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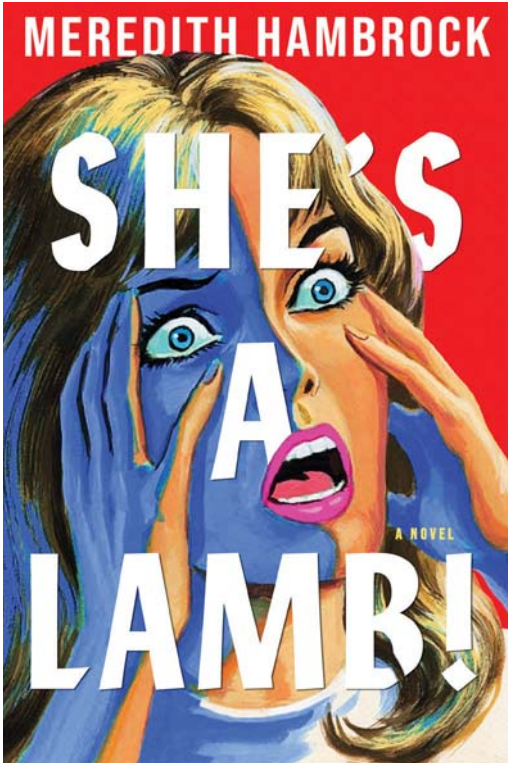
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FICTION / WOMEN (FIC044000)
FICTION / HUMOROUS / BLACK HUMOR (FIC060000)
FICTION / THRILLERS / GENERAL (FIC031000)
FICTION / SATIRE (FIC052000)

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Rights Available: World rights available
Film Rights: Film rights controlled by The Lark Group

SHE’S A LAMB!

A NOVEL

Meredith Hambrock

A darkly comic suspense in the vein of All’s Well and Yellowface, She’s a Lamb! is an edgy and incisive novel that marches toward showtime with a growing unease about the dangers of magical thinking and the depths of delusion

Jessamyn St. Germain is meant to be a star. Not an actor who occasionally books yogurt commercials and certainly not a lowly usher at one of Vancouver’s smallest regional theaters. No, she is bound for greatness, and that’s why the part of Maria in the theater’s upcoming production of *The Sound of Music* is hers. Or it’s going to be.

Jessamyn may have been relegated to the position of childminder for the little brats playing the von Trapp children, but it’s so obvious she’s there for a different reason — the director wants her close to the role so when Samantha, the lead, inevitably fails, Jessamyn will be there to take her place in the spotlight.

This must be it. Because if it isn’t, well, then every skipped meal, every brutal rehearsal, every inch won against a man attempting to drag her down will have all been for nothing.

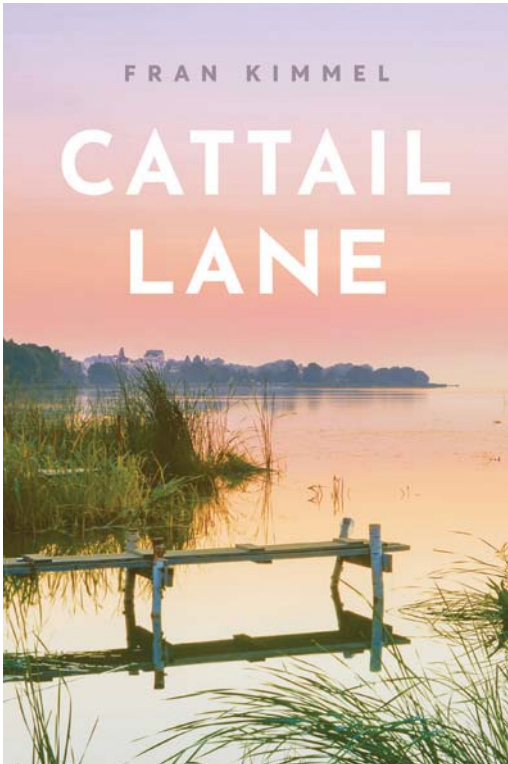
Sharp, relentless, and darkly funny, *She’s a Lamb!* is a cutting satire about the grotesque pall patriarchy casts over one woman’s delusional quest to achieve her dreams and the depths she will sink to for a chance at the life she’s convinced she deserves.

Meredith Hambrock’s debut novel *Other People’s Secrets* was called “audacious” and “fabulous” by the *New York Times*. She has been a finalist for the CBC Short Story Prize and worked extensively in television, most recently in the writers’ room for the Canadian Screen Award-winning sitcom *Corner Gas Animated*. She lives in Saskatoon.



KEY SALES NOTES

- **AN UNHINGED FEMALE NARRATOR THROUGH A FEMINIST LENS:** Edgy, incisive, and oh-so-compelling, *She’s a Lamb!* is the story of the delusional childminder for the kid actors in a regional theater’s production of *The Sound of Music* who is determined to get herself the lead role of Maria by any means necessary.
- **A VENN DIAGRAM OF COMPARABLES:** The novel *Yellowface* by R.F. Kuang (whose deluded main character doesn’t have as much talent as her rival), the television show *Scream Queens* (a spot-on satirical voice), and the film *Jennifer’s Body* (a hot girl murderer and female rage).
- **AN AUTHOR WHO KNOWS HOW TO WRITE FOR THE SCREEN:** Meredith Hambrock is a fiction and television writer who has worked in writing rooms for over 100 episodes of TV comedy. She most recently served as executive story editor on the sitcom *Corner Gas Animated*, where she wrote for many hilarious Canadians, among them Michael J. Fox, Brent Butt, and Bret “The Hitman” Hart. In 2022, her episode “A Lot to be Desired” was nominated for a Leo Award.
- **FOR FANS OF:** The movie *Pearl*, HBO’s series *Yellowjackets* and *Hacks*, comedians who make light of the idea of performance such as Nathan Fielder and Bo Burnham, readers of Taffy Brodesser-Akner’s *Fleishman Is in Trouble* or any Sally Rooney novel.
- **PRAISE FOR HAMBROCK’S DEBUT, OTHER PEOPLE’S SECRETS:**
 - “Audacious [and] fabulous.” — *New York Times*
 - “[A] dynamic debut . . . [the] surprising plot twists match eccentric, reckless characters.” — *Publishers Weekly*
 - “The madcap energy and inimitable voice of *Other People’s Secrets* are as irresistible as its protagonist, Baby.” — Kim Fu, author of *Lesser Known Monsters of the 21st Century*
 - “*Other People’s Secrets* has all the things I demand of a crime novel: fun dialogue, quick pacing, a perfectly plotted quest, and a legitimately terrifying meth dealer.” — Andrew Battershill, award-winning author of *Marry, Bang, Kill*
 - “Clever and endlessly compelling, *Other People’s Secrets* hooks you from the very first sentence and doesn’t let go. This book, like its messy and endearing protagonist Dumpster Baby, is full of both heart and razor-sharp edges, and it’s one you won’t want to miss.” — Brianna Labuskes, bestselling author of *A Familiar Sight*
 - One of *The Rap Sheet* magazine’s Best Reads of 2022
 - A Whodunit? Mystery Bookstore Book of the Year finalist
 - Nominated for a Lefty Award in the Best Debut Mystery category



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FICTION / FRIENDSHIP (FIC071000)
FICTION / HUMOROUS / GENERAL (FIC016000)

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CATTAIL LANE

A NOVEL
Fran Kimmel

A story with a compassionate eye, the heartwarming vibes of A Man Called Ove mixed with the high emotional stakes of Anne Tyler, Cattail Lane is an uplifting family drama about overcoming the past and the extraordinary power of second chances

Nick Ackerman’s life is an aimless circuit between his uninspiring job and the local bar until a note from a stranger changes everything. He learns he has a 14-year-old son, Billy, whose grandmother can no longer look after him. Railroaded into fatherhood, Nick takes in the resentful Billy and shuffles Grandma Evie off to the nearby dementia ward at Prairie View Manor. Things get off to a rocky start: father and son are little more than strangers, and Nick struggles with his new caretaking role while Billy can’t seem to let go of his. Luckily, there is Sarah, a housekeeper in the dementia ward and the single mother of an energetic and offbeat five-year-old. It is Sarah who Nick turns to as a parental role model and maybe something more.

Nick, Sarah, and Billy all carry their own betrayals and disappointments and are used to keeping others at a distance, but during the dog days of summer, they are given a chance to leave past hurts behind and find a new kind of family.

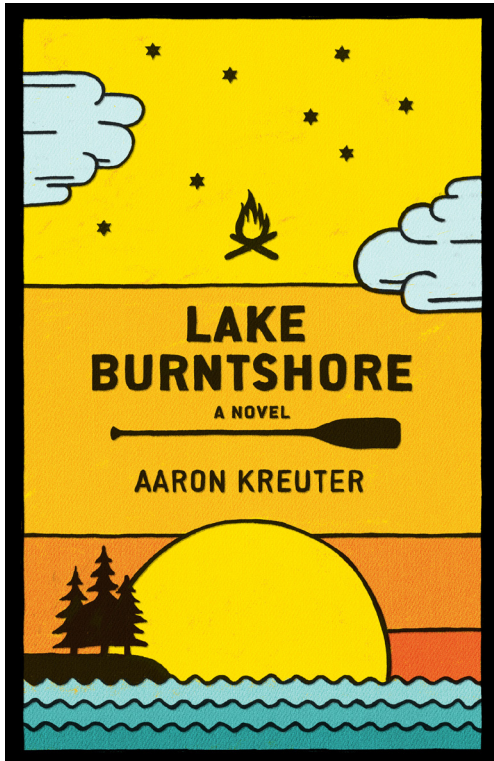
Compassionate and closely observed, *Cattail Lane* is a moving exploration of forgiveness, second chances, and the everyday moments where we might find our way to one another.

Fran Kimmel is an award-winning author of numerous short stories, plays for both theater and radio, and the novels *No Good Asking* and *The Shore Girl*. Born and raised in Calgary, Fran now lives in Lacombe, Alberta, and can be reached at frankimmel.com.



KEY SALES NOTES

- **A FEEL-GOOD STORY FOR TRYING TIMES:** Fran Kimmel writes compassionate stories about ordinary people struggling and ultimately coming together. When the world is a trash fire, hers are the kind of books that make you believe again in the fundamental goodness of humanity.
- **HEARTWARMING MEETS HIGH EMOTIONAL STAKES:** Well-written upmarket fiction with a compassionate eye, *Cattail Lane* has the heartwarming vibes of *A Man Called Ove* mixed with the family drama and high emotional stakes of Anne Tyler and Mary Lawson novels.
- **PERFECT FOR BOOK CLUBS:** This book will appeal to readers drawn to family dramas with high emotional stakes and rife with vulnerable characters in turmoil. The book has storylines about parenting, caregiving, and falling in love. Dementia, which touches the lives of so many people, is explored in depth.
- **AWARD-WINNING AND POPULAR AUTHOR:** Kimmel won the Alberta Readers’ Choice Award (2013) and has been a finalist for the Georges Bugnet Award for Fiction (2019), the ReLit Award (2019), and the Alberta Trade Fiction Award, as well as a nominee for the CBC Book Award (2013). In the U.S., *No Good Asking* was a Great Group Reads selection (2019), a hoopla Digital Book Club selection (2019), and a Reading Group Choices book selection (2019).
- **INTERNATIONAL APPEAL:** *No Good Asking* was invited to participate in the Cannes Film Festival’s Shoot the Book! initiative in 2019 and was translated into German (dtv Verlagsgesellschaft) and Arabic (Dar Molhimon Publishing).
- **PRAISE FOR NO GOOD ASKING:**
 - “Kimmel’s novel has only a few characters, but they all possess presence and depth and experience honest changes. The strong sense of place serves as an additional relationship for the characters to negotiate.” — *Library Journal*, starred review
 - “Nuanced characters and attention to detail make what could have been a saccharine story a deeply moving one instead. Highly recommended.” — *Booklist*
 - “Quietly powerful ... In less careful hands, this story could have come across as sentimental or melodramatic; instead, it takes shape as a guardedly hopeful tale of resilience.” — *Kirkus Reviews*



Publication Date: April 22, 2025

5.5 x 8.5", 425pp, trade paperback

26.95 CDN / 21.95 U.S.

FICTION / JEWISH (FIC046000)

FICTION / SATIRE (FIC052000)

FICTION / COMING OF AGE (FIC043000)

FICTION / LITERARY (FIC019000)

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Film Rights: Film rights available

LAKE BURNTSHORE

A NOVEL

Aaron Kreuter

A funny and emotionally resonant coming-of-age novel about one summer of momentous social and political change at a Jewish sleepover camp

It's the summer of 2013 and 21-year-old Ruby, a counselor at Camp Burntshore, can't wait to supervise a rowdy cabin of 11-year-olds, smoke weed by the fire, and argue about which city make the best bagels. But when Brent, the camp owner's son, hires Israeli soldiers to deal with a staffing shortfall, Ruby, a committed anti-Zionist, must decide if she's willing to jeopardize her place at Burntshore to fight Brent over the contentious issues of Jewish belonging and settler colonialism, even as she finds herself falling in love with one of the soldiers, the sweetly handsome Etai.

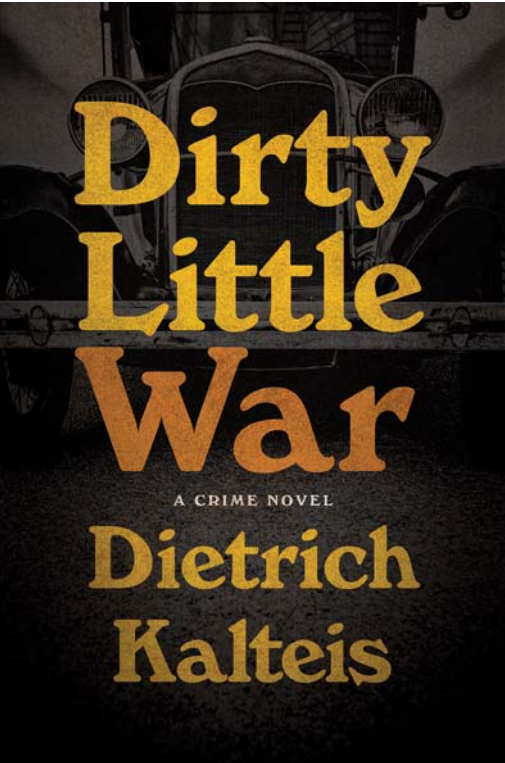
Soon it becomes clear that the conflict is not just about the camp's internal divisions but also about Burntshore's relationship with the neighboring Black Spruce First Nation, strained because of Brent's larger scheme to buy the Crown land surrounding the lake. As campers swim, go canoe tripping, and stage an over-the-top musical, Ruby has to contend with her feelings for Etai while simultaneously trying to save her beloved camp from greed and colonialism. A social satire, romance, and political commentary all in one, *Lake Burntshore* celebrates the contemporary Jewish world through its most iconic symbol — the often idyllic yet always dramatic summer camp.

Aaron Kreuter is the author of five books, including the poetry collection *Shifting Baseline Syndrome*, a 2022 finalist for the Governor General's Literary Award. His work has been shortlisted for two Vine Awards for Jewish Literature, a Raymond Souster Award, and a ReLit Award. He lives in Toronto.



KEY SALES NOTES

- **CELEBRATES, INVESTIGATES, SATIRIZES, AND COMPLICATES THE CONTEMPORARY JEWISH WORLD:** A deeply funny and heart-rending novel about a summer of momentous change at a Jewish sleepover camp, tackling serious topics like contemporary Jewish politics, settler colonialism, romance, and activism in a complacent world.
- **PERFECT FOR BOOKCLUBS:** Social satire at its best, with a cast of characters who misbehave, try to do better, and fundamentally change over the course of 10 weeks.
- **FOR FANS OF:** HBO's *Yellowjackets* and the cult classic *Dirty Dancing*.
- **FOR READERS OF:** *Tomorrow, and Tomorrow, and Tomorrow* (Gabrielle Zevin), *Groundskeeping* (Lee Cole), *The Lost Girls of Camp Forevermore* (Kim Fu), *The Secret History* (Donna Tartt), *Everything Is Illuminated* (Jonathan Safran Foer).
- **AN AUTHOR CONNECTED TO POLITICS:** Aaron Kreuter's work explores Jewish North American fiction, diaspora, and Israel/Palestine and has been nominated for numerous awards, including the 2022 Governor General's Award for Poetry, the 2023 Vine Award for Jewish Literature, and the 2023 League of Canadian Poets' Raymond Souster Award.
- **NOTE FROM THE EDITOR:** "The novel is funny and sweeping, intimate and epic, poetic and comedic. The content is extraordinary, but the foundation of *Lake Burntshore* is the quality of Aaron's writing, which is sharp, poetic, and always precise. The scenes where he describes the landscape actually take my breath away, and that is no small feat given that nature has been described a million times! This is an important part of the book because the land and the camp are so pivotal to the story and are characters themselves. Aaron does a beautiful job writing the desires and bodily experiences of young people, especially young women. This is, as I know, very hard to do for adults in midlife, and he does it with great tact and gentleness without sacrificing the comedy or the honesty." — Jen Sookfong Lee



Publication Date: March 18, 2025
5 x 7.75", 400pp, trade paperback
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FICTION / CRIME (FIC050000)
FICTION / HISTORICAL / GENERAL (FIC014000)

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Rights Available: World rights available
Film Rights: Film rights available

DIRTY LITTLE WAR

A CRIME NOVEL

Dietrich Kalteis

For readers of Elmore Leonard and George Pelecanos, a tense crime novel set in mob-filled Chicago during the 1920s Prohibition

It's 1920 and the start of Prohibition. Circumstances beyond his control find a young man, Huckabee Waller, involved in the death of a gangster in his hometown of New Orleans. Fearing repercussions from the gangster's associates, Huck hops a northbound freight and heads for the promise of Chicago.

Expecting to make an honest living, he's surprised to find that he's arrived at the epicenter of crime, corruption, and commerce. Unable to find legitimate work, he gets mixed up in bare-knuckle fights run by the notorious North Side Gang. Reviving his skills as a club fighter, Huck quickly becomes a crowd favorite and makes enough to get by. When it becomes apparent to him that the gang is also heavily involved in running illegal whiskey, a very profitable enterprise, he's drawn into their world by the desire for more.

As Huck starts running booze across the Canadian border for the North Side Gang and gets tangled up in Chicago's taxi wars, tensions between them and the South Side Gang flare up, and soon he's in the crosshairs of enforcer Al Capone. The smart thing to do would be to get out of Chicago — fast — that is if the life he wants to leave behind doesn't kill him first.

Dietrich Kalteis won the 2022 Crime Writers of Canada Award of Excellence for Best Crime Novel for *Under an Outlaw Moon*. He is a critically acclaimed author of 12 novels, two of which won Independent Publisher Awards. He enjoys life with his family on Canada's West Coast.



KEY SALES NOTES

- **BASED ON A TRUE STORY:** At the base of this riveting, fast-paced novel is the true story of Chicago's taxi wars, the North and South Side gangs, and notorious mobster Al Capone. Readers learn history through Huckabee Waller's accidental entrance into the corruption and crime of Chicago's Prohibition era.
- **THE HEIR APPARENT TO ELMORE LEONARD:** Kalteis's 2023 book, *The Get*, received a starred review from *Publishers Weekly*: "Fans of Elmore Leonard and George Pelecanos will find much to enjoy."
- **DECORATED AUTHOR:** Winner of the 2022 Crime Writers of Canada Award for Excellence for Best Crime Novel, Kalteis is a prolific crime author on the rise, consistently acclaimed by critics and readers in Canada and abroad.



Publication Date: March 25, 2025

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22.95 CDN / 22.95 U.S.

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Rights Available: World rights available

Film Rights: Film rights available

MORE SONGS THE RADIO WON'T PLAY

POEMS

Stan Rogal

The idea for *More Songs the Radio Won't Play* came to Stan Rogal while he listened to singer-songwriter Kathleen Edwards's "One More Song the Radio Won't Like." In these poems, he takes formerly "popular" tunes (from various genres) and transforms them. Self-referentiality; mashups of the erudite and the profane; allusions to other arts and sciences; the insertion and bending of biographical and historical facts; problematic snippets of philosophy and literary theory, quotes, and bastardizations; deploying non- or a-poetical language to challenge notions of how a poem should work; sampling; and off-kilter humor work together to update Rogal's playlist for a present-day audience.

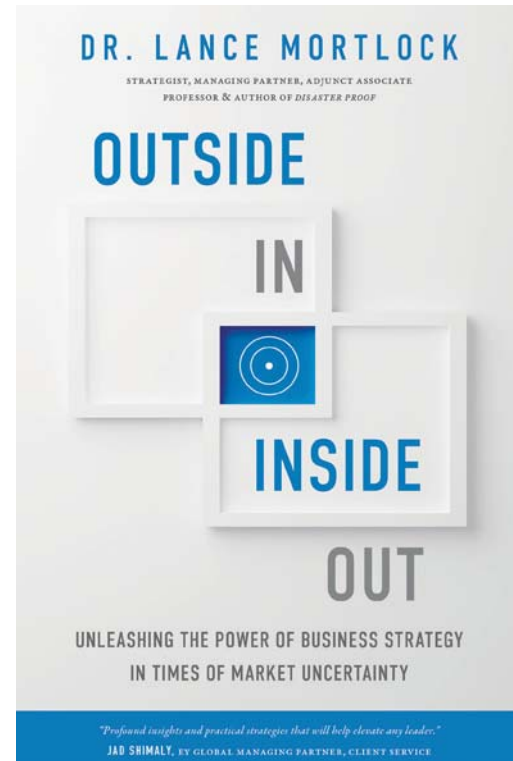
While his poems unavoidably serve to comment on the world today, Rogal resists a central message; the true emphasis of this collection is on the process of creation. It's not the destination but the journey that is of significance. Not mere cover versions, not exactly parodies (though parodic), these poems are redactions, mutations, Frankensteins ... they resemble the original — somewhat — yet are also grossly different. And it's Rogal's sincere hope that the originating artists, like his readers, accept these burnt offerings as tributes.

Born in Vancouver, and now living in Toronto, **Stan Rogal** is the author of 27 books, including eight novels, seven story collections, and 12 poetry collections. His work has appeared in numerous magazines and anthologies in Canada, the U.S., and Europe. Rogal is also a produced playwright and the former coordinator of Toronto's popular Idler Pub Reading Series.



KEY SALES NOTES

- **TAPS INTO HUMANITY'S DEEP CONNECTION WITH MUSIC:** Open and heartfelt, *More Songs the Radio Won't Play* features intimate poems based on songs that have played a significant role in Rogal's life.
- **PROLIFIC AUTHOR:** A return author to ECW, Stan Rogal has written over 25 books, eight novels, seven story collections, and 12 poetry collections. His poetry collection *The Imaginary Museum* was shortlisted for the Booker Prize in 1998.



Publication Date: February 25, 2025

6 x 9", 320pp, cloth

38.95 CDN / 28.95 U.S.

BUSINESS & ECONOMICS / STRATEGIC PLANNING (BUS063000)

BUSINESS & ECONOMICS / DECISION-MAKING & PROBLEM SOLVING (BUS019000)

BUSINESS & ECONOMICS / FORECASTING (BUS086000)

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OUTSIDE IN, INSIDE OUT

UNLEASHING THE POWER OF BUSINESS STRATEGY IN TIMES OF MARKET UNCERTAINTY

Lance Mortlock

The business world continues to be fraught with immense risk, uncertainty, and complexity. Post-COVID, we've seen the impacts of the war in Ukraine, an increasingly bellicose China, supply chain disruptions worldwide, change caused by artificial intelligence, an ongoing banking crisis in the West, and now the war in the Middle East. Today's business leaders must be exceptionally resilient, flexible, and agile, and never has it been more critical to create a robust strategic plan than it is today. *Outside In, Inside Out: Unleashing the Power of Business Strategy in Times of Market Uncertainty* comes at a critical time when organizations need help simplifying the why, what, and how of their strategy formulation and execution.

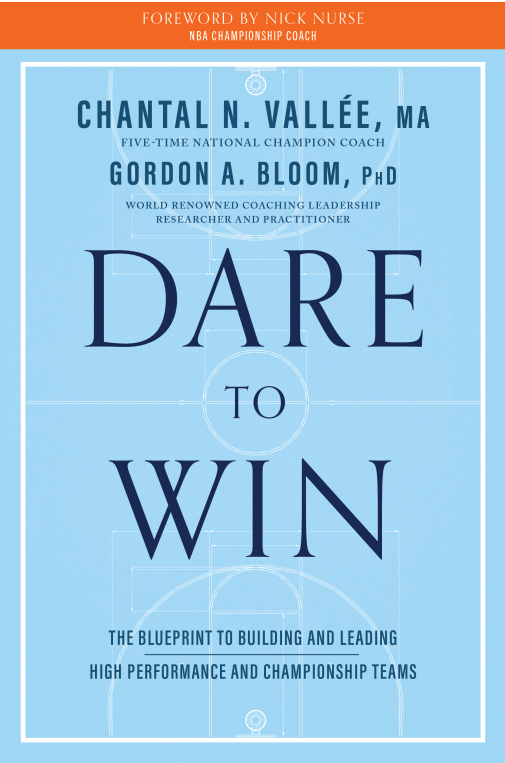
Using a novel yet simple framework consisting of both the "outside-in" factors (an external environment including customer needs, competition, market dynamics, and trends) as well as the "inside-out" factors (the operating environment within an organization, such as enterprise risks, portfolio analysis, and business performance) that, when understood together, the book will give leaders the tools to make critical strategic choices to propel forward an organization.

Outside In, Inside Out is an integrated, easy-to-digest how-to guide that will challenge assumptions and offer tips and tricks of what to do — and, equally importantly, what not to do — to ensure any business develops a competitive edge and achieves success in today's complex world. Featuring various outside-in and inside-out public examples from the likes of Coca-Cola, Spotify, GM, Bank of America, Airbnb, Toyota, Microsoft, Nike, Snapchat, Starbucks, IKEA, Intel, Samsung, and more; furthermore, the author takes readers on a journey inside the many organizations for which he has acted as an adviser and brings to the book a practitioner's in-depth perspective, drawing on nearly three decades of strategic work with more than 80 companies in 11 countries.

Dr. Lance Mortlock is a managing partner with global professional services firm Ernst & Young and an adjunct associate professor at the Haskayne School of Business at the University of Calgary. He is a columnist and external advisory board member for *CEOWORLD* and a writer for *Chief Executive* magazine. Lance is the author of *Disaster Proof: Scenario Planning for a Post-Pandemic Future*. He resides in Calgary, AB.

KEY SALES NOTES

- **THE RIGHT WAY TO STRATEGIZE:** *Outside In, Inside Out* reveals a business framework for managing both external factors (outside in), such as customer needs, competition, market dynamics, trends, and internal factors (inside out, or, the operational environment within an organization, such as enterprise risks, portfolio analysis, and business performance) to aid companies in becoming more stable and successful in the complex, risky world of business. Considering these two views together will enable leaders to make critical strategic choices on where to play and how to win to propel their organization forward.
- **THE RISKY WORLD OF BUSINESS:** *Outside In, Inside Out* provides leaders with clear and robust business strategies that consider the complexity of organizations while calming fears of risk and uncertainty that permeate the business world. The book provides a guideline for building business resilience.
- **CLEAR AND EFFECTIVE LESSONS:** Using real-world examples, case studies, and techniques that can be implemented in any style of business, *Outside In, Inside Out* provides an effective overview and implementable framework that readers can easily follow. For example, during COVID-19, innovation was more important than ever. Studying companies such as Coca-Cola, Spotify, GM, Tesla, Airbnb, Toyota, Microsoft, Google, Facebook, Snapchat, Amazon, and Zappos, Mortlock demonstrates to readers where their innovation strategies succeeded or failed and provides tightly integrated building blocks that enable innovation to flourish.
- **REPUTABLE AND AUTHORITATIVE AUTHOR:** A strategy partner at Ernst & Young, Dr. Lance Mortlock has helped 80+ organizations worldwide with high-impact projects and assisted global leaders in solving complex strategic problems, portfolio management, merger integration, and more. He writes for *CEOWORLD* magazine and *Chief Executive* magazine, and his first book, *Disaster Proof: Scenario Planning for Post-Pandemic Future*, has been highly praised by those within the economic industry.
- **PRAISE FOR DISASTER PROOF:** Catherine McLeod-Seltzer, board chair of Kinross Gold, hailed it as a "must-read in today's increasingly complex business, political, and social climate," and Dr. Klaus Schwab, founder and chair of the World Economic Forum, said, "I can only commend [him] on [his] book. In our turbulent and uncertain world, scenario planning is the best way to prepare for the future."



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6 x 9", 224pp, trade paperback
27.95 CDN / 21.95 U.S.

BUSINESS & ECONOMICS / LEADERSHIP
(BUS071000)

BUSINESS & ECONOMICS / PERSONAL SUCCESS
(BUS107000)

SPORTS & RECREATION / COACHING / GENERAL
(SPO061000)

BUSINESS & ECONOMICS / MOTIVATIONAL
(BUS046000)

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Film Rights: Film rights controlled by author

DARE TO WIN

THE BLUEPRINT TO BUILDING AND LEADING HIGH PERFORMANCE AND CHAMPIONSHIP TEAMS

Chantal Vallée and Gordon Bloom

Embark on a journey from underperformance to excellence with Dare to Win, the one-of-a-kind collaboration by Chantal Vallée and Dr. Gordon Bloom

Based on years of their own leadership and coaching research, Vallée and Bloom unveil the proven strategies behind the University of Windsor women’s basketball team’s historic rise from last in the country to five-time national champions. Until now, the world’s foremost leadership researchers were not professional coaches; similarly, the top coaches were not scholars. *Dare to Win* changes this narrative by applying Vallée and Bloom’s scientifically proven leadership theories and coaching model successfully in a practical setting.

Dare to Win isn’t just theory; it’s a fusion of insights, real-world examples, and Vallée’s personal experiences as an academic researcher, leader, and championship-winning coach. Vallée’s unique perspective bridges the gap between leadership theories and practical coaching applications, offering readers unprecedented access to her thoughts and decision-making process.

Through two decades of collaboration, Vallée and Dr. Bloom have created an invaluable resource for anyone looking to elevate their leadership, management, and coaching skills in the sports world and beyond. A must-read for any entrepreneur, business owner, coach, or leader who wishes to transform their start-up or struggling organization into a business that thrives. This comprehensive guide will inspire and empower you, providing the blueprint to reaching new heights in your journey toward success.

Chantal Vallée, the Windsor Lancers Women’s Basketball Coach, transformed a last-place team into five-time national champions. She was also the first woman worldwide to coach and manage a men’s professional team, guiding them to the finals.

McGill’s Sport Psychology Research Lab Director, **Dr. Gordon Bloom** is a coaching-research pioneer and presents to associations worldwide.



KEY SALES NOTES

- **LEADING LEADERS:** Drawing from their research and success with the University of Windsor women’s basketball team, this book unveils proven strategies to elevate leadership from theory to practice, offering unparalleled insights for achieving excellence.
- **A WINNING AUTHOR:** With five consecutive national championships to her credit and having been the first woman to simultaneously hold both the GM and head coach positions for a men’s professional basketball team, Chantal Vallée is uniquely well-positioned to write on the application of coaching, team building, and leadership, migrating from the field of play to boardrooms and workplaces. Vallée has done color commentary for both NBA and Olympic basketball on major national broadcasters and is a sought-after public speaker in the corporate and non-profit sectors.
- **SCIENTIFICALLY PROVEN LESSONS:** Vallée developed her strategies with scientifically proven leadership theories and coaching models after two decades of collaboration with Dr. Gordon Bloom, McGill’s Sport Psychology Research Lab Director and a coaching-research pioneer.
- **LEADERSHIP BOOK MEETS COACHING BOOK:** Bestselling leadership books regularly draw on the experiences of figures from sports. *Wooden on Leadership* by UCLA basketball coaching legend John Wooden is often cited as one of the most influential leadership books of all time. And, in his book, *Eleven Rings: The Soul of Success*, Lakers and Bulls head coach Phil Jackson gave rise to meditation as a tool for high-performance leadership. *Dare to Win* similarly uses the sports field as the vehicle for leadership tips and models. Vallée’s strategies on leadership and team development are grounded in her graduate studies, making this much more than a memoir of personal success and providing readers with researched and tested strategies.



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BIGGER! BETTER! BADDER!

WRESTLEMANIA III AND THE YEAR IT ALL CHANGED

Keith Elliot Greenberg

How did WrestleMania III legitimize wrestling as entertainment and reshape the industry? Greenberg lays it bare and offers insights into WWE’s evolution and WrestleMania’s lasting impact

On an overcast day in 1987, the pro wrestling landscape was altered forever when a reported 93,173 fans converged on the Pontiac Silverdome outside Detroit to see Hulk Hogan defend his championship against André the Giant. For several years, Vincent Kennedy McMahon had been transforming old-time rasslin’ into mainstream “sports entertainment,” incorporating A-list celebrities into storylines and forcing even cynics to follow the proceedings. But the massive turnout for *WrestleMania III* convinced sponsors, licensees, and media conglomerates that the company that would become World Wrestling Entertainment (WWE) was no longer a fringe diversion for the unwashed masses; it was now legitimate physical theater worthy of global attention. From this point forward, it would be acceptable for devotees to make the annual pilgrimage to *WrestleMania* from the far corners of the Earth, the way others journeyed to the World Cup or Super Bowl.

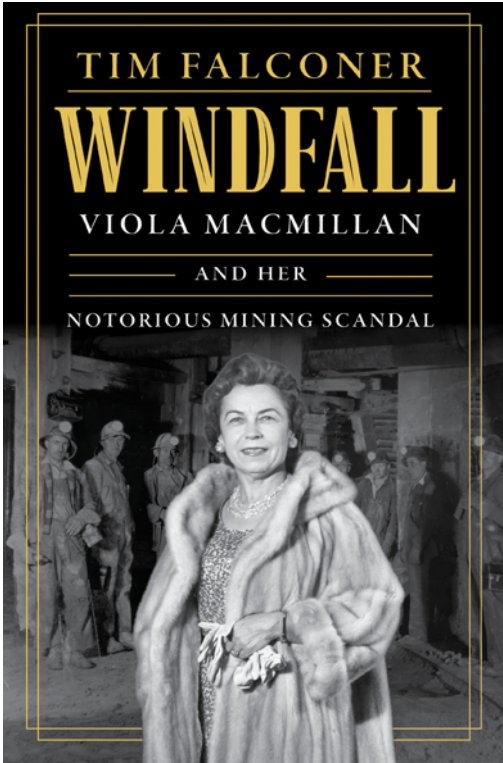
BIGGER! BETTER! BADDER! is the story behind the seminal event, told from the perspective of company executives, wrestlers who appeared on the card, fans who attended the show, and other wrestling personalities. But wrestling author and historian Keith Elliot Greenberg also examines the entire industry at the time, including insights from representatives from the rival promotions McMahon was putting out of business as pro wrestling transitioned from a regional phenomenon into an international juggernaut.

New York Times bestselling author and lifetime New Yorker **Keith Elliot Greenberg** previously wrote *Too Sweet: Inside the Indie Wrestling Revolution* and *Follow the Buzzards: Pro Wrestling in the Age of COVID-19* for ECW Press. He regularly appears on A&E’s WWE documentaries as a “wrestling historian.”



KEY SALES NOTES

- **A COMPREHENSIVE LOOK AT THE MOST IMPORTANT EVENT IN WRESTLING HISTORY:** Detroit, 1987. WWE owner Vincent Kennedy McMahon was using might and subterfuge to monopolize the industry, becoming the stand-alone superpower of professional wrestling. It all came to a head at *WrestleMania III*, drawing record-breaking crowds, silencing critics of the sport, and creating myths and moments that fans continue to covet to this day.
- **LARGE, PASSIONATE FANBASE:** Wrestling fans consistently show their passion for the sport through impressive book sales that show no decline. ECW’s wrestling books consistently reach the top of Amazon’s wrestling category.
- **TIMED RELEASE WITH WRESTLEMANIA 41:** With upwards of 70,000 fans attending each night of the two-night event, *BIGGER! BETTER! BADDER!* releasing just weeks before *WrestleMania 41* is sure to reach a wide and excited audience.
- **PROLIFIC NEW YORK TIMES BESTSELLING AUTHOR:** Author of over 40 books to date, Keith Elliot Greenberg continues to impress readers and critics with every new release. Alfred Konuwa of *Forbes* says: “I challenge anybody to find a book or publication that does a better job telling the story of pro wrestling.”



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WINDFALL

VIOLA MACMILLAN AND HER
NOTORIOUS MINING SCANDAL

Tim Falconer

The fascinating, scandalous, and true story of Viola MacMillan and the Windfall mining scandal

Viola MacMillan had it all: success, money, and respect. Influence, even. But in 1964, after three decades in the mining industry, one of the most fascinating women in Canadian business history was the central character in one of the country’s most famous stock scandals.

MacMillan, who started out as a prospector in the ’30s, had developed lucrative mines and put together big deals. But she still wanted “a major discovery.” Early in July 1964, shares in Windfall Oil and Mines, a company she and her husband controlled, traded for around 56 cents. Then one day, the stock took off. In the absence of any information from the company about what it had found near Timmins on its claims, rumors and greed pushed the share price to a high of \$5.70. MacMillan stayed quiet. Finally, after three weeks, Windfall admitted it had nothing.

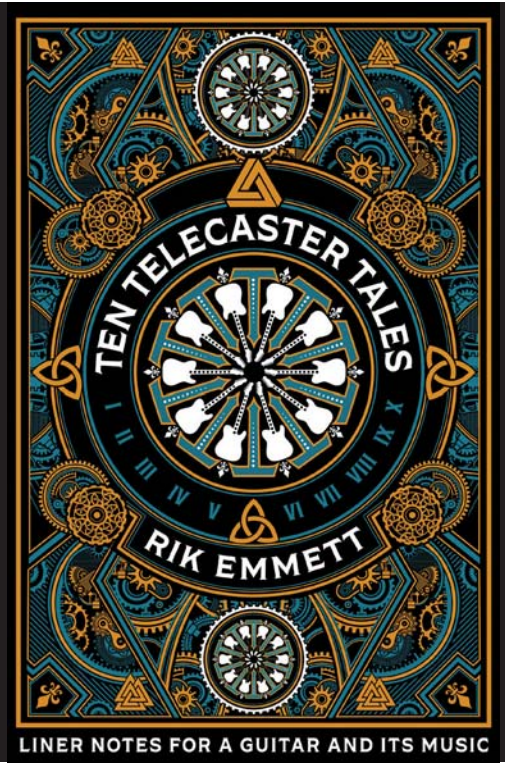
So many small investors lost money when the stock crashed that the Ontario government appointed a royal commission to examine what had happened, which led to changes at the Ontario Securities Commission and the Toronto Stock Exchange. Although MacMillan spent a few weeks in prison, she later received a pardon and the Order of Canada.

Tim Falconer’s last two books — *Bad Singer: The Surprising Science of Tone Deafness and How We Hear Music* and *Klondikers: Dawson City’s Stanley Cup Challenge and How a Nation Fell in Love with Hockey* — made the *Globe and Mail’s* top 100. He lives in Toronto, ON.



KEY SALES NOTES

- **LITTLE WRITTEN ON THE TOPIC:** You’ll learn all about the true story of the woman who became a Canadian mining industry leader and the central figure of the “core hoax” — a mining scandal that sent her to prison and led to regulatory changes on the Toronto Stock Exchange.
- **DECORATED AUTHOR:** Tim Falconer was a 2017 finalist for the Lane Anderson Award, and his most recent two books were named to the Globe 100.
- **FOR READERS OF:** Perfect for readers of historical books such as Charlotte Gray’s *Murdered* or Stephen R. Brown’s *The Company*.



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TEN TELECASTER TALES

LINER NOTES FOR A GUITAR AND ITS MUSIC

Rik Emmett

Ten Telecaster Tales remakes the idea of the “concept album.” It is music that arrives inside a book. It’s also, arguably, the most comprehensive attempt at liner notes in the history of electric instrumental fingerstyle guitar albums.

In his latest offering, Rik Emmett delves into the creative process — the roots, influences, philosophy, and spirituality involved in writing and recording. Even the story behind these stories explores creativity. (Emmett dreamed of then commissioned a guitar — a one-of-a-kind Telecaster-style guitar — then wrote and recorded with and for it.)

Playfully, beautifully, *Ten Telecaster Tales* lays bare an artistic journey in an act of discovery — that the storytelling inherent in writing good musical compositions translates into good storytelling about the process behind the songs, and how compositions turn into recordings. A generous amount of fairy-tale mythology is sprinkled throughout — despite the whole process being assimilated by digital technology. The notion of a “telecaster tale” implies something “vintage” at its heart, and it is humanity that glues the layers together.

Principally, though, *Ten Telecaster Tales* is the next logical step for Emmett after publishing his memoir, *Lay It On The Line*. It represents the evolution of his life story into a combination of musical composition, guitar playing, and prose. After all, writing has always been the solid backbone and lifeline of his multi-faceted journey.

After a dozen platinum LPs from ’75 to ’88 with Triumph, **Rik Emmett** has released 20 more solo projects, ranging across genres. An avowed family man, he’s retired from touring but still writes and records. Rik was a *Guitar Player* magazine columnist for over a dozen years, taught with the Humber College music faculty, and is the Artistic Director Emeritus of the SongStudio songwriting workshop. He lives in Burlington, ON.



KEY SALES NOTES

- **INSIGHT INTO THE CREATIVE JOURNEY OF A MUSICIAN:** Music has always been the backbone of Rik Emmett’s life. *Ten Telecaster Tales* shares the process of Emmett writing and recording ten songs for a custom guitar, walking readers through the creative journey, musical composition, guitar playing, and more. The most elaborate and detailed “liner notes” of Emmett’s career.
- **PROLIFIC PERFORMER:** For over a decade, Rik Emmett was the lead singer, songwriter, and guitarist for the award-winning rock band Triumph. In 2019, Triumph was inducted into the Canadian Walk of Fame for its contribution to the Canadian music industry.
- **FOR FANS OF:** The classic rock band Triumph, music memoirs, Jeff Tweedy’s books, and poetry.
- **SPECIAL EDITION AVAILABLE:** A deluxe signed hardcover edition with a CD will be available in February 2025.

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The ECW office is situated on land that was the traditional territory of many nations including the Wendat, the Anishnaabeg, Haudenosaunee, Chippewa, Métis, and the Mississaugas of the Credit, the latter of whom completed negotiation of a Treaty No. 13 known as the "Toronto Purchase" begun in 1787, negotiated in 1805, and re-negotiated in 2010. It was a sandy oak savannah on a hill rising westward from Heward Creek, one of Toronto's lost ravines. In the 1880s, the land was developed as part of a growing community around St. Matthew's Anglican and other churches. In the 1950s, our neighbourhood, now known as East Chinatown, was transformed by people moving into the area, dispossessed by the building of Nathan Phillips Square and subsequent rise in real estate value in Old Chinatown, and immigrants fleeing the Vietnam War. We are grateful to those who cared for the land before us, and we are proud to be working now amidst this mix of cultures.

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