

Secrets of Power Negotiating

15TH ANNIVERSARY EDITION

Inside Secrets From a Master Negotiator

Roger Dawson

Roger Dawson's **Secrets of Power Negotiating** has changed the way American business thinks about negotiating. Thinking "win-win"—looking for that magical third solution in which everyone wins but nobody loses—can be a naïve and ultimately unsuccessful approach in today's tough business environment. Power Negotiating teaches that the way you negotiate can get you everything you want and still convince the other side that *they* won also.

This third edition has been completely revised and updated to reflect the changing dynamics of business today. New and expanded sections include:

- ☛ Twenty sure-fire negotiating gambits.
- ☛ How to negotiate over the telephone, by e-mail, and via instant messaging.
- ☛ How to read body language.
- ☛ Listening to hidden meanings in conversation.
- ☛ Dealing with people from other cultures.
- ☛ How to become an expert mediator.

Secrets of Power Negotiating covers every aspect of the negotiating process with practical, proven advice, from beginning steps to critical final moves: how to recognize unethical tactics, key principles of the Power Negotiating strategy, why money is not as important as everyone thinks, negotiating pressure points, understanding the other party and gaining the upper hand, and analyses of different negotiating styles.

15TH ANNIVERSARY EDITION

SE^{of}CRETS POWER NEGOTIATING



*Inside Secrets from a
Master Negotiator*

ROGER
DAWSON

Pub Date: November 2010

U.S. \$16.99 (Can. \$19.95)

Paper

6 x 9, 320 pp. (est.)

EAN 978-1-60163-139-8

Category: Business / Negotiation

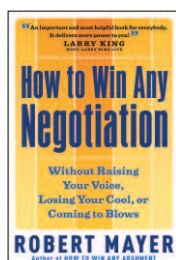
Rights: World

Previous Edition:

EAN 978-1-56414-498-0

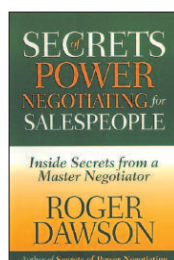
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ALSO AVAILABLE:



How to Win Any Negotiation

Robert Mayer
EAN 978-1-56414-920-6
\$15.99 (Can. \$20.95)



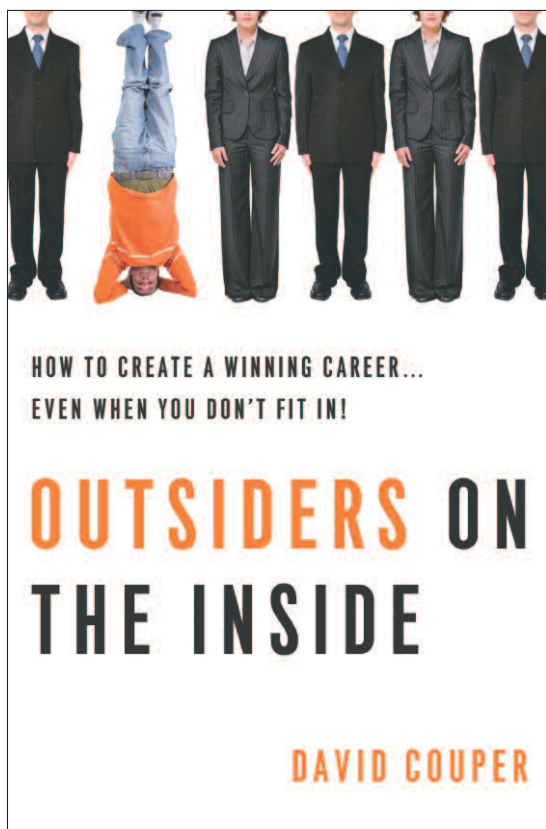
Secrets of Power Negotiating for Sales People

Roger Dawson
EAN 978-1-56414-500-0
\$16.99 (Can. \$23.95)



Roger Dawson is the founder of the Power Negotiation Institute and one of the country's top experts on the art of negotiating—SUCCESS Magazine calls him "America's Premier Business Negotiator." As a full-time speaker

since 1982, Roger has travelled the world to teach business leaders how to improve their profits using his Power Negotiating techniques. He has trained executives at some of the world's largest companies, including General Foods, General Motors, Xerox, IBM, and Harvard Medical School, and conducted seminars around the world. He resides in La Habra Heights, California.



Pub Date: August 2010
 U.S. \$15.99 (Can. \$18.95)
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 6 x 9, 224 pp. (est.)
 EAN 978-1-60163-127-5
 Category: Career
 Rights: World



David Couper is the author of seven books and an award-winning career trainer and coach in the U.S., Europe, and Asia. He has helped outsiders become happy and successful insiders at Fortune

100 companies, fast-food joints, and faith-based organizations. Couper has a B.A. in communication, completed a postgraduate diploma in education and graduated with a masters in spiritual psychology. Couper is an official guide for Career Change on selfgrowth.com, which gets more than 1 million hits per month. He is also a member of the American Society of Training and Development and Society of Human Resources Professionals. He lives in Los Angeles and can be visited online at www.davidcoupercoach.com.

Outsiders on the Inside

How to Create a Winning Career...
 Even When You Don't Fit In!

David Couper

"A must read for anyone who has ever felt like a square peg in a round hole."

—Ann Johnson, director, management development, Mattel, Inc.

"David's keen insight and penetrating questions enable him to uncover how your innermost feelings [about] being an outsider can reveal unique opportunities for accelerated success."

—Gena Downey, director, music research and administration,
 Walt Disney Motion Picture Productions

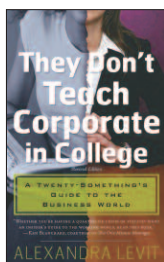
Does your gender, ethnicity, sexual orientation, accent, mannerisms, quirky clothing, piercing, or outlook on life make you feel like a fish out of water in your workplace, from the moment your workday begins until you leave at the end of the day?

Find out how to capitalize on your differences and become a successful outsider on the inside.

Outsiders on the Inside provides specific guidance and simple but effective strategies to help outsiders recharge their careers. You will learn:

- ☛ Crucial marketing strategies to help match your unique professional qualities with employers and customers.
- ☛ A painless, step-by-step process for meeting new people.
- ☛ Unique strategies for resumes, cover letters, and other job-hunting tools.
- ☛ Coping strategies to confront and educate critics.

ALSO AVAILABLE :



They Don't Teach Corporate in College
 REVISED EDITION
 Alexandra Levit
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Work at Home Now
 Christine Durst and
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The Relationship Code

Engage and Empower People with Purpose and Passion

Margaret McCraw, PhD, MBA, LCSW-C

“Human relationships can be mysterious, even opaque, to the average person. Dr. McCraw has a rare ability to apply scientific insight to the thorny question of what works and what hurts in human interaction. Her work has been a great addition to our Website!”

—Brad Lemley, editorial director, *DrWeil.com*

“Margaret McCraw provides the key ingredient for realizing our full potential and leading a life of bliss.”

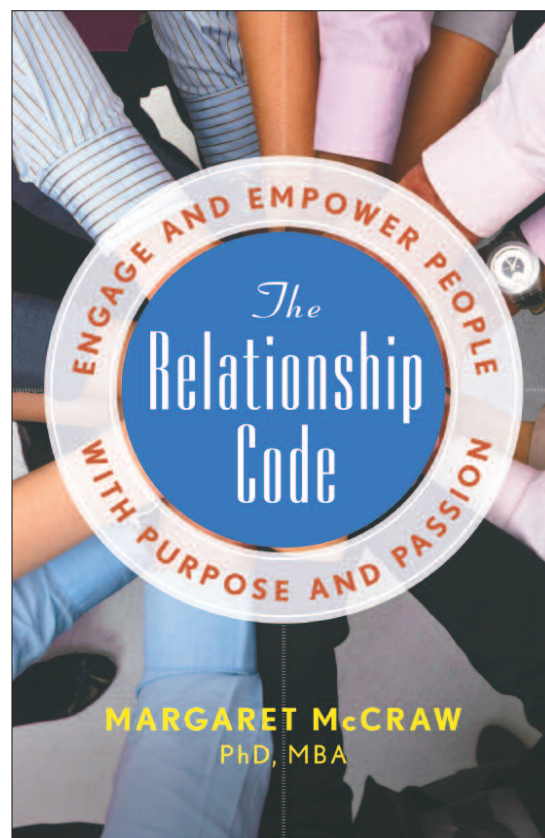
—Oscar Morgan, chief operating officer, National Mental Health Association

Did you know that stress causes more than 54% of Americans to fight with people close to them? That people with positive social relationships recover from illness faster? And that people who have a best friend at work are 7 times more likely to be engaged in their jobs?

The Relationship Code teaches us to empower ourselves in all types of relationships with the new techniques and insights of the four-step Harmonic System. Based on cognitive behavioral approaches, and developed by Dr. McCraw, the Harmonic System integrates psychology with universal principles to help people achieve their desires.

In **The Relationship Code**, you'll learn to:

- Create positive self-fulfilling prophecies.
- Communicate effectively.
- Enhance relationships on the job.
- Overcome everyday and long-term challenges.
- Develop extraordinary outcomes.



Pub Date: August 2010
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Paper

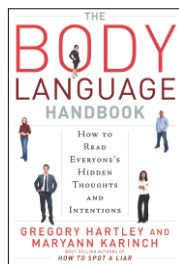
5 1/4 x 8 1/4, 256 pp. (est.)

EAN 978-1-60163-135-0

Category: Self-Help

Rights: World

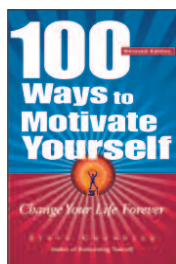
ALSO AVAILABLE:



The Body Language Handbook

REVISED EDITION
Gregory Hartley and
Maryann Karinch

EAN 978-1-60163-076-6
\$15.99 (Can. \$21.95)



100 Ways to Motivate Yourself

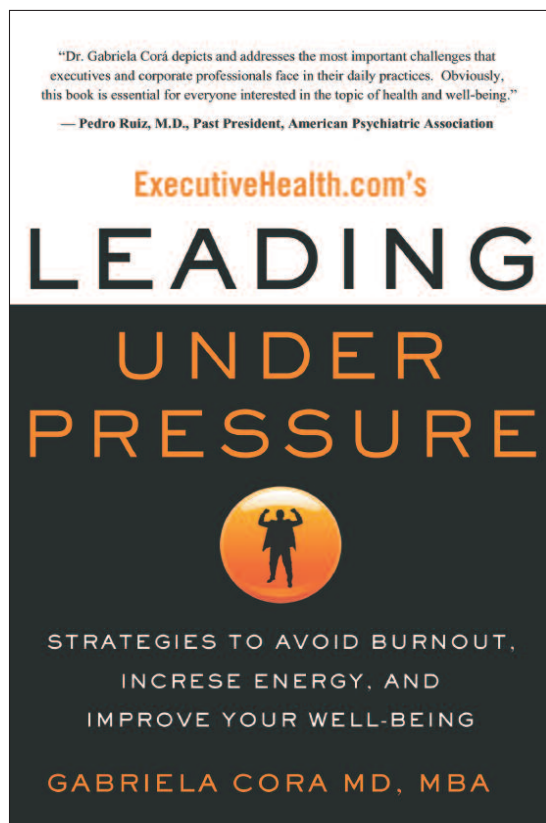
REVISED EDITION
Steve Chandler

EAN 978-1-56414-775-2
\$14.99 (Can. \$21.95)
HC: EAN 978-1-56414-519-2
\$18.99 (Can. \$27.95)



Margaret McCraw, PhD, MBA, LCSW-C, is a nationally recognized business consultant, educator, and licensed psychotherapist with 25 years of experience addressing relationship issues. Her clients

include corporations, nonprofits, and government organizations on both the state and federal levels. Dr. McCraw is founder and president of Behavioral Healthcare Consulting, a nationally accredited training institute that attracts an array of professionals who desire certification as life coaches and holistic health practitioners. A motivational speaker and trainer who has keynoted national conferences, Dr. McCraw travels nationwide, sharing her insights on personal empowerment, relationship building, and business development. She resides in Baltimore, Maryland.



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 Rights: World



Dr. Gabriela Cora works with people and organizations that want to remain healthy as they become wealthy. A renaissance woman, she's a wellness doctor and coach to executives and entrepreneurs.

Dr. Cora is a medical doctor with a master's in business administration, a keynote speaker, a board-certified psychiatrist, a spouse, and a mother of two young adults. She has been interviewed by CNN, FOX, NBC, Lifetime television, the *New York Times*, *Forbes*, and *Business Week*. Dr. Cora is president of the Executive Health & Wealth Institute, managing partner of the Florida Neuroscience Center, chapter chair for the Women Presidents' Organization, and director of the American Psychiatric Foundation. She lives in Miami with her family and their border collies. Her website is www.DrGabyCora.com.

ExecutiveHealth.com's Leading Under Pressure

Strategies to Avoid Burnout, Increase Energy, and Improve Your Well-being

Gabriela Cora, MD, MBA

"Leading Under Pressure is a must read for any executives seeking a way to reach that high-level of energy and vigor required by the intense corporate leader."

—Luis Ortega, owner, Security Arms International

"Dr. Gabriela Cora depicts and addresses the most important challenges that executives and corporate professionals face.... This book is essential for everyone interested in the topic of health and well-being."

—Pedro Ruiz, MD, past president, American Psychiatric Association

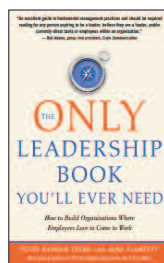
According to the National Institute for Occupational Safety and Health, stress-related disorders are fast becoming the most prevalent reason for worker disability.

Millions of CEOs, executives, entrepreneurs, and professionals are thinking, planning, and scheming about how to stretch a 24-hour day into an endless and productive workday. Burnt-out, energy-depleted, and constantly stressed, many find themselves unable to take pleasure in their hard-earned position.

Leading Under Pressure summarizes the many challenges such professionals face. In it, you will discover:

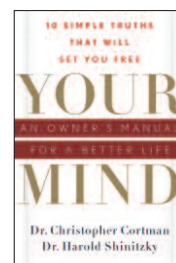
- ☛ Lessons learned from corporate and entrepreneurial CEOs.
- ☛ Ways to avoid burnout.
- ☛ Proven ways to integrate individual health with organizational health.
- ☛ Effective strategies to maximize your peak performance and productivity while also maximizing your health and well-being.

ALSO AVAILABLE:



The Only Leadership Book You'll Ever Need
 Peter Barron Stark and Jane Flaherty

EAN 978-1-60163-118-3
 \$14.99 (Can. \$17.95)



Your Mind: An Owner's Manual to a Better Life
 Dr. Christopher Cortman and Dr. Harold Shinitzky

EAN 978-1-60163-080-3
 \$14.99 (Can. \$20.95)

30 Days to Social Media Success

The 30-Day Results Guide to Making the Most of Twitter, Blogging, LinkedIn, and Facebook

Gail Z. Martin

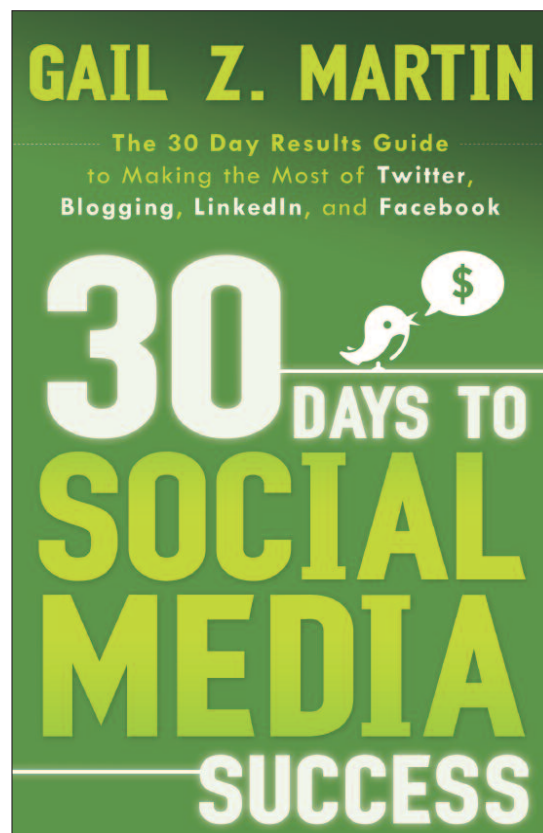
Small business owners and solo professionals know they're supposed to use social media to increase sales, but how should they start?

Using a unique Rule of 30 approach, **30 Days to Social Media Success** is the perfect resource for busy people who want quick results. Thirty short chapters (one for each day of the month) are packed with real-world tips and proven techniques you can use right away.

This book makes it easy to tap into the power of today's hottest social media sites to:

- ☛ Get global impact out of press releases, articles, blog posts, and book reviews.
- ☛ Increase your personal and corporate visibility as the go-to expert in your industry.
- ☛ Build relationships with clients and connect with ideal prospects.
- ☛ Network around the world and around the clock with people who need what you have to offer.

Wondering how to use social media? Looking for a way to attract new clients without spending a fortune? **30 Days to Social Media Success** is for you.



Pub Date: September 2010

U.S. \$13.99 (Can. \$16.50)

Paper

5 1/4 x 8 1/4, 192 pp. (est.)

EAN 978-1-60163-130-5

Category: Business/Marketing

Rights: World

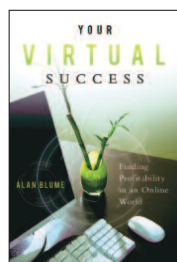
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Viral Explosions!

Peggy McColl
Foreword by Michael E. Gerber

EAN 978-1-60163-119-0
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Your Virtual Success

Alan Blume

EAN 978-1-60163-101-5
\$14.99 (Can. \$17.95)



Best-selling author **Gail Z. Martin**

is a marketing expert and international speaker, and the owner of DreamSpinner Communications. She's the "Get Results Resource" for marketing that works, helping small and start-up businesses,

consultants, coaches, authors, and solo professionals succeed through affordable publicity. Martin is also the author of *The Thrifty Author's Guide to Launching Your Book*. Martin lives in Charlotte, North Carolina and can be visited online at www.GailMartinMarketing.com.



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Paper

5 1/4 x 8 1/4, 224 pp. (est.)
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Category: Career
Rights: World



Elinor Stutz is CEO of Smooth Sale, LLC, a sales training company. Her previous book, *Nice Girls DO Get The Sale: Relationship Building That Gets Results*, is an international best-seller.

Stutz hosts the Smooth Sale Success Show on *TheWINOnline.com*, writes a blog, contributes articles to magazines, and may be found as @smoothsale on Twitter. She is available for speaking, coaching, and training. Stutz resides in Petaluma, California, with her husband.

Hired!

How to Use Sales Techniques to Sell Yourself On Interviews

Elinor Stutz

“As Chairman of the largest small business trade organization in the world and a best-selling author, coaching such superstars as Tony Robbins, Jack Canfield, Les Brown and more, all of us are recommending *Hired!* to everyone we [know]. [This] is the most important career read this decade.”

—Berny Dohrman, chairman, CEO Space

In today's tough economy, most people are too desperate to get any job, rather than seeking one that will provide the career satisfaction and growth they deserve. Worse, they treat the interview as an opportunity to focus on themselves.

In ***Hired!***, Elinor Stutz asserts, “The interview is not about you, it's about how well you will solve the company's problems. This is the only way you will get a job you actually enjoy!”

This book is a must-read if you want to learn how to:

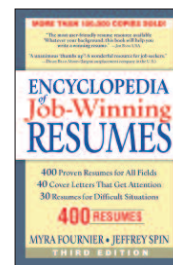
- ☛ Achieve the right mindset for successful interviewing
- ☛ Conduct specific research prior to the interview
- ☛ The leadership skills required for advancing a two-way interview
- ☛ Specific questions you *must* ask on the interview
- ☛ Strategies for negotiation
- ☛ Steer conversation to learn what the company is seeking.
- ☛ Most importantly, selling strategies designed to get you Hired!

ALSO AVAILABLE:



Winning Job Interviews
REVISED EDITION
Dr. Paul Powers

EAN 978-1-60163-088-9
\$12.99 (Can. \$17.95)



Encyclopedia of Job-Winning Resumes
THIRD EDITION
Myra Fournier and Jeffrey Spin

EAN 978-1-56414-871-1
\$17.99 (Can. \$22.50)

CEO Priorities

Master the Art of Surviving at the Top

Neil Giarratana

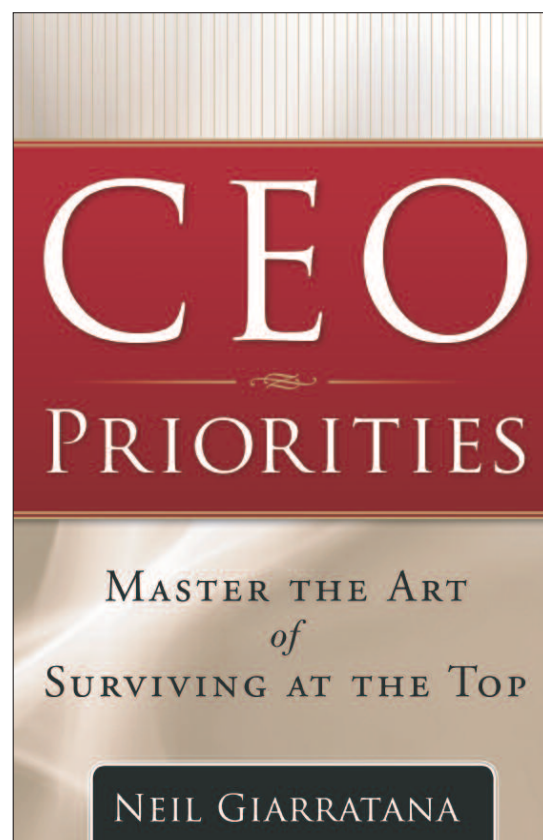
CEO Priorities provides direct, specific, and valuable real-world advice and insights for CEOs, supported by relevant stories couched in humor and irony.

Neil Giarratana takes you inside the CEO's office and lays out a top executive's priorities—get these right...or else! He covers the key areas that must be handled well and with smarts, and explains in detail how to do it. Weaving in examples from his 30-plus years of experience, Giarratana packs **CEO Priorities** full of fascinating, surprising, and always relevant information.

You'll learn what you need to know about the critical areas of concern or activity for a CEO, any one of which could mean the difference between success and failure, plus targeted advice to help you:

- End divisive office politics
- Fast-track new product development
- Handle a bad quarter
- Forecast earnings without being foolish
- Employ moral responsibility as a competitive advantage
- Avoid the dark side of passion
- Successfully effect changes in company culture
- Introduce a new business model

Everything of major significance you'll have to face as a CEO is identified and analyzed in this important new title.

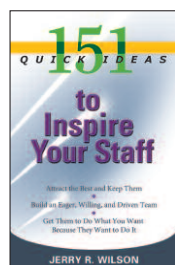


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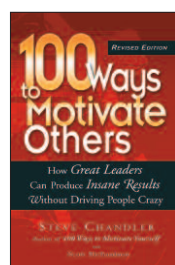
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151 Quick Ideas to Inspire Your Staff

Jerry R. Wilson

EAN 978-1-56414-829-2
\$12.99 (Can. \$17.95)

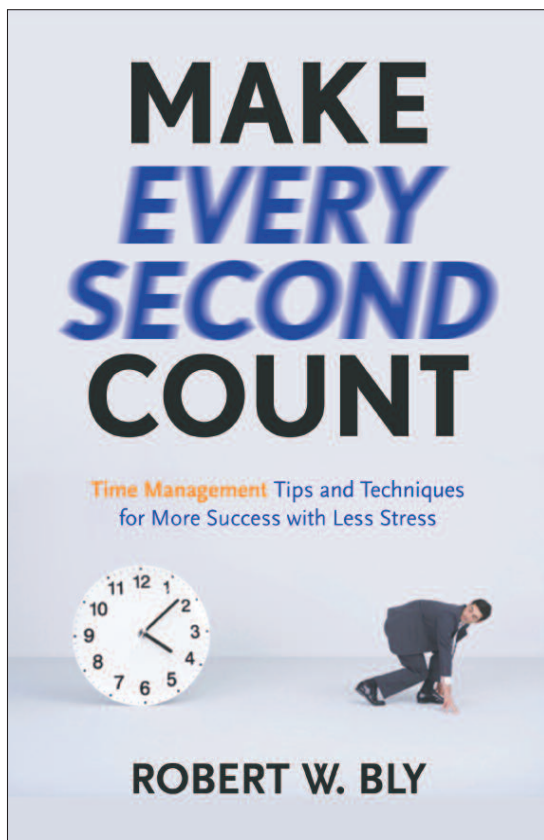


100 Ways to Motivate Others

REVISED EDITION
Steve Chandler and
Scott Richardson

EAN 978-1-56414-992-3
\$14.99 (Can. \$18.50)
HC: EAN 978-1-56414-771-4
\$19.99 (Can. \$22.50)

Neil Giarratana spent 32 years as a CEO in diverse industries, including cosmetics, toys, leather goods, and durable goods manufacturing. As the senior executive, he managed companies both in Europe (he is fluent in German and French) and the United States. He holds a BA in international relations from Stanford University and an MBA from the Harvard Business School. Neil currently resides in the Chicago area.



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Robert W. Bly is a freelance copywriter specializing in direct marketing. McGraw-Hill calls Bob Bly “America’s top copywriter” and he was voted Copywriter of the Year by AWA. Bob is the author of more than 75 books. His articles have appeared in many publications, including *Target Marketing*, *The Writer*, *Cosmopolitan*, and *Amtrak Express*. His online newsletter, “The Direct Response Letter,” has more than 50,000 subscribers. Bob lives in River Vale, New Jersey, with his wife and two children. He can be found online at www.bly.com.

Make Every Second Count

Time Management Tips and Techniques for More Success with Less Stress

Robert W. Bly

“Robert W. Bly’s helpful, amusing and slim volume is jam-packed with wisdom and plenty of tips to help you organize, manage your time better, cure procrastination and increase your productivity.”

—Rolf Dobelli, *GetAbstract.com*

Make Every Second Count goes beyond the usual time-management books to bring you a broad range of strategies and tactics—dozens of proven methods to get more done in less time.

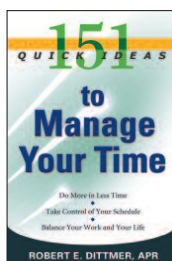
You’ll discover how to maximize your time by setting priorities, create useful schedules, and overcome procrastination, how to boost your energy level and productivity with proper diet, exercise, and sleep. You’ll also learn how using the latest technology can enable you to manage information and communicate more effectively and efficiently.

Make Every Second Count will show you:

- How to eliminate bad habits and unnecessary activities that slow you down.
- The painless way to handle paperwork.
- How to master the art of saying no.
- The three types of to-do lists every person should keep.

Make Every Second Count also contains time-tested advice on goal setting, business travel, social networking, mobile technology, planning systems, and time management in the home.

ALSO AVAILABLE :



151 Quick Ideas to Manage Your Time
 Robert E. Dittmer, APR
 EAN 978-1-56414-899-5
 \$12.99 (Can. \$16.50)



Maximize Your Memory
 Ramon Campayo
 EAN 978-1-60163-117-6
 \$14.99 (Can. \$17.95)

Business Black Belt

Develop the Strength, Flexibility, and Agility to Run Your Company

Burke Franklin

"I loved *Business Black Belt*.... This book is a uniquely powerful success manual. It is jam-packed with useful insights that will enable you to win in business and in life."

—Scott DeGarmo, Former Editor in Chief and Publisher, *Success Magazine*

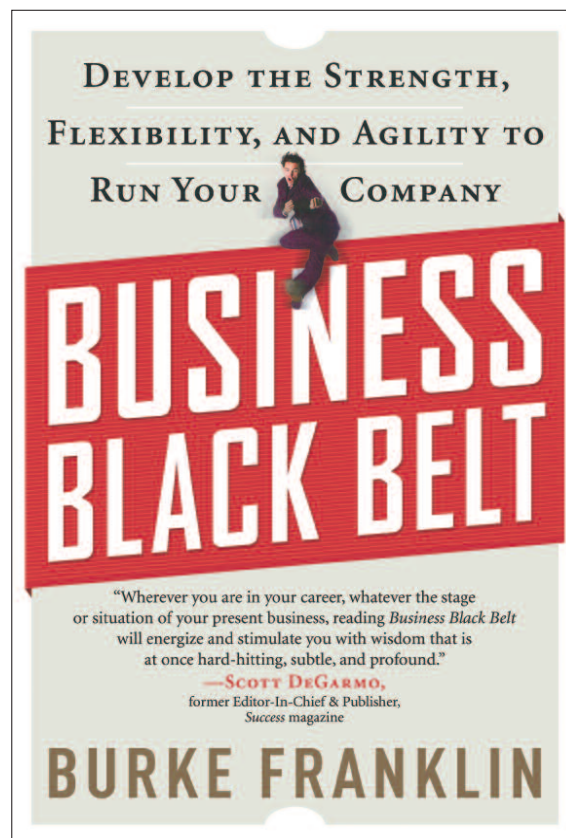
"A fascinating account of hundreds of business situations and how one might approach them. I found nuggets on every page."

—Roger McManus, Publisher, *North Carolina Entrepreneur Magazine*

A black belt means strength, speed, flexibility, quickness and power. **Business Black Belt** draws from the martial arts to offer hard-won advice for building and running a business today. It is unlike anything you've read before. In fact, very few people have ever addressed these business topics at all.

Business Black Belt introduces real-world situations you will face while building your business. Seventy short chapters cover crucial topics—your attitude, managing, marketing, selling, employees, money, MBAs, lawyers, consultants, and investors—and show you how to use the mental discipline of a karate master to skillfully build your business.

Business Black Belt is packed full of the potent lessons Burke learned during the past three decades working with expert consultants, entrepreneurs, and business owners.



Pub Date: November 2010

U.S. \$15.99 (Can. \$18.95)

Paper

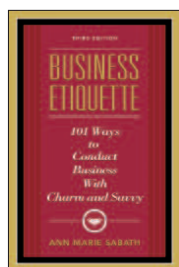
6 x 9, 256 pp. (est.)

EAN 978-1-60163-143-5

Category: Business

Rights: World

ALSO AVAILABLE :



Business Etiquette
THIRD EDITION

Ann Marie Sabath

EAN 978-1-60163-120-6
\$13.99 (Can. \$16.95)



The Small Business Owner's Manual

Joe Kennedy

EAN 978-1-56414-813-1
\$19.99 (Can. \$26.95)

Burke Franklin is the originator of the popular BizPlanBuilder® business planning software and the founder of JIAN (www.jian.com), the company behind a suite of successful business development software tools for Windows and Macintosh. With more than 33 years of experience in business development, management, marketing, and sales, with both technology and consumer products, Burke brings a very practical approach to everything he does. He has been nominated for Ernst & Young's Entrepreneur of the Year Award. To date, more than 2,000,000 people have used JIAN's software to succeed in their business. Burke is an instrument-rated pilot, an open water scuba diver, and holds a 2nd-degree black belt in Tae Kwon Do.



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6 x 9, 224 pp. (est.)

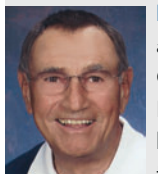
EAN 978-1-60163-137-4

Category: Business/Management

Rights: World



John Cioffi received his first business education in his family's restaurant and lodging business. He later held executive positions in several companies, ranging from start-ups to a Fortune 100. He has been a business coach for more than 15 years, is a frequent business speaker, and is a partner in GoalMakers Management Consultants. He received a BA from Colby College, a master's degree from Dartmouth, and an MBA from Wharton. He lives near Seattle with his wife, Amy.



Ken Willig is an entrepreneur, consultant, and CEO coach, and the founder of GoalMakers Management Consultants. He has developed numerous successful businesses, received the Entrepreneur of the Year award for Southern California, and was a business partner of John Wayne. He founded and directed the Institute of Entrepreneurship MBA program at City University in Seattle, and has served on a variety of corporate and nonprofit boards. Ken graduated from Purdue and lives in Scottsdale with his wife, Noreen.

6 Habits of Highly Successful Managers

John Cioffi and Ken Willig

"If you want to develop a high-performance team, this would be the first book I would recommend."

—Tim Riley, Founder, Door to Door Storage

"I love this book. It's very practical and easy to understand. Our high-performing members use the principles described here, with great success."

—Liz Richards, EVP, Materials Handling Equipment Distributors Association

"The process outlined in this book is clear and concise and will drive measurable results."

—Scott Dahlquist, VP, Major International Forest Products Company

6 Habits of Highly Successful Managers gives business owners and managers what they so desperately need: a clear, focused, laser-sharp tactical manual of what they need to know *right now* to make their organization a success. The authors' presentation of their five commonsense habits creates a systematic framework useful to managers, entrepreneurs, and executives, providing them with:

- Clear, hard-hitting content that is easy to understand.
- Numerous real-company anecdotes that bring the concepts to life.
- The building blocks, neither faddish nor outdated, of a successful business.
- A means of creating a company culture of achievement and accountability.
- Detailed guidance on how to execute the key concepts, with a focus on goals.

ALSO AVAILABLE:



6 Habits of Highly Effective Bosses

Stephen E. Kohn and
Vincent D. O'Connell

EAN 978-1-56414-832-2
\$14.99 (Can. \$18.95)



6 Habits of Highly Effective Teams

Stephen E. Kohn and
Vincent D. O'Connell

EAN 978-1-56414-927-5
\$14.99 (Can. \$18.95)

How to Sell Anything to Anyone Anytime

Dave Kahle

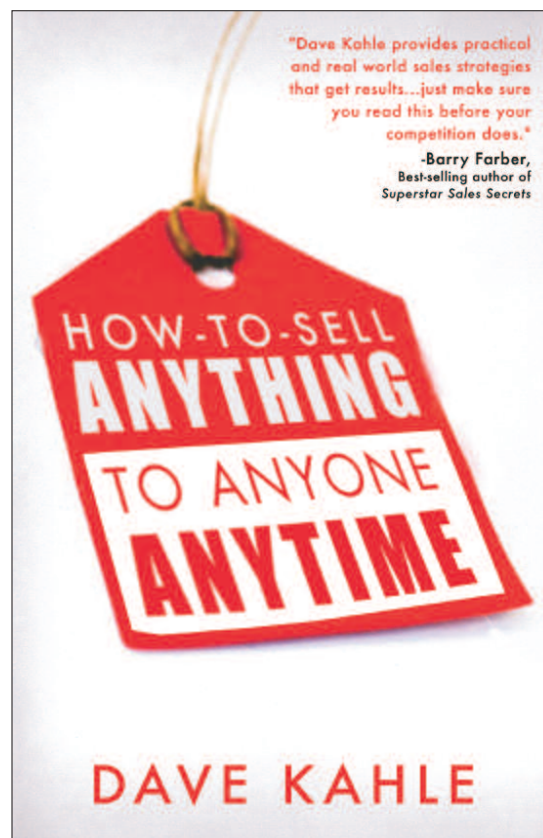
“Dave Kahle provides practical and real world sales strategies that get results...just make sure you read this before your competition does.”

—Barry Farber, best-selling author of *Barry Farber's Guide to Handling Sales Objections*

Hundreds of thousands of small business owners are tossing and turning at night, trying to figure out how to attract more customers. They need to know how to sell, both individually and through their organizations. **How to Sell Anything to Anyone Anytime** was written primarily for them.

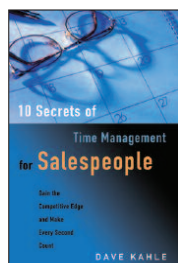
How to Sell Anything to Anyone Anytime distills the fundamental sales process into simple, easy-to-understand, and easy-to-implement principles, processes, and practices, and applies them to a wide variety of sales situations. It is packed with real-world examples and applications to a wide variety of situations—from the corner coffee shop, to the freelance professional, to the sophisticated B2B seller. It features:

- ☛ Easy-to-understand practices and processes that can be applied to every business and professional practice.
- ☛ Guidelines and step-by-step how-to's to turn ideas into practice.
- ☛ Powerful insights on selling that will enable everyone—from the aspiring entrepreneur to the experienced sales pro—to be more successful.
- ☛ Power nuggets—ways to add even more power to the practice and become even better.



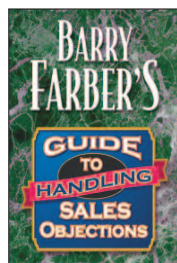
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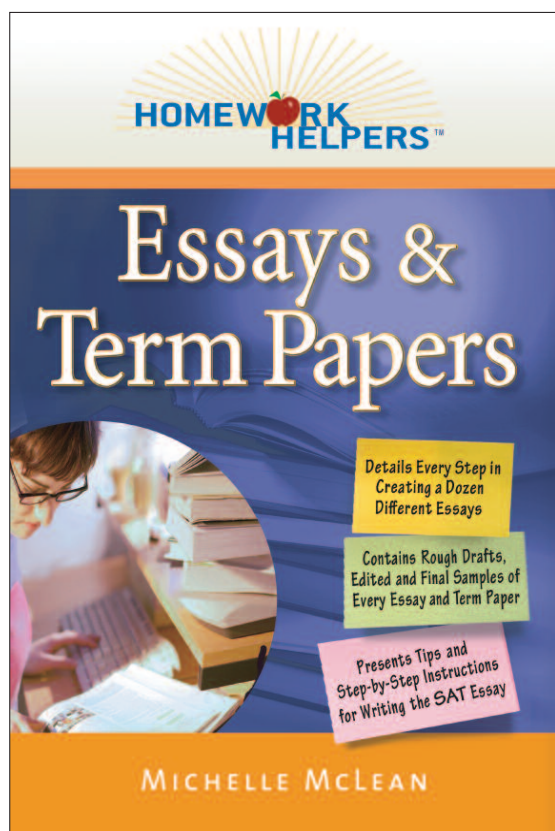
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 Barry Farber

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Dave Kahle was the number-one salesperson in the country for two different companies in two totally distinct industries, and is now one of the world's leading sales educators. He's authored nine books, more than 100 multimedia training products, writes a weekly E-zine for salespeople, and has presented in 47 states and seven countries. For more than 20 years, he's served as the president of The DaCo Corporation, a sales training/consulting company. In that capacity, he's trained tens of thousands of people. He splits his time between Sarasota, Florida, and Grand Rapids, Michigan.



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Homework Helpers: Essays & Term Papers

Michelle McLean

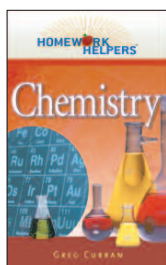
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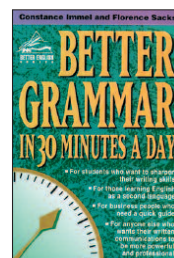
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How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work

Jessica Kleiman and Meryl Weinsaft Cooper

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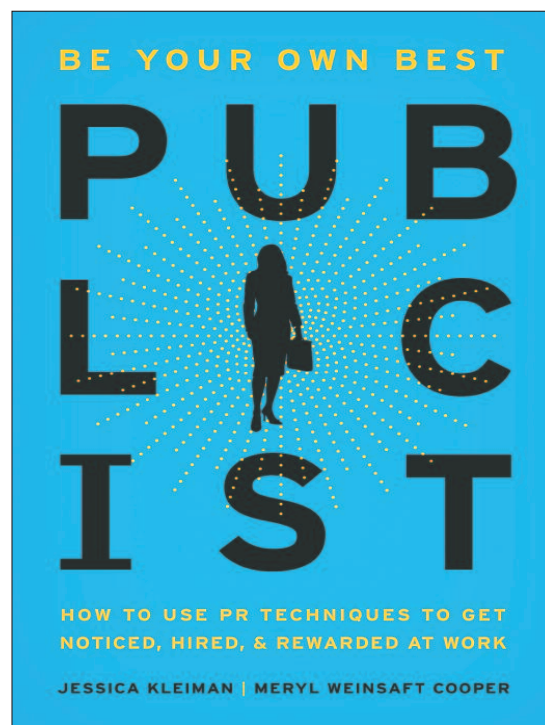
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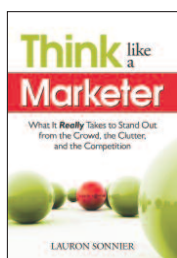
- ☛ Set a personal PR strategy that gets results.
- ☛ Build key message points and deliver them with style.
- ☛ Craft the perfect “pitch” for each situation.
- ☛ Network and develop relationships that will help you get ahead.
- ☛ Use creativity to stand out from the competition.

Through humorous, informative anecdotes, plus user-friendly tips and exercises, **Be Your Own Best Publicist** will arm you with the confidence, knowledge, and tactics to help you market yourself in the workplace.

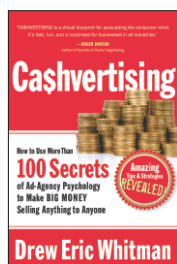
Jessica Kleiman and **Meryl Weinsaft Cooper** have a combined 30-plus years of experience in the public relations industry, having worked both in-house and on the agency side. Kleiman is currently vice president-public relations for Hearst Magazines, one of the world's largest publishers of monthly magazines. She has guest lectured about publicity at NYU and the Radcliffe Publishing Course at Columbia University and has written for various newspapers, Websites, and magazines. Cooper is currently senior vice president/partner at LaForce + Stevens, a lifestyle public relations firm, where she leads programs for a variety of hospitality, spirits, and consumer clients and is the driving force behind the firm's digital marketing and social media strategies, as well as its mentoring and training programs. Previously, she worked in music and entertainment PR, including time at the Screen Actors Guild. Both authors live in Brooklyn, New York.



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