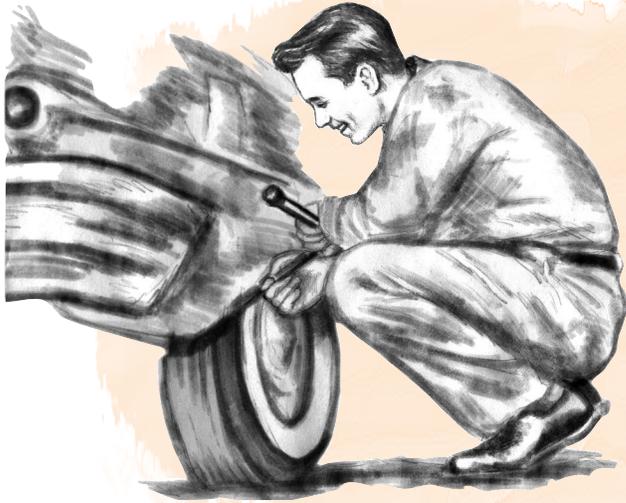


# News from Simon & Schuster

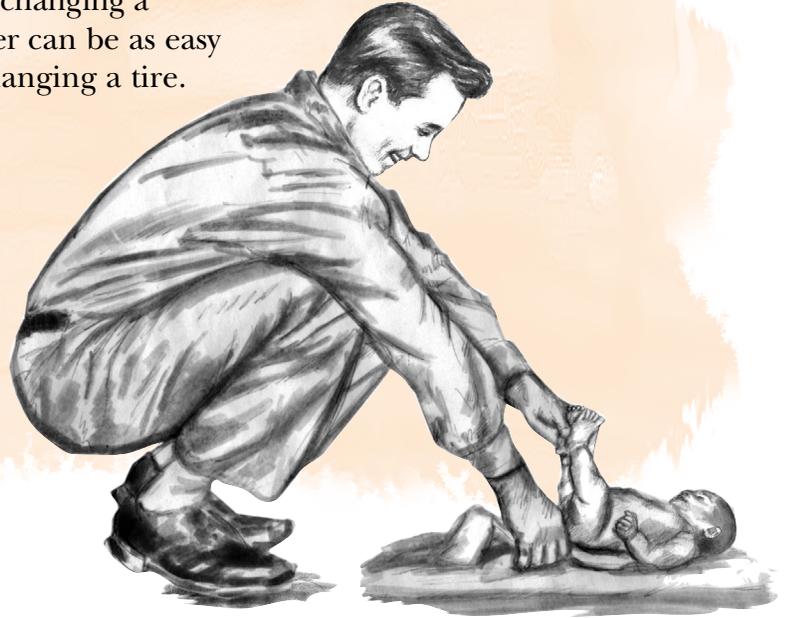
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Now changing a  
diaper can be as easy  
as changing a tire.



## Be Prepared

### A Practical Handbook for New Dads

“If you’re a new dad, keep a copy of *Be Prepared* by your bedside. It’s funny, informative, and—let’s be honest—it’s not like you’re going to be sleeping anyway.”

—Paul Reiser

*New York Times* bestselling author of *Babyhood*

“Filled with inventive solutions and excellent advice for raising a baby from birth to age one, *Be Prepared* is a must-have for new dads everywhere.”

—Sarah Baum, MD

*Fellow of the American Academy of Pediatrics*

“If there’s one piece of advice I could give to new dads, it would be ‘Read *Be Prepared!*’”

—Mark Zimlich

*Father of the Zimlich quintuplets*

When it comes to babies, most first-time dads are up a creek without a rattle. To guide these bewildered neophytes through the thorny thicket of fatherhood, Gary Greenberg and Jeannie Hayden offer **BE PREPARED: A Practical Handbook for New Dads** (Simon & Schuster; June 1, 2004; \$11.95). Using a clever retro format reminiscent of those classic adventure and how-to guides, Greenberg and Hayden offer a wry, wholly original, yet invaluable sourcebook for clueless dads. While fueled by humor, this inventive “guy’s guide” provides all the information Dad will need to make it through year one of that ultimate survival sport—fatherhood.

“For thousands of years dads have roamed the earth, hunting, gathering, trudging through the fields day after day in order to provide for their families any way they could. But it wasn’t until the last quarter of a century that dads began to put down their spears and take an active role in the day-to-day duties of raising a child,” the authors write in their tone-setting introduction. “The truth is that all those centuries of hunting gave men a skill set perfectly suited to new fatherhood. Patience, cunning, stamina, and on-the-spot improvisation play a major role in both stalking prey and baby raising. And much like a beast of the field, a baby is a very unpredictable creature, prone to wild mood swings and cranky tirades.”





From jerry-rigging an emergency diaper with a towel, a sock, and duct tape and relieving colic by sitting on top of a clothes dryer with the baby on your lap, to venturing into the wilds of the mall alone with baby for the first time, **BE PREPARED** covers all the requisite survival skills. Like any extreme adventure, the challenges of being a new dad are daunting, and the proud papa can expect many obstacles along the trail—sleepless (and sexless) nights, dirty diapers, colicky tantrums, a wife with haywire hormones, mental meltdowns at work, more dirty diapers—but the payoff when he successfully scales that menacing peak will be incalculable. **BE PREPARED** covers everything, from what your newborn baby will really look like (forget that Gerber Baby ideal) to those eagerly-anticipated days when she finally will start to crawl, walk, talk, and have the least idea who the heck you are.

**BE PREPARED** perfectly captures a man's unique perspective on baby-rearing, and dispenses advice with a healthy dose of humor:

**The Joy of Burping:** "Burping a baby is a great task for a dad because unlike most early baby care, it is results-oriented...And when you hear that magical rumble, you can't help but think, 'He's one of mine.'"

**Coping with Crying:** "If you have the misfortune of working for a tireless, demanding boss, we've got bad news for you: now you've got two of them. And the baby is undoubtedly the less forgiving of the two. But then again, you'll never be able to calm down your other boss by blowing a raspberry on his stomach."

**Getting Medicine into a Baby:** "If you want to earn your stripes as a dad, you've got to become a first-class medicine giver. This will involve smarts, stamina, and, at times, outright treachery."

**Babyproofing:** "As soon as your baby becomes mobile, you come to the realization that she doesn't possess the greatest survival instincts. If there is a staircase, she will attempt to fling herself down it, if there is an outlet she will try to stick something into it, and if there's an inch of water anywhere she will try to lie in it, face down. It's like she's auditioning for some baby version of *Jackass*."

**Starting Solid Foods:** "New fatherhood is full of memorable moments, but perhaps none will surpass watching your baby's face as he takes his first spoonful of solid food....Ironically, this is pretty much the same expression you'll exhibit upon opening up the first solid food diaper."

Filled with irreverent yet utterly practical advice (everything in the book has been approved by several distinguished fellows of the American Academy of Pediatrics), **BE PREPARED** gives dads all the tools they need to conquer the first year of fatherhood. It's hard to imagine how new dads ever survived without it.

#### About the Authors

**Gary Greenberg** is the author of the national bestsellers *The Pop-up Book of Phobias* and *The Pop-up Book of Nightmares*, as well as a comedian and writer who has appeared on Comedy Central and Bravo. **Jeannie Hayden** is an award-winning illustrator and graphic designer whose clients include Nickelodeon and the American Museum of Natural History. Gary and Jeannie live in New York with their daughter, Madeline, whom they neglected for months while writing a book about being a good parent.

#### **About the Book**

**BE PREPARED: A Practical Handbook for New Dads**

**By Gary Greenberg and Jeannie Hayden**

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