the past.

Whether we have met through a request from your customer, because you heard one of our ideas and needed more information, or made a presentation that resulted in a sale, we are thrilled that you remain a part of what we have started.

We began this company with the intention of not being just another supplier, but rather, a trusted partner with information and ideas that you would integrate into your daily business needs! Our services are designed and proven to assist you in reaching your goals.

For those who have understood our position and began this journey with us, we say thank you. Our success is because you have experienced equal or greater success.

For those who have not heard of us—or who have not looked at how different we are—we ask for the opportunity to prove ourselves and to see that we are not just a book supplier, but rather, we are an idea supplier and a provider of concepts that are well thought out and that work.

THE PROMOTIONAL GIFT STORE is making many radical changes to how suppliers approach the promotional business and to how vendors we work with look at our industry. We have identified specific industries who use books in unique ways. If you call on any of these businesses, you should contact us: banks, credit unions, hotels, payroll companies, accounting companies, insurance companies, airlines and churches and most others.

Look on the rear cover for more examples of how we can help you make more money. Challenge us to create a promotion for you, or to show you several ways you can use books and drinkware for promotional opportunities. We know you will be pleased with what you see and surprised at what you hear. If you are not offering incentives that motivate your employees or customers, you are losing, time, efficiency and profit. We can help!

Sincerely,

BRIAN JUD
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*Speakers Bureau 22 | Specifications 23*
The ONLY BABY BOOK for AUTHORS!

Unique guide & journal guide authors through publishing and becomes a treasured keepsake.

My Publishing Journey provides expert publishing guidance, author anecdotes, and a beautiful, full-color journal in hardcover or softcover.

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My Publishing Journey
HARDCOVER | $19.95 | PBC18175    PAPERBACK | $12.95 | PBC18176

IDEAL GIFT for AUTHORS, MEMBERSHIP INCENTIVE for PUBLISHING ORGANIZATIONS, TEXT for PUBLISHING PROGRAMS

For those who prefer TO CREATE THEIR OWN BOOK as a CALLING CARD, TLC BOOK DESIGN can PRODUCE IT for you.

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DESIGN | EDITORIAL | PRINTING | GUIDANCE
My Faith Sparkles
Memoir of a Cancer Survivor
AMY LISCHER SMITH
When breast cancer is your story, look beyond the pink ribbon with this detailed journey of diagnosis, surgery, chemo, radiation, and remission. A story of awareness, faith, and triumph, this is THE book for: cancer patients in treatment, survivors, support groups, and friends and family of those battling cancer.

Imagination@Work
Shifting Boundaries in the Modern Workplace
MARIA BAKER, MICHELE FANNT-HARRIS, DENISE JEROME, LISA M. JOHNSON, and MICHAEL RIDER with a foreword by JEFF NALLY
Contemporary human resource professionals and business leaders understand the importance of shifting the boundaries of the modern workplace to unlock potential and maximize performance for their employees. This unique book explores the spectrum of imaginative ways to lead, learn, create, and achieve in any industry and in any role.

50 Abilities Unlimited Possibilities
Racing to the Final Finish Line: From Salt Lake City to the Mountains of Montana
PAUL ERWAY with a foreword by CRAIG VIRGIN, 3-Time Olympic Distance Runner
In 2013, three wheelchair racers set out on a bold adventure, taking on the challenge of 50 marathons in 50 states in 50 weeks. Paul Erway shares the magnificent conclusion to his journey, inspiring a new mindset to overcome your greatest fears, persevere, and walk away knowing anything is possible.

Why I Broke Up with My Company
Lessons in Career Ownership
MARISSA LEE
Whether you’re a business leader wondering how to influence an employee’s decision to stay or leave, or an employee seeking practical tools to own your career, this is the playbook for you. It provides insight on retention efforts, employee engagement, career roadmap and decision-making assessments, strategic networking, and more.

So Dad, How Can I Make Dollars & Sense?
Wealth-Building Insights for When Adulting Begins in EARNest
WES RUTLEDGE
Whether you’re a young adult or someone who influences them, you need practical insights and experiences (without the financial mumbo-jumbo) to secure your financial future. “So Dad…” patiently guides you through genuine, financial conversations with real-life language and examples, enabling you to confidently engage professionals and begin life-long wealth-building.

Shut Up, Get Lean
How to Stop Simply Talking About Lean Manufacturing and Actually Start Building Your Culture of Continuous Improvement
RAY LEATHERS and SUSAN A. NALLY
Shut Up, Get Lean offers a powerful perspective on how to transform your organization and build a sustainable culture of continuous improvement. Filled with real-world lean-manufacturing examples, proven methods, and easy-to-implement mindset shifts, you’ll learn what strategies one can take to boost morale, improve quality and increase financial success.
Featured Titles by Earl Heard

It’s What We Do Together that Counts
The BIC Alliance Story
PAPERBACK $15.00 | PBC21007

Enhance lives, build relationships with ‘Media That Matters’

At BIC Media Solutions, we take enhancing lives and building better personal, company or community relationships to the next level. Our mission is to help “create more fans for your brand.”

Throughout my 50-plus years of conducting management, sales and marketing presentations and acting as a keynote speaker at numerous events, I have shared the “people secret” with many. Simply put, the “people secret” is that beyond the essential needs of food and shelter, a person also needs recognition. When we make others No. 1, they tend to respond in kind. This is called “the law of reciprocity,” and this law has been around since the beginning of time.

BIC Media Solutions’ mission is to help “create more fans for your brand.”

But how do we begin using the “people secret” to enhance lives and build better relationships for us and those we love and care about? For me, this has been very simple because I have a passion for continuous learning and training others. I continue to share “Earl’s Pearls” in BIC Magazine articles, and you can also learn more by reading BIC Media Solutions’ books, watching our films or attending some of my speaking events.

After using meaningful media such as books and movies as a way of recognizing and showing gratitude to others for decades, we launched BIC Media Solutions in 2005 so we could publish our own books. Since 2014, we’ve expanded BIC Media Solutions to produce films, TV shows, videos and a speakers bureau.

Here are 10 reasons why you should use “Media That Matters” to enhance lives and build better relationships:

1. Books and films define the tastes and values of the giver.
2. People appreciate gifts that flatter their intelligence.
3. Wholesome, family-friendly books and movies elicit emotional responses that other gifts sometimes don’t.
4. Books and movies offer mental stimulation, entertainment and education.
5. Books and movies can help reduce stress, improve conversation and increase a person’s vocabulary.
6. We are more likely to learn something new and valuable if we read an educational book or watch an educational movie.
7. Reading about or viewing how others achieve great happiness or success or deal with challenges can help us make better decisions.
8. The joy of giving or receiving a book or movie that can enhance a life will be appreciated, remembered and shared for years.
9. Great books and movies are often taken home and shared with our families, churches, organizations and community.
10. Great books and movies are timeless and can be used or shared over and over again.

I hope these “Earl’s Pearls” about how books, movies and “Media That Matters” help build relationships and enhance lives will be beneficial to you and those you care about and love.

BIC Media Solutions has released an updated version of its first book, “It’s What We Do Together That Counts.” This revised edition tells the engaging story of BIC Alliance and its strategic entities. It also includes insights into the success of more than 100 executives, entrepreneurs and others representing different businesses and sectors of industry. Drawing upon many years of life experiences, “It’s What We Do Together That Counts” shows that any form of adversity can be overcome through hard work, perser-
Energy Entrepreneurs
Insights & Inspiration from Self-starters in Business and Industry
EARL HEARD & BRADY PORCHE
PAPERBACK $15.00 | PBC21008

Written in a compelling, straightforward style that reflects the thinking of the successful individuals featured, Energy Entrepreneurs illustrates the highs and lows of entrepreneurship and offers insight on how to deal with them. While most of the 20 individuals featured in the book own and operate companies that serve the energy industry, the lessons they impart are universal, transcending the boundaries of their respective businesses. Even if you don’t aspire to own a business, there is valuable wisdom to be gained from each chapter of Energy Entrepreneurs.

Earl’s Pearls
Jewels of Wisdom Worth Passing On
EARL HEARD & CONTRIBUTORS TO BIC ALLIANCE
HARDCOVER $25.00 | PAPERBACK $15.00 | PBC21009

Earl’s Pearls: Jewels of Wisdom Worth Passing On is a collection of educational and inspirational how-to articles from BIC Alliance CEO and Founder Earl Heard, President and COO Thomas Brinsko and a select group of BIC Magazine guest columnists. The book includes a wide variety of articles related to business and personal motivation, leadership, professional development, sales and marketing and more. Additional sections include age-old proverbs, Bible verses and Heard’s “Tips for Greater Peace, Happiness and Success.”

Rock Bottom and Back
From Desperation to Inspiration
SUSAN MUSTAFA with EARL HEARD
HARDCOVER $24.95 | PAPERBACK $14.95 | PBC21010

Rock Bottom and Back™—From Desperation to Inspiration shares personal stories of hope about people from all walks of life, from celebrities to ordinary people, who overcame insurmountable adversities and now give back to others in extraordinary ways.

Written by New York Times bestselling author Susan Mustafa, with Earl B. Heard, Rock Bottom and Back™ exemplifies the trials that many of us experience on our journey through life. Revealing the tragedy of reaching bottom through loss, trauma, alcoholism, and drug, sex, and gambling addictions, this compilation provides inspiration and hope by illustrating that recovery and success are possible through living in service to others. The docu-series pilot DVD starring Danny Trejo is co-produced by the New Orleans Mission, putting people back to work.

It’s What We Do Together that Counts
The BIC Alliance Story
EARL HEARD
PAPERBACK $15.00 | PBC21007

It’s What We Do Together That Counts: The BIC Alliance Story is a true story about Faith over Adversity, Perseverance, and Entrepreneurship. Earl Heard, Founder/CEO, shares his wisdom and tips for achieving peace, happiness and success in life and business.
**American Empress**
The Life and Times of Marjorie Merriweather Post
NANCY RUBIN

*American Empress* chronicles the story of the beautiful breakfast cereal heiress—the woman who built Mar-A-Lago and the force behind the growth of General Foods—in an irresistible rags-to-riches saga that captures the age of opulence. 16 pages of photos.

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**Bring Home the Bacon**
Become a Persuasive Leader with the Proven S3P3 System
LARRY TRACY

The ability to persuade through the spoken word is vital for success. This book outlines Larry Tracy's proven S3P3 System that he used speaking for the White House before critical audiences, resulting in President Reagan calling him “an extraordinarily effective speaker.”

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**The Rest of the Iceberg**

Growing up in Canada, Jerie was severely abused as a child both emotionally and physically. Her mother moved her and her sisters to Norwich, Connecticut. However, dark shadows of her past haunted her. Two husbands abused her. One of them turned her beloved children against her. She sought solace at her church, to no avail. It was as if some unseen evil was determined to make her life miserable. *Death* followed her like the *pale horse of the apocalypse*? Jerie’s health failed. Still, she maintained a positive outlook. Read the inspiring story of Jerie’s fight and find your inner strength.

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**Dare**
The Mindset for Successful Innovators in the Digital Age
ERIC DE GROOT and MATTHIJS ROSMAN

Business innovation is no longer optional; it is a license for future survival. DARE is about innovation and innovators, providing a human centric approach to innovation. DARE gives insight in its most critical component: mindset. Based on more than 50 years of experience with over 200 companies. Recommended by high profile CEOs

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**Customizable**

If the topic you need for a promotional item is not in this catalog it can be created and customized for you.
BizBio™ Cards
Pack of 25 $25.00 PBC21017
Pack of 50 $50.00 PBC21018

Lanham Napier led cloud services company, Rackspace, in San Antonio, Texas. As a passionate jobs-creator, he grew the company from $5 million to $1.5 billion in revenues, $5 billion in market value, and thousands of jobs. He’s also a lifelong Texan and wanted to grow jobs there, including doubling down on Rackspace’s commitment of extraordinary service to customers, developing state-of-the-art headquarters, and leading the company’s IPO. However, when Microsoft, Amazon, and Google entered the industry, everything changed…including the company’s ability to think long-term and Lanham’s relationship with Rackspace’s executives and board of directors.

A business adventure story!

Billion or Bust!
Growing a Tech Company in Texas

LANHAM NAPIER

BRAUN INK

A new, fun take on executive biographies, BizBios™ are short and mighty stories of iconic, global business leaders delivered in a trading-card format. Each biography tells a leader's story with 6 custom-created icons, 50 words of text, and a headshot of the leader. A pack of 50 (50 different BizBios of 50 different leaders) is a great gift for a business professional, a lifelong learner, or enthusiast.

While diverse in industry, background, gender, temperament, geography, and ethnicity, the leaders spotlighted are unified in having achieved enormous business goals. BizBios are creative teaching tools and terrific gifts for people fascinated by business titans.

BILLION OR BUST!
Growing a Tech Company in Texas

LANHAM NAPIER

Create in a Flash

ROGER FIRESTIEN, PH.D.

Creativity is a competitive business weapon. As a leader you know that to compete in today’s marketplace, you need big, innovative solutions. But did you know that innovation can be taught?

Just as you follow a recipe to cook a great meal, there is a recipe to create great ideas. Create in a Flash is based on Dr. Roger Firestien’s 40 years helping companies unleash the innovative potential of their workforce. Roger’s clients include AT&T, SC Johnson, Disney, Hilton, NASA and over 600 other organizations big and small, including corporations, government, universities and churches.

Identify the real problem. Don’t waste time and money resolving the wrong issue. Consistently create ideas. Make your business recession-proof and competition-proof. Grow your business. Solve the tough problems holding you back.

“Roger is the Gold Standard of creativity training. He has changed the way our whole workforce looks at problems.” —Clorox

A book for every leader looking to disrupt their industry, create a culture that fosters innovation, or drive revenue. Create in A Flash is beautifully designed with engaging stories and illustrations of organizational innovation in action. It has a place in every briefcase, on bedside tables and the office library.

CREATE IN A FLASH
A LEADER’S RECIPE FOR BREAKTHROUGH INNOVATION

ROGER L. FIRESTIEN, PH.D.

BUSINESS $15.99 PBC21019

BUSINESS $24.95 PBC21020
Children’s Books

**RealityCheckRx®**

*Shift Your Thinking & Recharge Your Life!*  
*(In Just Seven 60-Minute Modules)*  
ROBERT STONE, PH.D. and MARK EMERY, M.S.

Does your organization need a low-cost, high impact solution to reduce the negative effects from stress in the workplace? The pressure associated with performing work and meeting deadlines can easily result in a workforce that is tired, mentally-exhausted, irritable and burned-out.

Life is not always easy—that’s just reality! There will always be days that challenge our self-confidence, self-esteem, and even our self-control. Our lives are filled with all kinds of frustrations: annoying people, conflicts, hassles, travel delays, health issues, financial problems, etc.

Discover RealityCheckRx, the *prescription-in-a-book* that recharges the lives of your employees by aligning their thoughts, emotions and actions when dealing with difficult people, handling challenging situations and managing time pressures.

*RealityCheckRx* is a unique self-help workbook, based upon proven principles and practical strategies, utilizing true examples, including do-it-yourself exercises that will help your employees improve their work and home lives in *Seven 60-Minute Modules*.

Effective, insightful, and quick-to-learn—*RealityCheckRx* revitalizes the work relationships, productivity, health and organizational commitment of your workforce. The concepts of *RealityCheckRx* instill effective and positive approaches to handling the challenges of the workplace in a purposeful and consistent manner.

Create a win-win strategy for your company and employees by boosting individual and company performance! Provide your employees with the power of new thinking and transform your organization with *RealityCheckRx* today!

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**Looking for volume sales? All organizations need extraordinary teams. Here’s how.**  
JEB HURLEY

A working guide for team leaders, *Team Relationship Management* reveals the three critical actions to take any team from ordinary to extraordinary. A must-read for team leaders in business, schools, or government, *Team Relationship Management* includes exercises that focus leaders on forging the strong, trusting relationships that dramatically reduce risk, and improve team effectiveness and the well-being of the people on those teams.

“I wish this book was available when I was coaching/managing teams.”  
Meredith Savadove, former VP of Business Development Electrolux

“A masterpiece in the making.”  
Dennis J. Pitocco, Publisher and Editor-in-Chief BIZCATALYST360.com

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**Children’s Books**

**Related Marketing Periods**  
National Children’s Book Week (November), National PTA Day (February 17), National Children’s Dental Health Month (February)

**Humongous (& Cool) Words For Kids**  
SB HILARION  
Young siblings Hao and Sabine Lee are seeking knowledge from around the world. Name the subject, these philomaths are sharing: science and math (big, uncomplicated check!), different languages (“oui, sí, shì” check!), environmental awareness (layered-atmosphere check!), etiquette (thank you, check!), music (treble clef check!), and cuisine (yummy check!). Shared with wit.

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**Business**

$29.99  
PBC21021

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Picture Storybooks by Dr. Wood

As an educator with a background in K-12 speech language therapy, teaching, and administration, Dr. Wood knows first-hand the importance for children to learn basic language concepts at an early age. Dr. Wood enjoys collaborating with artists to provide creative and fun poetry stories that highlight foundational language skills.

**Ten Pretty Parrots**
written by Dr. Wood, illustrated by Tim Haggerty. Ten parrots parrot flying to different locations highlight concepts for color recognition, descending counting order, and geography. Along with repetition and rhyming words to improve memory, the creative and clever illustrations open the child's imagination. One activity page.

**The Speechless Chimpanzee**
written by Dr. Wood, illustrated by Wooyeon Park. Children learn that traumatic events like the deforestation of the African rain forest, can cause unintended personal harm, like losing your voice. The chimpanzee regains his voice with speech articulation lessons from two African Grey parrots. The beautiful acrylic illustrations highlight the African rain forest. Two African rain forest resource pages.

**A Very Strange Day for Farmer Gray**
written by Dr. Wood, illustrated by Theodore Wright IV. Absurd events happen to Farmer Gray throughout a very strange day. The delightful illustrations help children use expressive language skills through reasoning, problem solving, and explaining impossible events while they make connections to real world events. Two activity pages.

**God Loves Me So Very Much**
written by Dr. Wood, illustrated by Etta. The five senses: touch, sight, sound, smell, and taste highlight how God created the sensory organs for the enjoyment of life. The wonderful water color illustrations emphasize how the body receives information. One activity page.

**Book of Opposite Words**

English & Spanish editions

written by Dr. Wood and illustrated by Yelen Ayé. The Spanish edition translated by Ester Jarquin. Amusing illustrations highlight sixty basic concept words to increase vocabulary skills and to use language for prepositions, nouns, verbs, and adjectives.
### Miss McDoogle Has the Giggles
**DEBORAH ELUM**
It’s time for bed or is it? Get ready to wiggle and giggle! For Miss McDoogle, a hilarious teacher, the funny antics have just begun! With her adorable cat, they will have readers giggling with delight. Miss McDoogle Has the Giggles is a picture book that is packed with humor.

*Children*  
**$10.95**  
**PBC21032**

### Tommy Brown Misbehaving
**DEBORAH ELUM**
Tommy Brown is misbehaving again. Is it his curiosity or is he just a bad kitty? Either way, his hilarious misadventures will have your fur standing on end! Tommy Brown Misbehaving is a unique, fun, and humorous children’s chapter book and a simply purrfect read for ages 6 and up.

*Children*  
**$8.99**  
**PBC21033**

### Michael Learns To Listen
**EARL HEARD**
Designed to teach children listening—the most important part of communication. The brightly colored illustrations teach the basics of listening and teach children how to better express themselves based upon what they glean from the conversation and body language of others. Children will enjoy reading about a young boy and his sisters, who love books and devise their own way to help them listen better.

*Children*  
**$15.00**  
**PBC21031**

### Urban Country (Feature Film)
**Faith Will Find a Way**
Eighteen-year-old Faith moves from the city to a horse ranch in the country to help her terminally ill mother. A fish out of water, she soon embraces her new lifestyle and ultimately learns the importance of family, hard work and helping others. Stars Brighton Sharbino as Faith, Lou Diamond Phillips and C. Thomas Howell.

*Children*  
**$15.00**  
**PBC21034**

### A Gift Horse (Feature Film)
**Take Life by the Reins**
Amanda (Kayla Kenedy), is torn apart by the loss of her mother to cancer. In order to cope, Amanda spends her time at a ranch owned by Mr. Canter (John Schneider). The arrival of a rejected white horse named Misty opens up Amanda’s heart and she is determined not to give up on this beautiful horse. She proves that Misty is a true champion and restores her happiness in the process.

*Children*  
**$15.00**  
**PBC21030**

### The ABCs of Learning Issues
**A Practical Guide for Parents**
DANA STAHL, M.ED
Do you know children who experience attention, anxiety, and learning issues? The ABCs of Learning Issues is a valuable resource that “helps parents better understand and support their children’s learning issues and behaviors by providing concrete strategies to help children reach their full potential,” according to Special Needs Book Review. Available in English and Spanish, the book helps parents and professionals work together to bridge the home-school gap, covers current educational topics, provides a glossary of terms, and offers community resources.

**English**  
**$29.95**  
**PBC21035**

**Spanish**  
**$29.95**  
**PBC21036**
McDowell is a story of self-discovery and change. A prominent surgeon ascends to the top of profession to become Secretary of Health and Human Services on the President’s cabinet, founder of a hospital in Nepal, President of the International Colleges surgeons. But his success is littered with questionable ethics and immoral decisions, and a lack of caring or respect for his colleagues. He escapes prison after a personal tragedy results in conviction for 2nd degree murder. He survives alone as a homeless fugitive and befriends people who endow him with benevolent self-awareness that provides realization of the joy of life and living.
**Adventures of the Little Adolesseet**
*Chronics of Twerkis, Book 1*
TETYANA BUTLER

What is Twerkis? One of the inhabitants of the mysterious Daeya, mentions that Twerkis is the password to enter the world of the magic and sorcerers. How could he know that, since in Daeya, it is forbidden under a threat of death to mention Twerkis out loud—to even think about Twerkis!

*Discount available for large orders*

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**Libbie Lyndton and the Looking Glass**
C.R. KAHME

*Libbie Lyndton Adventure Series*

Libbie Lyndton is certain to become magnetic read for ages 7 to 15. Growing up without a Grandmother, the thing that connected them was her mirror. It was 1953. On her eighth birthday she wished for a magical encounter with her mirror and a horse, but she got so much more.

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**Heroines of Avalon & Other Tales**
AYN CATES SULLIVAN

In times of yore, their presence was seen and felt everywhere in the Natural World...They spun the moon, made flowers grow and springs gush forth. They were the natural allies of both animals and man. They had the magical powers that created whole peoples, and brought forth light. But they were often undermined, under attack and coveted by powerful figures and forces...And yet they rose strong and powerful, even when it required great sacrifice.

They were the Celtic Goddesses and Heroines whose stories have been kept alive for hundreds—if not thousands—of years, and who have inspired women throughout the ages to seek and take sustenance from the Divine Feminine, to nurture themselves and their feminine essence in the light cast by these figures. And to honor the balance of nature, so needed in this time.

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**Runner in Red**
TOM MURPHY

*Runner in Red* is based on a real-life legend that a woman “wearing red” slipped into the 1951 Boston Marathon before women were allowed to compete. *Runner in Red* is a period piece set against the backdrop of the 2000 Boston Marathon, the Millennial marathon. This fictional mystery is also a love story, family drama and uplifting tale of the human spirit that explores the history of women’s.

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**Health and Wellness**

**RELATED MARKETING PERIODS**

American Heart Month (February), Wise Health Consumer Month (February), Women’s Heart Health Month (February), Cancer Control Month (April), Stroke Awareness Month (May)

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**Miracles Master the Art**
*Healing Medically Incurable Illness*
NANCY LYNNE HARRIS, M.A.

The power of our thoughts and their impact on our body is analyzed in this enlightening guide that provides a step-by-step solution to transforming your mental and physical health. Biblical scripture is cited throughout allowing for an enhanced perspective on divine guidance.

*RECOMMENDED by US Review*

| TRADEPAPER | $9.99 | PBC21043 |

**Consciously Overcome Mental Illness**
NANCY LYNNE HARRIS, M.A.

An instruction manual that explains the spiritual way to get well. Everything in life relates to the Self and your perfect care, or lack of care, of it. To get well, the patient must improve his or her attitudes about Self. The Self is your energy that allows you to breathe, think, and live as God incarnate.

| SPIRAL BOOK | $9.99 | PBC21044 |
| 2 CD SET | $9.99 | PBC21045 |
Contemporary Scleral Lenses: Theory and Application
$194.00 | PBC21046
This textbook covers the history and evolution of scleral lenses, basic scleral lens structure, optics and customizable features of scleral lenses, analysis of ocular surface shape, ocular surface topography and advances in optometry technology. The book is a valuable reference for ophthalmology students and practitioners.

Orthodontic Biomechanics: Treatment of Complex Cases Using Clear Aligner
$119.00 | PBC21047
A useful guide which explains the use of clear aligners in a variety of complex malocclusions including increased teeth crowding, spacing, overjet, overbite, open bite, major jaw discrepancies, underbite and much more. Simplified treatment planning methods based on thorough diagnoses are also presented for the benefit of orthodontists in their daily dental practice.

The Art and Science of Poisons
$89.00 | PBC21048
Presents the science of poisons (their biochemistry and natural occurrence) and their place in history and art (the legends and tales of intrigue, and the surreptitious deaths of well-known personalities). Readers with a curiosity about science, history and human nature will enjoy this brief, yet varied exploration into the world of poisons.

A Blueprint for the Hard Problem of Consciousness
$93.00 | PBC21049
The book addresses the Hard Problem of Consciousness — the fundamental mechanism that allows physical events to transcend into subjective experiences. It offers a unique perspective to readers interested in the scientific philosophy and cognitive neuroscience theory in relation to models of the theory of consciousness.

Orthodontic Treatment of Class III Malocclusion 1
$214.00 | PBC21050
This textbook explains clinical treatment of patients with Class III malocclusions. It equips readers with a critical perspective of present information about craniofacial biology, diagnosis and treatment planning and contemporary orthodontic appliances used in daily orthodontic practice. It is a useful reference for dental medicine students and professionals.

Whole Person Self Healing: A Science and Art
$122.00| PBC21051
This book brings an interdisciplinary healing approach to relieve pain and suffering. It covers different topics that introduce readers to alternative therapies that can help the healing processes in the body, including an introduction to pulsed electromagnetic fields and their use in healing medicine, stable Bose-Einstein statistics, meditation techniques, scientific measurement of Qi energy and Qigong practice methods. The book also presents cases of family-based therapy and individuals recovering from painful injury.

How Smart People Can Overcome Jet Lag
$84.00 | PBC21052
This book scientifically explains the jet lag phenomenon. It then covers some easy tricks to fight jet lag, bright light, melatonin, sleeping pills and stimulants. Therefore, readers will be able to understand the reasons for jet lag and various ways to overcome it. How Smart People Can Overcome Jet Lag is a handy technical guide for anyone looking to make their air travel experiences less tiring.
**Religion / Inspirational**

**RELATED MARKETING PERIODS**
- Christmas, Easter, Jewish Heritage Week
- (Fourth week in April)

**The ADHD Sibling Challenge**
An Interactive Family Guide
BARTON S HERSKOVITZ MD
A groundbreaking book for youth who have a sibling with ADHD. Kids will read stories alongside their parents about similar challenging families and complete exercises about their own experiences. They learn to identify and manage their feelings and find new ways to cope with often upsetting and disruptive family circumstances.

**18 Master Values**
Be the parent you wish you’d had
CHRISTINE CROCKETT SMITH
This is meant to be a starting point for parents who are interested in raising healthy, productive adults. So many people are leaving their religions of origin and aren’t replacing them with any type of guidance system. Once you decide what your values are, decision-making is easier. Defending those decisions when others express different opinions is easier, too. All aspects of life are easier when you know how to have positive relationships with your children and live in a peaceful home with a well thought out parenting strategy.

**Claim Your Place**
This is Your Year to Receive God’s Promises
ROY CHAPMAN
There is a place that God has provided for you to dwell, a place of promises and immeasurable blessings. The Lord knows the right place for you, and that place is right in the center of His divine will. This year you can move into position to receive God’s promises.

**Faith to Go in Peace**
ROY CHAPMAN
Best-selling author, Roy Chapman shares how you can pursue after peace. You will learn to let go of disappointment, be rescued from shame and discouragement, and experience wholeness for your mind, body, and soul. These practical principles will inspire and help you live an extraordinary life in an ordinary world.

**The Promotional Bookstore**
Variety of Topics
The Promotional Bookstore can provide books on an endless variety of topics, with a continuous supply of new books on almost every topic imaginable.
Children’s Religious Books

And God Saw it Was Good
PAPERBACK $6.99 | PBC21061
The Biblical story of creation.

The Battle of Michmash
PAPERBACK $6.99 | PBC21062
The Biblical story of Jonathan, son of King Saul, when he leaves his frightened men and with the help of his armor bearer and the help of God overpowers the enemy.

3 Men and An Angry King
PAPERBACK $6.99 | PBC21063
The Biblical story of Shadrach, Meshach and Abednego and the fiery furnace.

Will I Know You When I See You?
PAPERBACK $6.99 | PBC21064
The story of a boy who wonders about heaven and asks Jesus a lot of questions.

Matthew the Mouse
PAPERBACK $6.99 | PBC21065
A whimsical rhyming story of a mouse who has some exciting adventures when he looks for a new house after almost drowning in the rain.

The Mouse and the Miracle
PAPERBACK $6.99 | PBC21066
Matthew the Mouse returns with the story of the birth of Jesus passed down through the generations.

Matthew and the True Tale of Easter
PAPERBACK $6.99 | PBC21067
Matthew the Mouse returns with the True Tale of Easter passed down through the generations.

Jonah’s Amazing Journey
PAPERBACK $6.99 | PBC21068
The rhyming story of Jonah and the whale.

Dear God, Can I Talk to You?
PAPERBACK $6.99 | PBC21069
An engaging story of a young child who learns to pray.

God Made It All
PAPERBACK $6.99 | PBC21070
A whimsical rhyming book for very young children telling that God made the Earth and all that is in it.

Exactly Where You Belong
PAPERBACK $6.99 | PBC21071
In today’s world where so many children are growing up in homes without their natural parents, or only one parent, this book reassures them that God placed them in exactly the right place.
# Bursts of Brilliance for a Creative Life

**Teresa R. Funke**

Today’s chaotic world requires an army of creative thinkers. You are one of them! This transformative book will help you ignite your creative spirit and rediscover your passion, your purpose, and your power. Silence your inner critic, boost your courage and energy, and discover why your art and ideas matter.

**Self-Help  $19.99  PBC21074**

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# Journey with God

**Judy Rawls Chapman**

*Journey with God* is an inspiring collection of poems compiled by Judy Rawls Chapman to strengthen and encourage you. Her poetry is divided into twelve chapters that take readers through paths of the most difficult roads in life. The final destination is a journey of hope, love, grace, and mercy.

**Religion  $15.95  PBC21072**

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# Living Proverbs™ Vol.4: Over 530 New Wisdom Insights For Contemporary Times

**Terrance Turner**

Over 530 original, relevant, Christian wisdom quotes as simple, clear answers that will help you:
- Obtain a more profitable business or career
- Obtain longevity in your health
- Obtain peace in your relationships
- Obtain a closer relationship with God

**Religion  $19.99  PBC21073**

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# Self-Help

**The Key Skill of All Skills
Learn How To Learn**

**David Myers**

A must for anyone seeking career, education, or personal life betterment. Everything you read continually puts what you don’t understand in perspective with what you already know. That’s the active ingredient. Using the right anecdotes and analogies at the right times is trickier than it looks. When you acquire and master that key skill here, you retain and use information better, are more productive, don’t get Alzheimer’s unless genetically predisposed, and alleviate other disorders. This book isn’t just Sales, Management, or Personal Growth training; it makes EVERYTHING you’ve learned and experienced WORK better for you. Something for the Whole Family.

**Self-Help  $24.95  PBC21075**

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# Leadership With A Servant’s Heart

**Kevin Wayne Johnson**

Written to expose front-line, mid-level and senior-level leaders of small, medium and large organizations, and churches, to practical and proven leadership principles, strategies, facts and real-time examples with the sole purpose of creating a new and dynamic cadre of leaders. Through the subtitle for book #1—Leading through Personal Relationships—the principle goal is to teach, coach, mentor and share the concepts of leading others by valuing and caring for them. While it is true that “Many will not remember what you say, but most will remember how you make them feel,” the readers of this book will learn the truth of this emotion and how to effect change in their respective leadership styles. When leaders value and care for those that they are entrusted to lead, their influence increases exponentially. *Leadership With A Servant’s Heart* is systematically divided into three parts, three chapters each for a total of nine chapters, to emphasize the core characteristics of a servant leader—serving, inspiring and leading:
- Part I—The Key to Servant Leadership: Serving Others;
- Part II—The Goal of Servant Leadership: Inspiring Others;
- Part III—The Result of Servant Leadership: Leading Others.

**Self-Help  $29.95  PBC21076**

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# Related Marketing Periods

- Boost Your Self Esteem Month (February)
- Plant the Seeds of Greatness (February)
- Random Acts of Kindness Month (February)
- National Anxiety Month (April)
You Can Make It Heaven
How to Enrich Your Life with Abundance and Loving
REBECCA SKEELE
Heaven is an inside job! Lasting fulfillment, abundance and loving, your 'heaven', exists inside of you—beyond your 'story', negative mind chatter and fears that create an inner hell. This down-to-earth manual provides all the spiritual power tools you will need to liberate yourself and make your life a heaven.

Walking with Grief
A Healing Journey
WORDS BY NANETTE GEERTZ
ILLUSTRATED BY ANNE IERARDI
This beautiful book is a gift to anyone, young or old, journeying through the loss of a loved one. Each page opens to Jerardi's luminous paintings, accompanied by the loving comfort of Nanette Geertz's poem about her own daughter's death. Through creation she sought and found solace, hope and strength.

Oaky
MARIN DARMONKOW
Prejudice is ignorance spelled differently. Although 99% of our DNA is the same, we are all different—short and tall, slim and chubby, fast and slow... OAKY is a metaphorical book created to help people open eyes and minds to the wholeness of being different. It is a book about acceptance—a proof that you may look different, but it is not the most important aspect of who you are as an individual.

Short Stories About Giving Care
ELISE MATHIS and MIMI MATHIS
One of the most powerful ways to teach and inspire others in caring for the elderly. Perfect for gift giving and public relations. These short stories about giving care help light a path for a world that is predicted to have more older people than children by 2035.

RealityCheckRx®
Shift Your Thinking & Recharge Your Life!
(In Just Seven 60-Minute Modules)
ROBERT STONE, PH.D. and MARK EMERY, M.S.
Life is not always easy—that’s just reality! There will always be days that challenge our self-confidence, self-esteem, and even our self-control. Our lives are filled with all kinds of frustrations: annoying people, conflicts, hassles, travel delays, health issues, financial problems, etc. Pressure on the job and in our personal lives usually leave us feeling tired, mentally-exhausted, irritable and just plain stressed-out.
Unfortunately, none of us were ever given a guide-book on how to live a better life…until now.
Welcome to the owner’s manual for living a more stress-free and happier life! Discover RealityCheckRx, the prescription-in-a-book that recharges your life by aligning your thoughts, emotions and actions when dealing with difficult people, handling challenging situations and managing the time pressures we all face every day.

RealityCheckRx is a unique, self-help workbook, based upon proven principles and practical strategies that allow you to create the life you want, and deserve, in Seven 60-Minute Modules. Effective, insightful, quick-to-learn and self-empowering—RealityCheckRx will revitalize your relationships, productivity, health and overall happiness. You will want to use RealityCheckRx whenever you need to restore calm, or merely re-energize your life!

With just one decision, you can take a new positive approach to living. Decide today to give yourself the gift of RealityCheckRx. It can become one of the most useful books you will ever read!
This book surprises even the author. It has stopped a businesswoman from committing suicide and caused a West Palm Beach prison inmate to change his mind about killing a man... it inspired a failing high school student to become a top performer in class, motivated an ACN Network Marketer to gain 610 customers in three months, and led a health-care worker to double his income.

*If Caterpillars Can Fly ~ So Can I* helps readers understand themselves and others better, prosper in the face of adversity, and move resolutely to high achievement and rewards.

Easy-to-read and powerful, it disrupts normal thinking and ignites a *fire-in-the-belly passion* for personal greatness. Loved by the Middle Aged, Millennials and teenagers alike, it delivers:

*Self-appreciation, transformed thinking, employee engagement, collaboration, openness to change, clarity of life-purpose, tolerance, honoring of parents, respect for authority, discipline, confidence, forgiveness, integrity, hope, persistence, emotional toughness, sense of wellbeing, financial success and more.*

Ideal for non-profits that care about society’s disadvantaged and underserved, it equips the underdog to soar and succeed, irrespective of their past. Schools love it as a catalyst for learning and coping skill.

Large multinational companies love it too, for leadership, employee engagement, immunity to stress, and innovation. Valvoline, Colgate-Palmolive, Scotiabank, Guardian Life Insurance and others, report many breakthroughs.

Which format of *If Caterpillars Can Fly ~ So Can I* is ideal for your client—paperback, eBook, audiobook, the 52-tips booklet with action items for personal transformation, or the mentorship program manuals?

For two key items to help you make money with this book, view each link:


The author is ready to help you close a deal or to answer any questions.
Retirement Your Way
The No Stress Roadmap for Designing Your Next Chapter and Loving Your Future
GAIL M. MCDONALD and MARILYN L. BUSHEY

Every day, 10,000 baby boomers join the ranks of retired people. Unlike previous generations, however, they are likely to bring to their Next Chapters more passion, more talent, and more energy than those who came before them. *Retirement Your Way: The No Stress Roadmap for Designing Your Next Chapter and Loving Your Future* is for this group of people—Retirement Rebels—who are breaking the retirement mold and searching for a more fulfilling and joyful path.

This book offers:
- A simple, clear 7-step roadmap to discover the right path and navigate the journey
- 6 lifestyle categories to stimulate ideas
- Over 50 inspiring personal stories
- Conversation starters and practical tools to spark reflection and candid discussions
- Evidence-based practices to increase longevity, vitality and more!

Packed with practical guidance, useful research, and inspiring stories, *Retirement Your Way* will motivate readers to let go of their stories, add their dreams, and keep exploring.

Conversational French for Travelers
Just the Important Phrases
KATHRYN OCCHIPINTI

Perfect as a gift for clients of tour agencies or tour guides for France, with option to personalize with company name. Order now for the travel season! A gift your clients will remember you by long after the tour.

A Quick Guide to Archetypes & Allegory
KEN JOHNSON

Utilizing elements of Jungian psychology, *A Quick Guide to Archetypes & Allegory* helps writers to create compelling characters and stories that’ll resonate with a targeted demographic. With this quick, handy reference guide you can make your stories not only more relatable and appealing but also more marketable.
Many authors are also professional and passionate speakers on their topics. Those listed below are proven, experienced speakers who can address large audiences such as those at corporate conferences, trade shows, association gatherings, sales meetings or conventions. In many cases, the meeting planners purchase books for members of the audience. Or, they may use the author/speakers book as a premium to attend the event.

Authors can be available for other events, too. A well-known author can be a traffic builder at trades shows. Corporations may invite the author to an autographing session during the lunch hour. Many groups and associations invite authors to speak to their members during a “Learn at Lunch” or similar type program. Of course, each event usually entails a speakers’ fee and book sales, for which you receive a commission.

INNOVATION IN BUSINESS

DR. ROGER FIRESTIEN has taught more people to lead the creative process than anyone else in the world.

By applying Roger’s work in creativity:
- Clorox solved a 77-year-old problem in 15 minutes;
- General Motors came up with a $1.50 solution that saved the company $50,000 a week;
- Mead Paper developed a world-class line of products and saved $500,000 a year;
- Western New York developed strategies that were incorporated into a plan that was awarded One Billion dollars for economic development.

Called “The Gold Standard” of creativity training by his clients, he has presented programs in creativity to over 600 organizations nationally and internationally ranging from major fortune 500 corporations, government agencies, universities, associations and churches.

Dr. Firestien is senior faculty and an associate professor at the Center for Creativity and Change Leadership at SUNY Buffalo State and President of Innovation Resources, Inc.

From a one-hour keynote address, to a three-hour Innovation Work session, to a two-day-program designed to help you experience what it takes to be Leading on the Creative Edge®, you will learn the tools to become DELIBERATELY creative. Tools that you can use to competition proof your business and future proof your life.

Roger is the author of six books, including Leading on the Creative Edge and Why didn’t I think of that?

His expert views on creativity have been reported in Fast Company and The New York Times.

His latest book is Create in a Flash: A leader’s recipe for breakthrough innovation (PBC21020).

MARILYN L. BUSHEY and GAIL M. MCDONALD are executive coaches who have helped thousands of leaders make significant improvements in their ability to lead, build relationships, deliver results, and enhance their sense of self-fulfillment at work. In Retirement Your Way (PBC21085), Gail and Marilyn turn their attention from the world of work to the world of retirement. There, they apply their expertise and innovative thinking to help their readers build lives of contribution, vitality, and joy throughout their Next Chapters.

Gail and Marilyn offer keynote speeches, 45-90 minute breakout sessions, half-day and full day workshops tailored to your audience. Their speaking topics include:
- Calling all Retirement Rebels: Designing your Next Chapter — Breaking the mold and forging a new path
- When Every Day Is a Sunday: Living Your Good Life in Retirement — Choosing a life of joy, fulfillment and contribution
- From Who’s Who to Who’s That — Handling the Emotional Ups and Downs of Retirement

CHRISTINE CROCKETT SMITH has been on a lifelong spiritual journey that has led her to a life filled with love and joy and peace and grace, and she loves nothing more than helping others get there, too. With a childhood filled with chaos and confusion, she knows how events from our past can get in the way of us living our best lives and is committed to passing on lessons she’s learned along the way in hopes of diminishing the time it takes others to figure out how to make the most of their time, talent, money, gifts and energy. After earning her degree in Human Development and Family Studies from The University of North Texas, she has spent most of her adult life raising three lovely humans, starting a non-profit that advocated for advanced academics, writing a book, hosting a conference about Conscious Living, and founding a Center for Conscious Learning. Today, it is her greatest joy to watch a person,
family or institution go from feeling lost to knowing how to navigate this tricky thing we call Life. Through workshops, speaking and one-on-one coaching, her hope is to impact as many lives as possible in her lifetime.

**EARL HEARD** Although it’s been more than two decades since he gave up a successful career as an industrial training manager to become an entrepreneur, BIC Alliance CEO and Founder Earl Heard still enjoys helping industry professionals to grow in their professional lives through his Alligator Management & Marketing seminars and keynote presentations. Heard began offering these programs as a value-added service during the early days of BIC Alliance and plans to continue offering them during his retirement years.

Heard’s topics include:
- Leadership and the Power of Influence
- Leadership and the Power of Networking
- Energy and/or Media Entrepreneurship
- Finding Film Investors or Energy Investors
- Turning Adversity into Opportunity
- Entrepreneurship—Going to Rock Bottom and Back
- Alligator Management, Marketing and Sales
- The Importance of Networking—Getting Together to Get Ahead
- The Role of Safety On the Job and Off

Heard has delivered presentations at trade shows, conferences, company sales meetings and film festivals, as well as sales and marketing training sessions hosted by BIC Alliance. He has also spoken to youths at private and public schools and church congregations.

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**Specifications**

**SAMPLES:** Unimprinted samples are available for your presentations. Cost for these samples will be billed at EQP plus any freight charges. Books in factory condition may be returned for credit.

**Customization**

**INSERT PAGE:** The first page of the book will be imprinted with your client’s logo, message or advertisement.

Cost: $1.75 (T)
Set-Up: $48.00 (T)

**HAND SIGNED:** Books are traditionally customized with a hand written signature or note. A hand-signed name, a handwritten thank-you note or motivational message from the client will be inscribed on the inside of the front cover or title page.

Cost: Individuals or company name only: $1.00 (T)
Individuals name and Company name: $1.50 (T)
Message: Up to 20 words: $1.75 (T)
21 to 40 words: $2.25 (T)

No set-up charges apply for orders over 6 pieces. For less than 5 pieces, please add a handling charge of $20.00 (T)

**COVER IMPRINT:** If the cover of the book is imprintable, we can stamp that cover with a one-color logo. We suggest the use of gold or white as the color of choice for most covers. We will work with you for specific colors to satisfy your clients.

Cost: $48.00

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Individual books may be decorated for a $48.00 set-up fee, and an individual rush charge of $6.00 net

**MINIMUM ORDERS:** Please add $25.00 (T)

**ARTWORK:** Please provide artwork in any High Resolution PC Format. Artwork should be in color as to be printed in the book. For cover imprint, please provide camera ready black & white art sized to fit.

**ARTWORK CHARGES:** $48/hour as needed.

**SPEC SAMPLES:** Spec Samples will be billed at first column pricing plus set-up charges.

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**RUSH ORDERS:** With prior factory approval, we will rush your order. Rush charges will be quoted prior to the order being accepted.

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**CANCELLATION:** Billed for all work performed and costs incurred prior to cancellation plus $20.00 (T)

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- Customize books with their brand names.
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- Do they have a celebration or company anniversary coming up? We can customize a book for it.
- Do they want a book written and published with their specific content? We can arrange to have it written for them.
- A book may be coordinated with a season or holiday that is related to their company or products.
- We can make suggestions for books to use as gifts, premiums, education and motivational tools.
- No need to buy an enormous inventory. Additional books can be supplied quickly.
- Give a gift of a book—with your client as the author! Improve their careers as authors of a book on their topic. We will even write it for them.

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Ask about our Custom Promotion Program and challenge us to create a promotion for you. The marketing experts at the Promotional Bookstore can help you develop innovative and successful promotional concepts and marketing programs using books. We have helped many others and we can help you increase your sales.

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Do you want to be an author? It’s a great way to improve your standing as an expert in your field or simply impress your friends. The Promotional Bookstore will assist you in the entire process—or do it for you.

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