



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Hot New Parenting Book Has Message For Moms: IT'S OKAY TO BE MEAN

Denise Schipani is a Mean Mom.

Her definition of “mean” isn’t “ice-cream-denying ogre”; rather, she identifies her approach as “mean” because it’s not always the easiest path to take. A “mean mom” knows that saying no to an unhealthy snack, enforcing rules, or offering consequences for bad behavior are all necessary aspects of parenting. But it’s become harder, these days, for moms to deal with the temper tantrums and tears that inevitably follow rule enforcement.

In *Mean Moms Rule: Why Doing the Hard Stuff Now Creates Good Kids Later* (APRIL 2012; Sourcebooks; \$14.99 U.S.; Parenting), Denise reasons that being a Mean Mom is the surest path to creating good kids, and ultimately, of course, good adults, good citizens of the world.

“I love my children in the natural, elemental, unspoken way that most mothers do. But just as love alone is not enough to sustain romantic attachment, it’s also not enough to raise decent children into independent adults—progeny to be proud of. You need a plan. And it’s been my plan, from day one, to be the kind of mother who would keep her eyes on the real prize of parenthood, which is to say, the end game. The good kids.”

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| 1. It’s not about you. It’s about them. | 7. Teach them life skills. |
| 2. Hang on to yourself. | 8. Slow it down. |
| 3. Start as you mean to go on. | 9. Fail your child, a little bit, every day. |
| 4. Don’t follow the parenting pack. | 10. Prepare them for the world, not the world for them. |
| 5. Take (or take back) control. | |
| 6. Say no. Smile. Don’t apologize. Repeat as necessary. | |

Mean Moms Rule shows parents how to master both sides of parenting and prepare their kids for the world. The book is structured around Denise’s manifestos—a list of ten principles she tries her best to adhere to:

All parents want to have good kids, but Denise believes that we may be going about it in the wrong way, or in a way that may produce the opposite of what we seek. We forget that we can’t actually make another person happy. What we can do, she says, is give them the tools they need to define what happiness means to them, as well as the tools to achieve it for themselves.

Denise Schipani has 20 years of experience in magazines, where she worked at *Child*, *American Baby*, *Bridal Guide*, and *All Woman*. She freelances for these as well as *Parents*, *Parenting*, *Family Circle*, *Redbook*, *Real Simple*, *Woman’s Day*, *Fitness*, *Runner’s World*, and *Better Homes and Gardens*. She is the founder of www.meanmomsrule.com.

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