



# Publishing Poynters Marketplace

**A *Publishing Poynters* supplement about  
Buying, Selling and Reviewing.  
Authors and publishers helping each other.**



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For the Small Print, scroll to end.

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I am back from the fabulous convention of the National Speakers Association in Orlando.

Next on my itinerary are two parachute events:  
The summer meeting of the Parachute Industry Association in Lexington and  
the celebration of the 50<sup>th</sup> anniversary, in DeLand, Florida, of Joe Kittinger's record jump from 102,000 feet.





## A. ParaStories



### STORIES/INTERVIEWS/INFORMATION WANTED

**NEED STORIES** to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight: limit your listing to 100 words. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.

**WANT TO CONTRIBUTE YOUR STORY?** Contact requesters directly. Do not send stories, etc. to Dan.

### STORIES REQUESTED:

**1. Has your parent, spouse or other loved one passed away**, leaving you with the difficult task of organizing their personal affairs, and cleaning up the most important issues involving their estate? I would appreciate hearing your story about how you navigated successfully through that process, and/or the challenges and horror stories related to passwords, location of important documents, and emotional difficulty of having to scramble around as you were grieving to make sure everything got done.

Please submit all stories to [brian@legacypublishers.com](mailto:brian@legacypublishers.com). Thank you! Brian Bartes - <http://www.peaceofmindbook.com>

**2. Have you experienced caregiver burnout?** Stories needed for a book. Many thanks!

--Bobby, [bobbyhut@telus.net](mailto:bobbyhut@telus.net)

**3. I am completing a book for single men on finding a suitable wife in an Asian country** – especially Thailand and the Philippines – and getting her through the U.S. visa process. Included will be the potential pitfalls. If you have true anecdotal or factual material on this subject, please send it to [kconnes@cox.net](mailto:kconnes@cox.net). Specify whether you want your name disclosed, or initials, or a pseudonym, plus your city and state. Thanks!  
--Keith Connes

**4. I am looking for real life stories about boardroom presentations.** Either really good and effective presentations (what made them so good?) or really ineffective presentations (what did the presenter do wrong). The book is global and stories provided by directors and executives of the recipient company will be credited if they

wish. I will protect the anonymity of presenters (especially the stuff ups) whilst helping others to avoid making the same mistake! Please email stories to [julie@mclellan.com.au](mailto:julie@mclellan.com.au). Thanks!

5. I need stories about how tool use has produced strain, repetitive strain, carpal tunnel syndrome, tennis elbow, etc. that required treatment. Naming the tool is important and how it was used is too. How long did you use the tool before you knew something was wrong? What did you do about the tool? What did you decide was the matter? Your experience is important. My book focuses on how hand tools alter hand use and create stresses that result in awkward postures, unnecessary force, constant effort, contact stress, unbalanced or shifting loads, and vibration. Poorly designed tools or tools that fit your hands poorly do that. Chapters deal with grip width, alignment, balance, grip type, frequency of use or prolonged hold, grip surface comfort/security, and environmental conditions and feedback i.e. vibration, cold, etc. Stories accepted will bear your name and URL.

I do not need stories about computer use.

Thanks Tom McCoy

[tfmccoy1@verizon.net](mailto:tfmccoy1@verizon.net)

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Please help us help our readers.

Forward this Marketplace newsletter to your colleagues in publishing.

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## B. ParaWants



**ITEMS/SERVICES/HELP WANTED.** This is a new section where book- and publishing-related items and services may be posted. Send your wants to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see <http://parapublishing.com/sites/para/resources/supplier.cfm>

### ITEMS/SERVICES/HELP WANTED:

1.

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This newsletter has a circulation of 41,000+.  
You must know several authors and publishers who don't receive it.  
Why not forward it to them?





## C. ParaSales

**SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/  
PUBLISHER SOLICITED/RIGHTS.** Send your selling-out company or inventory items to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Put "ParaSales-Selling Out" in the subject line.

### SELLING

#### 1. SEE MORE SUPPLIERS AT

<http://parapublishing.com/sites/para/resources/supplier.cfm>

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You are in the information business.  
This newsletter is information.  
Forward it to your publishing colleagues now.

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## D. ParaReviews



**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep. If you agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc, list it here in Publishing Poynters Marketplace (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of Publishing Poynters Marketplace who contact you. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Draft your request so that I do not have to edit it. Make it SHORT (100 words max), no italics or bold type. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

**SPECIAL OFFER**

### OFFERED FOR REVIEW:

**1. Concise Learning: Learn More & Score Higher in Less Time with Less Effort**

ISBN-13: 978-0984191406; author: Toni Krasnic; official publication date: July 19, 2010; formats: hard cover, Kindle, and iBook; 144 pages + 13 two-page foldouts of mind maps; price: \$29.95.

Concise Learning addresses a pervasive and timely problem: schools tell students what to learn but not how to learn. Far more than just a "how-to-study" book that outlines a few study skills, Concise Learning is a step-by-step guide to help high school and college students learn better and faster, get better grades, and become successful, both academically and in life. Visit <http://conciselearning.com> for more information.

10 review copies are available. Please contact author at [profTK@aol.com](mailto:profTK@aol.com)

Thanks for this and for everything else that you do.

--Toni Krasnic

**2. *Questions and Answers for Deep South Gardeners***, Second Edition, by Nellie Neal. Published June, 2010. With wit and succinct advice, Nellie Neal answers garden questions live on her radio call in show where she is known as GardenMama. Here are real questions from her listeners and their answers. Fans love her realistic advice on pruning, plants, garden chores, natural gardening, and making the garden look great and it is all in the book. It is best for the deep south, including Texas, Louisiana, Mississippi, Alabama, Georgia, the Carolinas, and upper Florida. 120 pages, paperback. Email me at [betty@mackeybooks.com](mailto:betty@mackeybooks.com) and tell me which book you'd be willing to review. Say where you publish or post your reviews and give me a link to a previous review you have done. Be sure to include your shipping address (USA only). Happy gardening!

**3. *Best of Green Space: 30 Years of Composted Columns***, by Duane Campbell. Published February 2010. Duane is a popular syndicated garden columnist in the eastern part of Pennsylvania, known for his sharp humor and frugal, commonsense garden technique. Here are some of the best of his columns. This is a paperback, 224 pages long. It includes his much-requested story of Bill the drooling garden cat plus line drawings by Betty Mackey.

Email me at [betty@mackeybooks.com](mailto:betty@mackeybooks.com) and tell me which book you'd be willing to review. Say where you publish or post your reviews and give me a link to a previous review you have done. Be sure to include your shipping address (USA only). Happy gardening!

**4. *My Novel, No Sad Songs***, tells the story of a woman who loses her only son in an accident and sees her professional life unraveling. How she deals with the tragedy and goes on to rebuild her life is the crux of this story. I would like to have reviews and will send a copy to anyone interested. Email [thewriter2b@msn.com](mailto:thewriter2b@msn.com) for your copy.

**5. Genre: Non-fiction *Children's picture book***

Title: Frankie the Walk 'N Roll Therapy Dog Visits Libby's House

Synopsis:

Frankie the Walk 'N Roll Dog keeps rolling along in her doggie wheelchair. This paralyzed dachshund's unabashed healing, exuberant spirit, and spunky personality is a blessed gift to everyone she befriends. In this true, inspirational story, Frankie tells how she became a registered therapy dog and shares her visits to Libby's House, a senior facility where many residents have Alzheimer's or dementia. Frankie teaches us that patience, listening, and understanding opens our hearts to what matters most—love.

--Barbara Techel at [barbtechel@verizon.net](mailto:barbtechel@verizon.net), website: [www.joyfulpaws.com](http://www.joyfulpaws.com)

6. I would like to receive reviews for my third **action/adventure novel of the Madness Trilogy, *Mexican Madness***, which recently received the Readers Favorite Award.

In my new page-turner, the O.R.C.A. team returns to their toughest task yet as they try to thwart an international plot "The New Dawn" to hijack the world's oil and thereby bring America to its knees.

O.R.C.A., the independent worldwide agency that combats terrorism, drug trafficking and eco-sabotage, is called in by the President of the U.S. after a group of local physicians on their annual fishing trip in Mexican waters reel up a horrifying catch; a man's mummy-wrapped body, with his organs harvested, one of many to finance the takeover of global economy and democracy's destruction.

As the story unfolds O.R.C.A. discovers an alliance between the Russian and Mexican Mafia, as well as the Chinese Triad and Latin drug cartels, along with their governments, and it seems they're one step behind and evil so coordinated it threatens world Armageddon.

--Andrew J. Rafkin, [arafkin@hotmail.com](mailto:arafkin@hotmail.com), 310-521-8537, [www.andrewrafkin.com](http://www.andrewrafkin.com)

7. I like to send copies of my new book, "**The Nominal Theory of Good Art,**" to persons interested in reviewing it on Amazon.

This is **literary fiction** (satire) that integrates two stories. The first follows the misadventures of Charles, a failed artist, his long-time lover (and gallery owner), and a bevy of art-world characters, as it merges with the story of Wally, a TV-addicted, middle-aged, middle manager in a high-tech company. Charles' determination to create art, in spite of his life-long failure to achieve recognition, collides with Wally's new and single-minded passion for art, with riotous consequences. You can learn more about the book through my Amazon Author page.

**8. Christmasville** is the story of Mary Jane Higgins who suspects that there is more to the town of Christmasville than what meets the eye. What the reader discovers at the conclusion of chapter one is that Mary Jane actually resides in a Christmas village on a 4 x 8 model train platform. The remaining eleven chapters reveal the experiences and discoveries of Mary Jane as she struggles to unravel the enigma of Christmasville, culminating in a rather surprise ending.

Christmasville (book one of a trilogy) is 220 pages long and is intended for a readership of ages fourteen through adult. It is a first edition hard cover - release of the reedited, re-formatted trade version is anticipated for later this year.

Also available, if requested: 1) the Christmasville Group Study Guide; 2) Ten Fun Facts (regarding the inspiration for Christmasville); and, (3) a "rare photograph" of the

fictional town of Christmasville.

Thank you for your interest.

--Michael Dutton (author, of course), [michael@lindenparkpublishers.com](mailto:michael@lindenparkpublishers.com)

### **9. *A Bad Husband***

ISBN 9780615336725

Author: John Hirschberger

Publisher: Rubin and Meier

Date of publication: February 2010

[johnhirschberger@rubinandmeier.com](mailto:johnhirschberger@rubinandmeier.com)

Listed on [Amazon.com](http://Amazon.com)

*A Bad Husband* is an offbeat comic novel.

What happens when two women drag a barely sane man on a cross-country trek in search of stolen riches?

Bob Neebaum, a New Yorker happily losing touch with reality and more than ready to take the plunge into insanity, is pulled back from the edge by Lisa, his ex-wife's ex-lover and her "daughter." The two women need Bob's help to track down his ex-wife who has left for California, but not before looting Lisa's bank account. Bob would rather not go, but circumstances prevent him from having a say in the matter. A wild cross-country trip portends the strange and unexpected events that Bob and Lisa encounter once they finally reach San Francisco.

**10. Fantasy Football Basics:** The Ultimate "How-to" Guide for Beginners. An easy and straightforward way to learn how to play fantasy football. A book every beginner will enjoy. Answers these questions: Why play fantasy football? Where do I start? How do I pick the right league? How do I score points? Who do I start each week? Perfect for anyone who wants to know about fantasy football. Learn the easy way. Everything you need to play fantasy football in one book.

Contact [slamhendricks2002@yahoo.com](mailto:slamhendricks2002@yahoo.com) for a review copy.

**11. Fantasy Football Almanac 2010:** The Essential Fantasy Football Reference Guide. A handy, concise and informative source book. Expertly organized and full of statistics, schedules, rankings and projections. This reference book is a must for anyone involved in fantasy football. Your single source for preparing for the fantasy football season.

Includes: Free agent and coaching changes, strength-of-schedule (SOS) analysis, Depth charts, 250+ player projections, Cheat Sheets for 5 different leagues; auction values for 3 leagues, Rankings for TD-only, performance and performance plus leagues, IDP, rookie and keeper rankings, Q+A section and much more.

Must be reviewed before August 15. Contact [slamhendricks2002@yahoo.com](mailto:slamhendricks2002@yahoo.com) for a review copy.

**12. Christian Life/Inspirational.** Forty-two writers tell fifty-one true stories of moments when they felt the touch of God in the 192-page anthology, *One Touch from the Maker*, Second Edition compiled by Pat W. Kirk. The book includes thirty-six full-length stories and fifteen one-page stories. Writers tell of salvation, financial restoration for those near soup-kitchen poverty, and healing. Others tell of supernatural courage when healing doesn't come. These stories find people coming out of the other side of life's tragedies with renewed joy, health, and faith. Send book request to [patkirk@puckettbrowne.net](mailto:patkirk@puckettbrowne.net) Subject line: BOOK FOR REVIEW REQUEST

13. Self-Help Genre Reviews Wanted for two books;  
A sample of chapters in pdf will be emailed, to the reviewers.

The first book **Relationship Purgatory, for Two** takes a hard look at the realities we all face, and have to make decisions on within our lives. It goes into greater details such as, affairs, drug or alcohol abuse, control, selfishness, and learning to overcome these same issues.

The second book: **The Art of Finding Yourself, At Any Age.** Its focus is to take an introspection look at the reader's life. It contains questions and commentary.

To review either of these books for Amazon, B&N , please contact, Karen Sala by email [reviewsbook@hotmail.com](mailto:reviewsbook@hotmail.com)

#### **14. "Dos Gringos"**

by Frederick R. Andresen

In the middle of the Mexican Revolution, a penniless Norwegian and a drifting Irishman meet in an El Paso bar and are hired by a Pittsburg con-man to fix a gold mine in Mexico with parts which, they discover too late, purposely don't fit. Their mutual distrust fades in the face of guns from the warring sides and they must work together to survive and escape back to Texas. Based on a true family story.

--Frederick R. Andresen

+949.721.8953

[fred@andresen.com](mailto:fred@andresen.com), [www.fandresen.com](http://www.fandresen.com)

**15. A new book from FT Press reveals how to plan and execute a breakthrough Web 3.0 marketing campaign.** Both consumers and businesses have shifted the way they purchase products and services, but more importantly, they have shifted the way they research and find these products and services both online and off. While marketers cling to the familiar online resources the next wave – Web 3.0 – has swept past, and left them high and dry. Michael Tasner, president Taz Solutions Inc. offers up the solution in

***Marketing in the Moment: The Practical Guide to Using Web 3.0 Marketing To Reach Your Customers First*** (FT Press, ISBN-13: 9780137081097, \$24.99, hardcover, 256 pps., June 2010). This book serves as a complete, practical, no-fluff desk reference to next generation online and mobile marketing. For example: How many are you familiar with in each group?

Group 1: Facebook, Wikipedia, Blogger, YouTube, PRWeb, Squidoo, Typepad, Myspace, Scribd

Group 2: Twitter, Plurk, UStream, Joost, Tumblr, iGoogle, OpenID, Salesforce, Funsites  
The majority of marketers recognize many more in the first group than in the second. The purpose of the exercise is to demonstrate the different trends that are already taking place and the new companies that are shaping the future of the Web, a.k.a. Web 3.0.

Companies of all sizes can learn to successfully utilize the web, mobile marketing, and social media. Tasner helps marketers, entrepreneurs and managers move beyond hype and high-level strategy to proven tactics and successful ground-level execution. He distills all of today's new options into the key trends that offer the greatest opportunities for today's marketers. Each chapter lists an explanation of the topic, the opportunities, specific methods to implement, a case study, to-do list, as well as tips for success.

***Inside Marketing in the Moment:***

- The Mindset Shift: From Web 2.0 to Web 3.0
- Content Marketing: Understanding and Capitalizing on the Drastic Shift Taking Place
- Mobile Marketing: Tapping into Billions of Cell-Phone Users
- Virtual Reality Worlds: The Hows and Whys to This Unique Marketing Universe
- Video Marketing: Taking Video to the Next Level
- Web Applications: How to Effectively Use Apps in Your Marketing
- Open-Source Code: How to Find and Use Others' Hard Work for Maximum Impact
- Collaboration: Connecting and Sharing Data at Lightning-Speed Paces
- Your Action Plan: Putting it all Together and Taking Action

Tasner shows how to utilize Web 3.0 approaches to:

- Increase business leads, traffic, sales
- Discover new niche markets while growing in existing markets
- Learn the steps to prioritize online marketing for maximum impact
- Use social networking to build your brand while finding new customers

To request an excerpt or review copy or schedule an interview with Michael Tasner to discuss ***Marketing in the Moment***, in Publishing Poynters please contact Imal Wagner at [imalwagner@gmail.com](mailto:imalwagner@gmail.com)

--Imal Wagner  
301 325 4085/ 301 840 5999

16. "Getting Lucky at Eighty" is an autobiography that begins on a farm in Oklahoma

and ends up in a Qabalistic Mystery School in Los Angeles. It is available on Kindle and Amazon as well as my own website [www.gettingluckyateighty.com](http://www.gettingluckyateighty.com) where you can take a peek. Please let me know if you might want to take a read.

Thanks,

Mavis

Mavis Mathews  
DRE# 01237776  
Penitenti/Petersen Realty  
720 South Main  
Fort Bragg, CA 95437  
707-964-5312

17. My book **FOOD STORIES** became available on Amazon (Kindle also ) yesterday, June 20, 2010.

I would love to have your readers review it on Amazon and in your Marketplace. I will send a copy immediately upon request.

Food Stories is my diary of real life experiences I had beginning with me becoming a single dad. I knew nothing of cooking, but learned. The book is written for men of all ages and circumstances who will relate to the stories and learn from me that this thing called cooking is no big deal - it is easy, fun, satisfying and a way to share a part of yourself. Women love the funny stories and are giving Food Stories to the men in their lives.

--Denny Stanz, [dennystanz@verizon.net](mailto:dennystanz@verizon.net)

18. Piece a Cake: **An Inspirational, Interpersonal Experience.**

The author graciously shares first-hand advice on how to improve your life. Each chapter tells a story and reveals special gifts that will inspire you to dig deeper in your journey for self-improvement. You will develop greater STRENGTH – COURAGE – PERFORMANCE and INTEGRITY. In view of today’s global challenges, **Piece a Cake** can serve as a tonic to remind us all that we need to hold on to what is good and take giant steps to honor others along the way.

[euneata@mac.com](mailto:euneata@mac.com)

Website: [euneatapayne.com](http://euneatapayne.com)

**19. “SLEEPER CELL”**

A FICTIONAL NOVEL OF ADVENTURE, CONSPIRACY, FOREIGN INTRIGUE, DEAL MAKING, FINANCIAL STRATEGIES, AND THE ISSUE DU JOUR....TERRORISM.

Jonathan Skyler notices a young man across the room dining with some people. The man looks vaguely familiar. Later, Jonathan says hello to Ben Ali. Ben was seven years old the last time he saw him in Baghdad. Jonathan doesn't know, but Ben, now an attorney representing the oil industry is a "**Sleeper Cell**," destined to carry out one of the most devastating events in the city of New York. A Sleeper Cell is agents or spies placed in a target country to be activated at a later point in time. The story begins in 2000 and ends in 2024.

Ralph L. McNeal, Sr.  
 Author: "Sleeper Cell"  
[rmcnealsr@gmail.com](mailto:rmcnealsr@gmail.com)  
 Ralph L. McNeal, Sr.

## 20 **The Blendings**, Debi Irene Wahl

Christian suspense fiction, cult activity thrives often undetected in small towns. This book is fictional but based on real stories pulled from today's headlines with emphasis on God's intervention.

I am seeking reviews.

For a free copy, please email me at [act1ministry@aol.com](mailto:act1ministry@aol.com) or visit my website @ <http://outskirtspress.com/webpage.php?ISBN=9781432749996>

--**Debi Irene Wahl, Founder Act 1 Productions**

**Joshua Wahl, Productions/marketing**

[www.act1productions.com](http://www.act1productions.com)

**Book trailer for my book, The Blendings here @**

[http://www.youtube.com/watch?v=dqotG\\_2I0\\_c](http://www.youtube.com/watch?v=dqotG_2I0_c)

**home/office 610-562-5352**

**cell 610-763-5447**

## **21. Wanted: Gentleman Bank Robber: The True Story of Leslie Ibsen Rogge, One of the FBI's Most Elusive Criminals** by Dane Batty

As a recent Poynter graduate I'm looking for reviews on my True Crime biography released on 6/30/10. Here is the book description:

Les Rogge, number seven on the FBI's most wanted, robbed more than 30 banks without firing a shot. In **Wanted: Gentleman Bank Robber: The True Story of Leslie Ibsen Rogge, One of the FBI's Most Elusive Criminals**, Les details his adventures from Alaska to Antigua, the Chesapeake to Cancun. But it all came to a halt when a fourteen-year-old in Guatemala forced him to turn himself in.

Print book ISBN 978-0-615-2684-5-3 via Ingram at Amazon

e-book ISBN 978-0-615-3685-7-3 via Smashwords

To request a copy for review please email me at [dane@nishpublishing.com](mailto:dane@nishpublishing.com). See what

others are saying about Wanted at Amazon <http://tinyurl.com/25vlp8o> and at [http://nishpublishing.com/wanted\\_reviews](http://nishpublishing.com/wanted_reviews).

Dane Batty  
Nish Publishing Company  
880 NE 25th Avenue  
Suite 2-102  
Hillsboro, OR 97124  
503-707-4132

**22. LILA: A JOURNEY OF LIFE AND LOVE** is the story of one woman's exploration of self-discovery and independence. After decades of taking care of others, Lila is on her own. Behind the wheel of her car and with hundreds of miles of open highway in front of her, Lila sets off on an independent road trip. Yet almost as soon as she gets started, Lila will face a decision on entrusting herself to someone new—a handsome and successful stranger unlike anyone she has ever known.

But when a secret from his past suddenly surfaces, Lila will have to decide whether she has the strength to endure yet another disappointment—or whether there's more to the story than meets the eye. What follows along this uncertain path is a heartwarming saga of healing and hope.

I am seeking reviews. For a review copy, contact: [memaah@msn.com](mailto:memaah@msn.com) or visit my website: <http://outskirtspress.com/lila>

**23. The Retail Doctor's Guide to Growing Your Business** (Wiley) Bob Phibbs  
Small business, retail management, sales training

Proven practical strategies that produce results for some of the largest brands now laid out in a complete guide to increasing sales for any business.

I am seeking reviews.

For a free copy, please go to this website

[<http://worthymarketinggroup.com/2010/04/30/grow-your-business-with-help-from-the-retail-doctor/>] or email me at [bob@retaildoc.com](mailto:bob@retaildoc.com)

**24. LEED GA Exam Guide: A Must-Have for the LEED Green Associate Exam: Comprehensive Study Materials, Sample Questions, Mock Exam, Green Building LEED Certification, and Sustainability.**

LEED (Leadership in Energy and Environmental Design) is one of the most important trends of development and it is revolutionizing the construction industry. It has gained tremendous momentum and has a profound impact on our environment.

From this book, you will learn how to:

1. Pass the LEED Green Associate Exam.
2. Use LEED exam preparation strategies, study methods, tips, suggestions, mnemonics and exam tactics to improve your exam performance.
3. Effectively understand, digest and retain your LEED knowledge.
4. Understand the process of registering and certifying a building for LEED.
5. Understand the scope, main intent, core concepts and strategies, as well as identify the regulations, recognition, and incentives for each major LEED category.
6. Identify the strategies for case studies.
7. Identify the synergy in case studies.
8. Implement the most important LEED related codes and building standards.
9. Get points for categories not yet clearly defined by the USGBC.

There is NO official USGBC book on the LEED Green Associate Exam. This pocket guide fills in the blanks and demystifies LEED. It uncovers the secrets, codes and jargon for LEED as well as the true meaning of "going green." It provides you with a solid foundation and fundamental framework for LEED. It covers every major aspect of LEED in plain and concise language, and introduces it to ordinary people. This pocket guide is small and easy to carry around. You can read it whenever you have a few extra minutes. It is an indispensable book for ordinary people, developers, brokers, contractors, administrators, architects, landscape architects, civil, structural, mechanical, electrical and plumbing engineers, interns, drafters, designers and other design professionals. For a review copy, please e-mail: Gang Chen at [aa\\_gangchen@yahoo.com](mailto:aa_gangchen@yahoo.com)

## **25. BOOK TITLE: "JUST US KIDS IN THE ALLEY"**

By Albert C. Bender

"Synopsis" ....It was a time when Americans were facing the most gloomy, and the most non-promising economic outlook they had ever known.

Yet, those were the moments when as a boy, and with his little friends, played together behind the "Row Houses" that we lived in. We played in the schoolyards, on hills, and enjoyed the comradery of each other.

I will relate stories of our zany, hilarious, and happy moments. There were moments of anticipation, team participation, and also, moments of sadness.

We were a carefree group, us alley kids, in spite of the dangers that lie ahead in the world. A world to us that was a million miles away in our thinking at the time.

Yes, it was the "Thirties." My memories as a little boy growing up in that era with his little friends in Northwest Philadelphia are memories I will never forget, nor want to forget as long as I live.

For a review copy, contact [alcben31@msn.com](mailto:alcben31@msn.com) Or visit my website:

<http://www.amazon.com/-/e/Boo2UKOC7E>

"Thank You"

26. **"There is a land of the living and a land of the dead...and the bridge is love - the only survival, the only meaning." Thornton Wilder**

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--Janet Kay, [janetkay@watersofthedancingsky.co27](mailto:janetkay@watersofthedancingsky.co27).

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Contact: John Herrick, [herrickweb@juno.com](mailto:herrickweb@juno.com)

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