



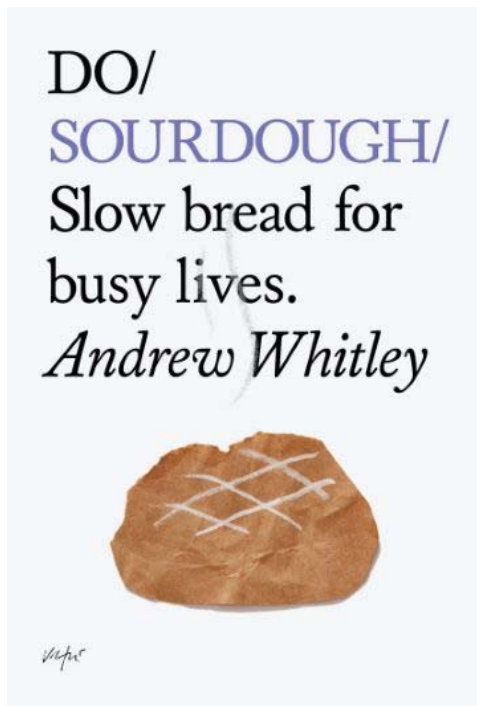
RAINCOAST BOOKS
ALWAYS CONNECTED

SPRING 2018

DO BOOKS

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or visit www.raincoast.com*



On Sale: Jan 15/18
4.72 x 7 • 160 pages
9781907974113 • \$23.95 • pb
Cooking / Methods / Baking
Series: Do

The Do Book Company

Do Sourdough

Slow Bread for Busy Lives

by Andrew Whitley

One of the oldest yet perhaps the simplest and tastiest breads you can make, Sourdough needs only flour, water, salt - and a little time. In *Do Sourdough*, Andrew Whitley - a baker for over 30 years who has 'changed the way we think about bread' - shares his simple method for making this deliciously nutritious bread at home.

Having taught countless bread-making workshops, Andrew knows that we don't all have the time and patience to bake our own. Now, with time-saving tips - such as slotting the vital fermentation stage into periods when we're asleep or at work, this is bread baking for Doers. Find out:

- * the basic tools and ingredients you'll need
- * how to make your own sourdough starter
- * simple method for producing wonderful loaves time and again
- * ideas and recipe suggestions for fresh and days-old bread

The result isn't just fresh bread made with your own hands, it's the chance to learn new skills, make something to share with family and friends, and change (...)

Author Bio

According to the BBC Food & Farming award judges, Andrew Whitley has 'changed the way we think about bread.' A baker for over 30 years, his company Bread Matters runs the most authoritative bread-making courses in the UK -- popular with enthusiastic amateurs, professional cooks and community bakers alike. Originally a producer with the BBC Russian Service, Andrew left in 1976 to found the Village Bakery Melmerby in the Lake District. Over the next two decades it became one of the country's leading organic bakeries and the first to supply Waitrose. He left in 2002 to do a Masters in Food Policy and write *Bread Matters* (Fourth Estate 2006). It became a bestseller and won the André Simon 2006 Food Award. In 2008, Andrew co-founded the Real Bread Campaign which aims to bring good bread to every neighbourhood in the UK.





The Do Book Company

Do Preserve

Make your own jams, chutneys, pickles and cordials
by Anja Dunk, Jen Goss and Mimi Beaven

How do you capture the intense flavour of freshly picked seasonal produce to enjoy all year round?

Combining their experience as cooks, caterers, foragers and farmers, three friends bring you the essential guide to preserving. With techniques and recipes handed-down through the generations and deliciously inventive recipes from their own kitchens, you'll soon learn:

- Basic principles and methods of preserving
- Equipment and ingredients you need to get started
- Best preserving agents to use: sugar, vinegar, alcohol, oil and salt
- Over 80 stunning recipes from Green Tomato Chutney to Strawberry Gin Fizz

Let the slow art of preserving become your new favourite pastime – and delight in having nature's most vibrant flavours and colours in your kitchen.

Author Bio

Anja Dunk grew up in the Welsh countryside where homegrown produce and wild foraging were part of daily life. Here began her love for preserving. She now lives with her young family just outside London where she is a caterer and freelance cook.

Based in the Hudson Valley, New York, Mimi Beaven and her husband Richard, founded the brand Made In Ghent a few years ago. For them, preserving the flavours of the year's harvest is essential preparation for the cold winter months on the family farm that they are rebuilding. They raise pigs, bees and chickens. Mimi bakes sourdough and cooks super-seasonal goods in the farm kitchen, which are then sold to the local community from their farm store.

Jennifer Goss lives on a smallholding in West Wales with her family, following a lifelong dream to live by the sea and work the land. Her produce – and that from surrounding hedgerows – provides ample supplies for Our Two Acres, her catering company.



On Sale: Jan 15/18
4.72 x 7 • 176 pages
9781907974243 • \$23.95 • pb
Cooking / Methods / Canning & Preserving
Series: Do



The Do Book Company

Do Beekeeping

The Secret to Happy Honeybees

by Orren Fox

Honey. Drizzled over a slice of fresh bread... or eaten directly from the spoon... is one of life's great pleasures. And with beehives springing up on urban rooftops, in next door's back garden – even schemes for adopting bees or renting hives – becoming a honey producer seems... possible. So how easy is it and what's involved?

By sharing the journey of 18-year-old beekeeper Orren Fox – who clearly remembers what it's like to be a rookie – you'll discover that keeping your own honeybees is easier than you think. Find out:

- How and where to set up your hive
- The tools & equipment needed to get started
- The job of inspecting your hive
- How and when to harvest your honey!

With delicious honey-based recipes shared by talented and resourceful chefs and cooks, including Honey & Co., you'll learn all about bees and their inspiring world of work and honey production. And may even be tempted to buy your first bee suit.

Author Bio

Orren Fox is an 18-year-old beekeeper, chicken farmer, sustainable-food advocate, longboard builder and student. He grew up in Newburyport, MA and has been keeping chickens and bees for most of his life. He was a speaker at the Do Lectures USA in 2012. Orren is the author of happychickens.com, a blog on raising healthy chickens and bees, naturally. He has written several articles and has been interviewed for the Huffington Post.

In May 2012, Orren was invited to the White House as the guest of Kathleen Merrigan, then Deputy Secretary, as part of a Know Your Farmer, Know Your Food event. As part of the event, Orren was invited to send his honey to Sam Kass, the Executive Director of Let's Move and Senior Policy Advisor for Nutrition Policy for a 'honey show down'. The White House has hives and harvests the honey each year. Orren is also the founder of #beechat, a Twitter meetup whose goal is to gather beekeepers from around the world to share information and ultimately help bees.

On Sale: Jan 15/18

4.72 x 7 • 144 pages

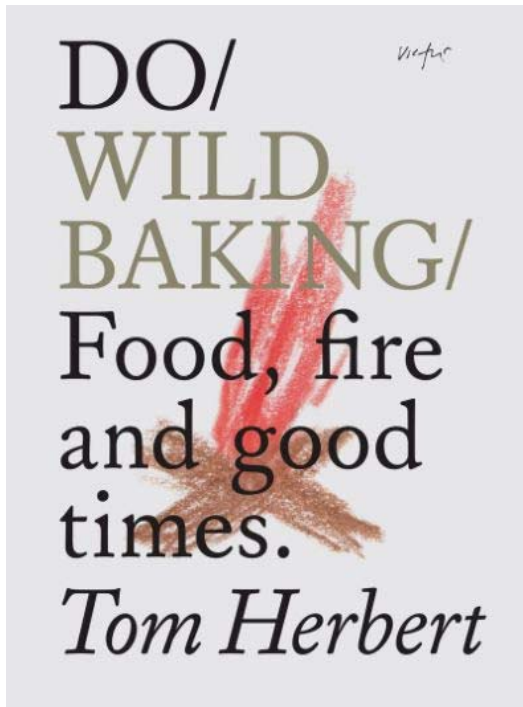
9781907974205 • \$23.95 • pb

Technology & Engineering / Agriculture / Beekeeping

Series: Do



9 781907 974205



The Do Book Company

Do Wild Baking

Food, Fire and Good Times

by Tom Herbert

Cooking outdoors can be a challenge – building your own fire for starters – but the rewards are great: a hearty stew eaten under a starlit sky; grilled mackerel on the beach; ash-baked flatbreads plucked from the glowing embers, torn and shared.

Tom Herbert, a fifth-generation baker and true advocate for this way of life, makes it easy. Armed with your hero ingredients, essential kit, and some kindling, you'll be inspired to leave the kitchen for an outdoor adventure – even if it's mere miles from home.

In *Do Wild Baking* over 50 delicious recipes – from Beer Bread to Hot Smoked Salmon – are grouped by location: Beach, Mountain, River and Forest. And if rain prevails, most can be recreated at home.

This is a call for a more relaxed, inclusive style of cooking and baking. It's not just about delicious meals shared, but the conversations ignited, the senses reawakened, and above all, the memories created.

Author Bio

Tom is a fifth-generation baker on a mission to revisit the sheer awesomeness of grains when it comes to taste, nutrition and impact. Tom is one half of TV's *Fabulous Baker Brothers*. He started baking at the Hobbs House Bakery but more recently has baked with RCK (Refugee Community Kitchen) in Calais and Ujima Bakehouse in Kenya. In addition to baking, he also teaches, writes, presents, and mentors. As an ambassador for the development charity Tearfund (tearfund.org), for whom he has baked around the world, he helps to give people a hand up by sharing skills and knowledge. His dream is to one day be able to bake in space. Tom has been married to Anna since they were very young; they now share their life together with four children: Milo, Beatrix, Josephine and Prudence.

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4.72 x 7 • 160 pages
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Cooking / Methods / Outdoor
Series: Do



9 781907 974359



The Do Book Company

Do Lead

Share Your Vision. Inspire Others. Achieve the Impossible.

by Les McKeown

Real-world leadership is very different from all that the media would have us believe. Forget the dashing swashbuckler, effective leadership is typically understated. It's the myriad small things that make the big things possible.

In *Do Lead*, Les McKeown demolishes the myths that have paralysed leadership in our modern era, then provides new tools for the job. You'll discover that we can all lead. And what's more, we should. Because effective leadership is goal- not people-oriented. It's about the person with the right skills putting themselves forward. Find out:

- The mindset required
- The basic leadership toolkit
- Techniques for dealing with the (inevitable) failures

Whether you are new to the game or reigniting a dormant passion, start leading from where you are, right now. And start to make a difference. You can lead. Yes, you.

Author Bio

Les McKeown is the President and CEO of Predictable Success. He has started over 40 companies in his own right, and was the founding partner of an incubation consulting company that advised on the creation and growth of hundreds more organisations worldwide.

Since relocating from his native Ireland to the US in 1998, Les advises CEOs and senior leaders of organisations on personal leadership and how to achieve scalable, sustainable growth. His clients range from large family-owned businesses to Fortune 100 companies, and include Harvard University, American Express, T-Mobile, United Technologies, Chevron and the US Army.

Les now spends his time consulting, writing, teaching and speaking. Les has appeared on CNN, ABC, the BBC, and in *Inc*, *Entrepreneur* magazine, *USA Today* and *The New York Times*. His previous bestselling publications are *Predictable Success* and *The Synergist*.

On Sale: Jan 15/18

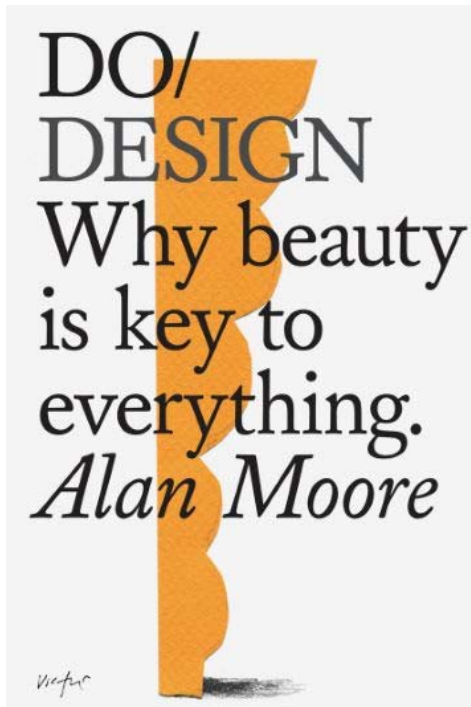
4.72 x 7 • 112 pages

9781907974175 • \$23.95 • pb

Bus & Econ / Leadership

Series: Do





The Do Book Company

Do Design

Why Beauty is Key to Everything.

by Alan Moore

So much goes unnoticed. We multi-task, switch between screens, work faster. When was the last time you paused to consider a beautifully made object or stunning natural landscape? Yet this is when our spirits lift, our soul is restored.

Designer Alan Moore invites us to rethink not only what we produce – whether it's a website, a handmade chair, or a business – but how and why. With examples including Pixar, Apple, and Blitz Motorcycles, we are encouraged to ask: Is it useful and considered. Is it a thing of beauty?

Do Design will inspire you to:

- Improve your creative process
- Raise the quality and craft of your work
- Consider the experience as much as the product
- Adopt simplicity, utility and honesty as guiding principles

We are creative beings. We love to make things. This book will inspire you to create better things, for better reasons. Things that people will love – for a long time to come. Some say beauty is a luxury. But what if it is key to creating a better world for us all?

Author Bio

Alan Moore has designed and created everything from books to businesses. He has a unique grasp on the forces that are reshaping our world and how to creatively respond to them. Working on six continents, Alan has shared his knowledge in the form of board and advisory positions at companies such as Hewlett Packard, Microsoft and Coca Cola, workshops and speaking as well as teaching in institutions as wide-ranging as MIT and Reading University's Typography Department, Sloan School of Management and INSEAD. He is the author of four books on creativity, marketing and business transformation including *No Straight Lines: Making sense of our nonlinear world* (2011). He runs workshops for individual craftspeople, startups and large companies to help them make beautiful things and experiences. He still works as an artist. He tries everyday to lead a life as beautifully as he possibly can.

On Sale: Jan 15/18

4.72 x 7 • 112 pages

9781907974281 • \$20.95 • pb

Design / Essays

Series: Do



9 781907 974281





The Do Book Company

Do Open

How a Simple Email Newsletter Can Transform your Business
by David Hieatt

How do you grow your business when you don't have a marketing budget?
How do you stand out in a busy world?

And what if the answer is right in front of you?

'For me, the newsletter is the most important tool I have in building a global denim brand. Second only to the sewing machine.'

So writes entrepreneur David Hieatt who has based his entire marketing strategy around a simple email newsletter. And it's worked. His company has grown into a creative global jeans business with a fiercely loyal community.

Now, David shares his insight, strategy and methodology so you can do the same. In Do Open you will discover:

Why giving is your secret to success

How to get people's attention when time is your biggest competitor

Why creating beats sharing

How a small team can win

Build community. Build your brand. Build long-term growth. Discover why the humble newsletter is pure and utter gold.

Author Bio

David Hieatt is not a theorist. He has built brands from nothing, with next to nothing, just by understanding a few basic rules. The 'Scrapbook Chronicles' newsletter has become a cult offering from his company, the Hiut Denim Co. Its open rate exceeds almost any industry standard. It is one of those rare newsletters that people actually look forward to receiving. Hiut Denim Co regularly receive gifts through the post thanking them for sending it out. And it has delivered results. It has grown the company by 25 per cent each year for the last three years. And each year for the last three years, the company has turned a profit. David has spoken at Apple, Google and Red Bull, amongst others. In 2010 he self-published The Path of a Doer. In 2014 he published Do Purpose: Why brands with a purpose do better and matter more (Do Books)

On Sale: Jan 15/18

4.72 x 7 • 160 pages

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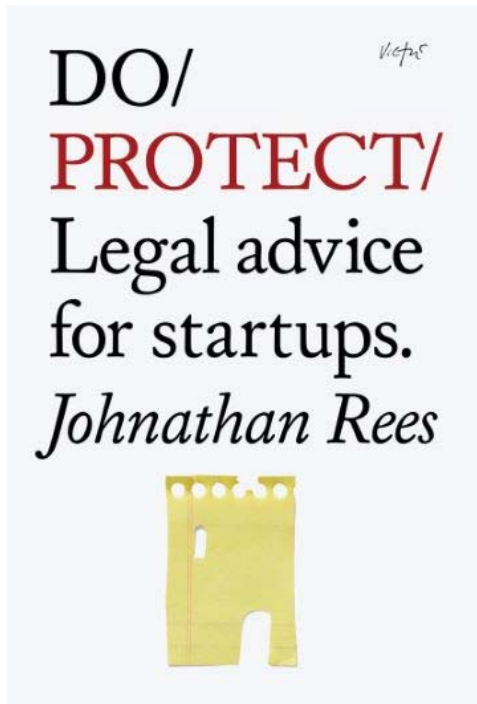
Bus & Econ / E-Commerce / Internet Marketing

Series: Do



9 781907 974304





The Do Book Company

Do Protect

Legal Advice for Startups

by Johnathan Rees

The best companies are formed around a simple but great idea. As this idea develops and is introduced to the world, it needs to be nurtured and protected.

Do Protect offers clear and accessible legal advice and explanations on all aspects of setting up, running and growing your own business, including:

- Intellectual Property Rights
- Raising finance
- Dealing with customers and suppliers
- E-commerce and social media
- Building a team
- Selling your business

Do Protect is essential reading for anyone starting their own business. Get the legalities right, then focus on the fun stuff. Build your business on a strong foundation.

Author Bio

Johnathan Rees is a company commercial lawyer. He has more than 25 years' experience of advising a wide range of clients from entrepreneurs to large owner-managed businesses, international corporations, banks and private equity institutions. Having started his career in the City with an international law firm he subsequently became a partner in large provincial firms based in Manchester and Bristol. He advises on matters ranging from business startups and commercial contracts to raising finance, joint ventures, and mergers and acquisitions.

On Sale: Jan 15/18
4.72 x 7 • 144 pages
9781907974151 • \$20.95 • pb
Bus & Econ / Entrepreneurship
Series: Do



9 781907 974151



The Do Book Company

Do Improvise

Less Push. More Pause. Better results

by Robert Poynton

Everyday we deal with the unplanned and the unexpected - from a broken toaster to losing (or gaining) a major client. Our natural ability to improvise gets us through. But we feel as if we're winging it, rather than acting with courage and conviction.

Robert Poynton teaches an acclaimed method to some of the world's biggest brands and companies. Improvisational skills that an actor might use on stage are honed and applied to the everyday business of work and life. The end result is a new approach that embraces change as a natural process and has creativity and innovation at its heart.

With killer games to put the theory into practice, Do Improvise will help you:

- Become more productive without trying harder
- Overcome creative blocks and generate new ideas
- Respond fluently to circumstances beyond your control
- Inspire and motivate others

Not sure what to do next? Improvise.

Author Bio

Robert Poynton is the co-founder of On Your Feet, a consultancy that uses improvisational ideas, tools and experiences to help people in organisations – from local start-ups to global brands such as Nike and Disney – to work together more effectively and creatively. He is an Associate Fellow of the Saïd Business School at Oxford University where he works on the Strategic Leadership Programme. He is an Associate Partner at eatbigfish, a challenger brand consultancy, with whom he has collaborated for more than 10 years.

On Sale: Jan 15/18

4.72 x 7 • 144 pages

9781907974014 • \$20.95 • pb

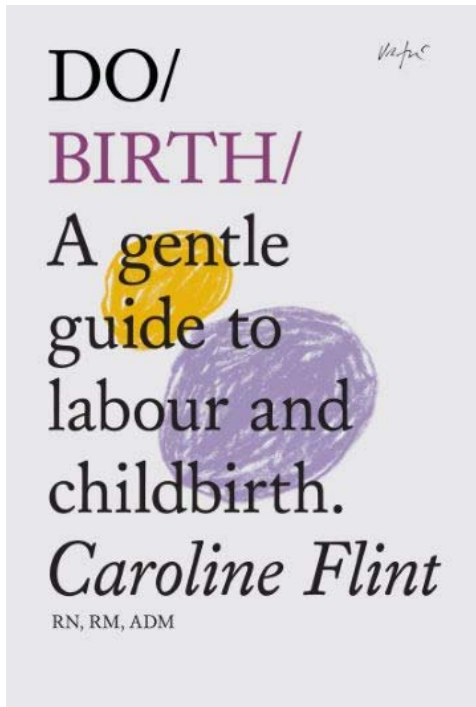
Bus & Econ / Decision-Making & Problem Solving

Series: Do



9 781907 974014





The Do Book Company

Do Birth

A Gentle Guide to Labour and Childbirth

by Caroline Flint

Whether it's your first, second or fifth baby, most of us approach childbirth with some trepidation. Yet this life-changing event can and should be a positive one.

Caroline Flint is a practising midwife and one of the most inspirational figures in the world of childbirth. Over the years she has helped hundreds of women give birth comfortably and confidently. And now she will help you.

Find out how to:

Make preparations for being in labour, or even having your baby, at home

Help labour progress quickly and smoothly

Make a hospital birth more homely

Enjoy the first hours, days and weeks with your newborn

Having a baby is one of life's most exciting adventures. This book will help you to embrace it.

Author Bio

Caroline Flint knew from the age of eight years old, when her baby sister was born at home, that she wanted to be a midwife. Since then she has become an inspirational figure in the world of childbirth. She has been a midwife for over 37 years working in hospitals, women's homes and she ran the Birth Centre in London for over two decades. She has three children of her own and 12 grandchildren – nine of which she delivered. She continues to run antenatal courses for the National Childbirth Trust.

On Sale: Jan 15/18

4.72 x 7 • 96 pages

9781907974038 • \$20.95 • pb

Health & Fitness / Pregnancy & Childbirth

Series: Do



The Do Book Company

Do Breathe

Calm your mind. Find focus. Get stuff done.

by Michael Townsend Williams

When you get the right balance in life you can do amazing things: create, perform, lead a team, build a great company, raise a family. But so often the scales tip and we feel overwhelmed and stressed.

Michael Townsend Williams, an adman turned yoga teacher and mindfulness coach, is an advocate of 'welldoing' - leading a busy and productive life, but not at the expense of our health and wellbeing. And key to this? Our breath.

The crucial link between mind and body, our breath reflects what we're dealing with at any given moment. It tells us when we're out of our depth.

With simple breathing exercises and elements from yoga, meditation and mindfulness, Do Breathe will help you to:

Reduce stress and increase productivity

Improve focus and work flow

Cultivate new good habits and drop the bad

Build courage and resilience

Why not breathe yourself better?

Author Bio

Michael Townsend Williams is an adman turned yoga teacher and mindfulness coach who now works on the integration of both 'being' and 'doing'. His business, Stillworks, coaches individuals, teams and organisations on Mindful Productivity and Mindfulness. He is also co-creator of the iPhone app, Breathe Sync', that brings your breathing into sync with your heart to reduce stress and improve focus. He believes the world needs to calm down and we would all get a lot more done if we did.

The Do Book Company
On Sale: Jan 15/18
5 x 7 • 128 pages
9781907974229 • \$20.95 • pb
Self-Help / Stress Mgmt



9 781907 974229

The Do Book Company

Do Purpose

Why brands with a purpose do better and matter more.

by David Hieatt

The most important brands in the world make us feel something. They do that because they have something they want to change. And as customers, we want to be part of that change. These companies have a reason to exist over and above making a profit: They have a Purpose.

Yes, we love the product they make. But the thing we love most about them is the change they are making.

Purpose is an incredibly powerful thing. It provides the strength to fight the impossible. It tells your story, it builds your teams and it defines your culture.

In Do Purpose, David Hieatt offers insights on how to build one of these purpose-driven companies. You know, those rare brands we all fall in love with. The crazy ones that don't just make something, but change something as well.

Author Bio

David Hieatt has been described as a marketing genius. After leaving Saatchi and Saatchi, he built Howies into one of the most influential active sports brands of the last decade. After selling it to Timberland, he co-founded The Do Lectures. It was voted in the Top Ten ideas festivals in the world by The Guardian and now takes place in West Wales, California and Australia. More recently he started Hiut Denim in his home town of Cardigan. A town that used to have Britain's biggest jeans factory. David has a cult internet following, and has spoken at Apple, Google, and many other top companies. He is also the author of Do Open: How a simple email newsletter can transform your business (Do Books, 2017)

The Do Book Company

On Sale: Jan 15/18

5 x 7 • 160 pages

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Bus & Econ / Entrepreneurship

