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**QUIRK BOOKS
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Marketing and Publicity

- Sell Sheet
- Mother's Day Promotion
- Blog tour with the authors

Stuff Every Mom Should Know

Heather Gibbs Flett and Whitney Moss

Full of the priceless, practical wisdom that moms of all ages need in order to survive, *Stuff Every Mom Should Know* is a Mother's Day must-have and an essential addition to every mother's library--as well as a natural followup to Quirk's hugely successful gift book *Stuff Every Woman Should Know*.

Continuing Quirk's successful "Stuff You Should Know" series, this handy volume provides moms with children of all ages with an entertaining and informative read in a sleek little hardcover--offering useful, wholesome advice ranging from "Baby-Proofing Like an Expert" and "Potty Training 101" to "Recovering from a Shouting Match" and "Making a Long Wait Fun."

Key Points/Quotes

- *Stuff Every Mom Should Know* is the perfect companion to *Stuff Every Woman Should Know*, *Stuff Every Dad Should Know*, and *Stuff Every Husband Should Know*
- Classy, useful gift for weddings, anniversaries, birthdays and of course Mother's Day
- Small size is perfect for easy handbag, tabletop, or bathroom reference
- Sleek, classic packaging will appeal to high-end channels

Praise for Heather Flett and Whitney Moss's book *The Rookie Mom's Handbook*: "Tucks neatly in diaper bags and offers 250 activities to do with a wobbly headed infant, bubbly 6-month-old or curious crawler in tow." --McClatchy News Service

Series Overview

Quirk's "Stuff You Should Know" series collects useful and fun information into sleek, elegant, classy-but-inexpensive pocket references whose populist titles have immediate, common-sense appeal for the impulse buyer.

Previous titles include *Stuff Every Man Should Know* (100K gross since April 2009), *Stuff Every Woman Should Know* (50K gross since March 2010), *Stuff Every Husband Should Know* (on sale April 2011), *Recipes Every Man Should Know* (30K gross since November 2010), and *Jokes Every Man Should Know* (105K gross since April 2008).

About the Author/Illustrator

Author Residence: Berkeley, California

Author Hometown: Berkeley, California

Heather Flett is a web producer. She lives in Berkeley, California, with her husband, Alec, and two boys, Holden and Milo. Whitney Moss is a marketing professional. She lives in Berkeley, California, with her husband, Ryan, and her two children, Julian and Scarlett. Together, Heather and Whitney share their parenting inspiration and adventures on their website, Rookiemoms.com, and in *The Rookie Mom's Handbook* (Quirk, 2008). Their website Rookiemoms.com gets an average 100,000 vpm. It has nearly 3,000 fans on Facebook, and on Twitter @Rookiemoms they have more than 67,000 followers (as of April 2011).

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The Rookie Mom's Hdbk/Flett, Heather Gibbs/TR	9781594742194	2/08	Quirk Books	\$14.95/\$14.95 Can.
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