

ISBN: 978-0-9988657-0-6

Page Count: 310

Trim: 6 x9

Format: Paperback

Price: \$17.99

Publish Date: May 17, 2017

Subject: Fathers with daughters -- anecdotes and advice

Publisher: U.S. Management, LLC

Available from: Ingram

Sales, PR and Marketing Contacts:



43 Cindy Ave

Newbury Park, CA 91320

805-405-9899

www.TheFatherDaughter <u>Project.com</u>

> Contact: Jim Bond jbond@USM-LLC.com

The Secret Life of Fathers (2nd Ed.)

An Unexpected Guide to Understanding MEN... and Fathers

by James I. Bond / founder of The Father-Daughter Project™

About the Book



"...groundbreaking relationship book..." Forbes.com

Readers' Favorite 5-Star Award Winner

"...an emotional glimpse into the complex relationship between fathers and daughters, and the unexpected effects on women (and men)."

This collection from 101 personal interviews and breakthrough research invites you deep inside a world that's rarely seen. For the first time, you get to eavesdrop on men (when no woman is in the room) talking about the most wonderful and complicated relationship in their life, the one with their daughter.

Sometimes wildly funny, sometimes profoundly sad, this could be one of the best training manuals ever for understanding what MEN are really like, beneath their often carefully-guarded defenses.

About the Author

James is a behavioral management specialist and founder of The Father-Daughter ProjectTM. For 13 years he ran a Los Angeles behavioral management firm, working with such clients as Amgen, The Muscular Dystrophy Association, British GE, Gannett and Tenet Healthcare. He has also been a regional leader for The Mankind Project, a non-profit men's personal development organization. James is father of a son and three daughters ages 25-35. He and his wife Pam of 39 years, live in Thousand Oaks, California.

Marketing

- Full Scale On-going National Radio, TV and Print Media Campaign
- Online and Print Review Campaign
- National Book Chain Outreach Campaign
- Public Library Campaign
- Online Blog and Librarian Review Outreach
- Online Media / Optimiz. Campaign
- Social Media for reviews, giveaways
- Promotion w/Choosy Bookworm, BookGorilla, TheFussyLibrarian
- Online Book Tour
- Weekly Blogger outreach / guest posts
- Active promotion on Library Thing
- Advertising and promo via Goodreads
- Shelfari, Worldcat, Googlebooks
- Regional Book Tours and Signings
- Outreach to Book Club Organizers
- Promotional Discount Days
- Sending Updates to 2,500+ Fan Base

