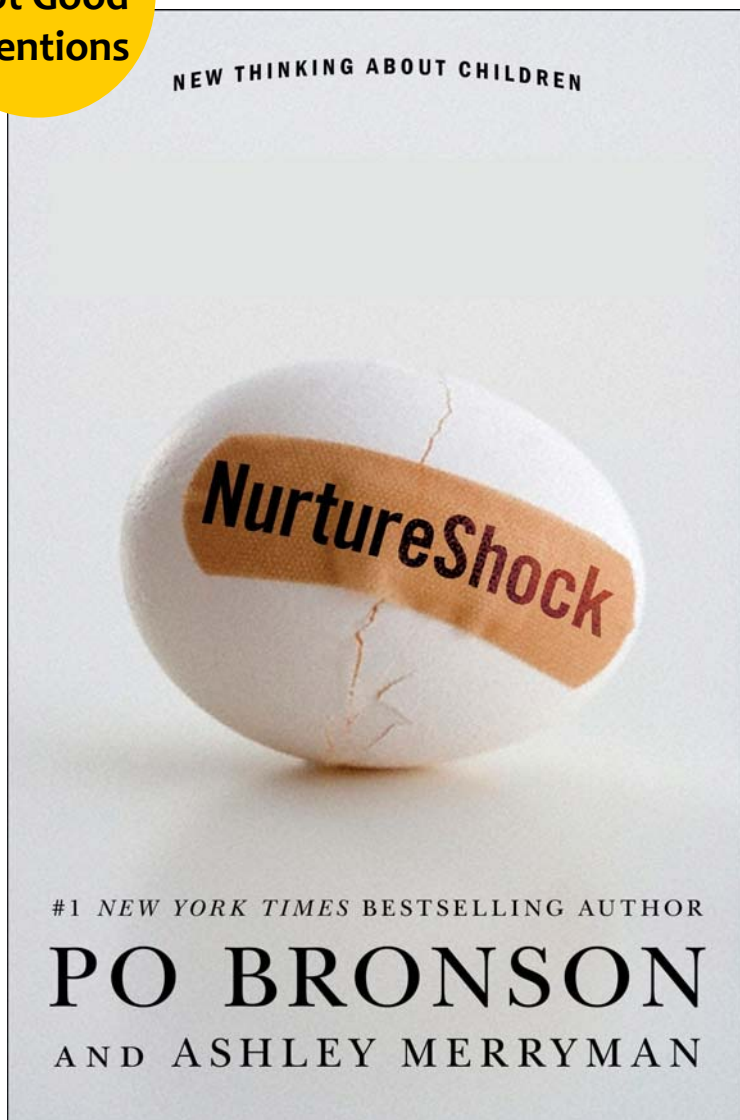


From Author of #1 New York Times Best Seller *What Should I Do With My Life?*

Good Ideas,
Not Good
Intentions



NURTURESHOCK : NEW THINKING ABOUT CHILDREN

Po Bronson, Ashley Merryman

"The integrity of Bronson's prose style as well as the incredible sweetness of those he writes about give him 24-karat credibility."—*Washington Post* on *Why Do I Love These People*

"Bronson is a modern Studs Terkel."—*Glasgow Herald*

Award-winning and best-selling science journalists Po Bronson and Ashley Merryman shows how parents' good intentions lead to bad results and how they can change.

In a world of modern, involved, caring parents, why are so many kids aggressive and cruel? Where is intelligence hidden in the brain, and why does that matter? Why do cross-racial friendships decrease in schools that are more integrated? If 98% of kids think lying is morally wrong, then why do 98% of kids lie? What's the single most important thing that helps infants learn language?

NURTURESHOCK is a groundbreaking collaboration between award-winning science journalists Po Bronson and Ashley Merryman. They argue that when it comes to children, we've mistaken good intentions for good ideas. With impeccable storytelling and razor-sharp analysis, they demonstrate that many of modern society's strategies for nurturing children are in fact backfiring—because key twists in the science have been overlooked.

Nothing like a parenting manual, the authors' work is an insightful exploration of themes and issues that transcend children's (and adults') lives. PO BRONSON and ASHLEY MERRYMAN's *New York Magazine* articles on the science of children won the Magazine Journalism Award from the American Association for the Advancement of Science, as well as the Clarion Award from the Association for Women in Communications. Their articles for *Time Magazine* won the award for Outstanding Journalism from the Council on Contemporary Families. Bronson has authored five books, including the #1 *New York Times* bestseller *What Should I Do With My Life?*

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