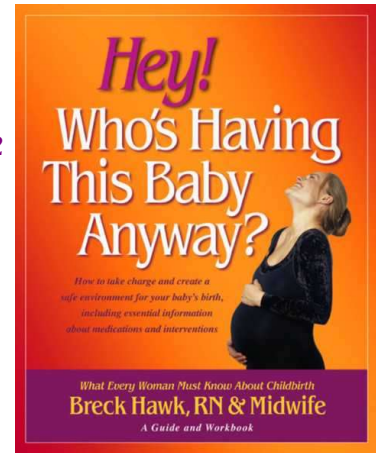




END TABLE BOOKS

PUBLISHER — USA / AUSTRALIA
22870 S. Metate Forest Trail / POB 682 / Yarnell AZ 85362
928-427-0329 / fax: 928-427-9488



Hey! Who's Having This Baby Anyway?

How to Take Charge and Create A Safe Environment for Your Baby's Birth, Including Essential Information About Medications and Interventions

A Guide and Workbook — By Breck Hawk, RN & Midwife

Sharply rising costs of hospital stays and recent relaxations of standards for maternal drug administration have led the number of medically assisted birth inductions to skyrocket by 80% in recent years. Based on more than 26 years as a maternity R.N., midwife, and instructor, Breck Hawk's ***Hey! Who's Having This Baby Anyway?*** empowers women to safely avoid the dangerous health risks of unwanted interventions through thoughtful planning, accepted options, and understanding basic patient rights.

ISBN: 0-9751264-4-X

Category: Childbirth, Popular works

Price: \$19.95

Format: Paper

Trim: 7-1/2 x 9-1/4

Page Count: 400

Illus.: None

Carton Quantity: 16

Author Resides: San Diego, Calif.

Previous ISBN: None

LCCN: 2004110432

Competition:

- *What Every Pregnant Woman Should Know*, Gail Sforza Brewer: 1977, ASIN 039441117X
- *Birthing From Within: An Extraordinary Guide to Childbirth Preparation*, Pam and Rob Horowitz; 1998, ISBN 0965987302

Supporting Sales Materials:

- Finished books, Q&A Factbook
- Brochures, flyers, posters
- Point of sale display graphics

Endorsements:

- Christine Northrup, M.D.
- Barbara Harper, R.N.
- Marsden Wagner, M.D., MSPH
- Henci Goer

Audience:

- Pregnant women, their partners, families and friends
- Women thinking of, or planning on, becoming pregnant

Marketing:

- Promotion managed by MarketAbility.com
- Author appearances at childbirth conferences
- Author interviews on radio and TV shows
- Faxed and emailed press releases to specially targeted lists

Sales Handles:

- The author has participated in more than 200 home births as a midwife and has been a Registered Nurse for 15 years, specializing in maternity and Level III neo. She has created her own doula practice, taught prenatal classes, and written articles for various birthing publications and an earlier book.
- The book offers an eye-opening look at how drugs can affect labor and the baby. It particularly focuses on epidurals—now being used in epidemic proportions—and Pitocin, a drug with questionable side effects currently popular in the birthing industry.
- Pregnant women need this information!

Comparative Titles:

- *Ina May's Guide to Childbirth*, Ina May Gaskin; Bantam; \$16.95; ISBN 0553381156; 2003
- *The Complete Book of Pregnancy and Childbirth*, Sheila Kitzinger; Knopf, \$19.95; ISBN 0375710477; 2003
- *The Thinking Woman's Guide to a Better Birth*, Henci Goer; Berkley Pub Group, \$10.47, ISBN 0399525173; 1999
- *Natural Childbirth the Bradley Way*, Susan McCutcheon; Plume; \$17.95; ISBN 0452276594; 1996