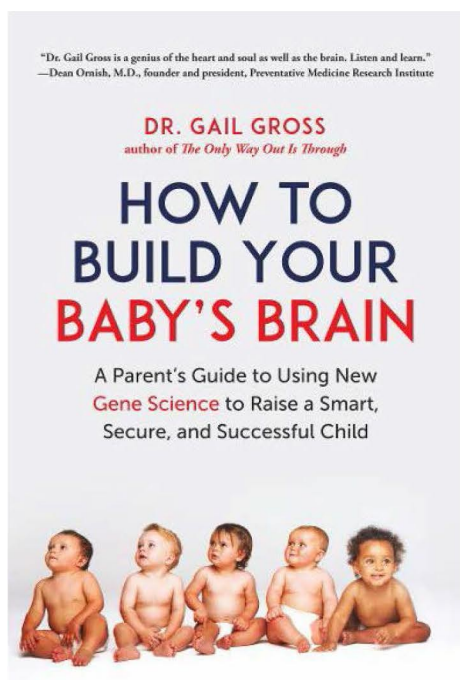


“With concrete ideas on incorporating yoga movement to aid brain development or devising a learning-based playlist on your iPod to outdoor play, smart media usage, and eye-and-breathing relaxation methods, this valuable work combines hard research with practical ideas that parents of children from birth to age four can easily implement in their day-to-day life.”

—STARRED review, *Library Journal*



HOW TO BUILD YOUR BABY'S BRAIN

By **Dr. Gail Gross**
On Sale: August 27, 2019

At a time when more and more women are having children later in life and the desire to give children the best possible opportunity has led to extreme measures, whether through CRISPR-edited genomes or the social elite bribing top schools around the nation to secure their child's college admission, Dr. Gail Gross provides a guide for parents to help unlock their child's potential and fully realize their role and ability to shape the course of their child's growth.

HOW TO BUILD YOUR BABY'S BRAIN is a comprehensive, inclusive guide for parents and all forms that families take, whether it's single parents, younger parents, older parents, grandparents, opposite sex couples, or same sex couples, and every family structure in between. Dr. Gail

Gross outlines specific stages of development that are key at each point in a child's early life so that parents can make the best of their time with family to provide structure, nurture, and foster growth. Regardless of a child's genetic makeup or predispositions, parents are in a unique position to set a roadmap to their child's future ability to become a more emotionally fulfilled, self-sufficient, and successful individual. Dr. Gross calls this **synaptic pruning**. Rather than leave a child's future up to chance, Dr. Gross provides an opportunity for parents to develop concrete methods and tools for nurturing their child—no fancy tutors, exorbitant amounts of money, or intensive educations required—all that is needed is simply time and a willingness to show up and truly be there to support your child. **HOW TO BUILD YOUR BABY'S BRAIN** is the go-to resource for all new parents who seek to nurture the best emotional and physical environment to set their child up for future success.

HOW TO BUILD YOUR BABY'S BRAIN by Dr. Gail Gross
Skyhorse Publishing ♦ August 27, 2019
Hardcover ♦ \$24.99; 304 pages ♦ ISBN-13: 9781510739208

About Dr. Gail Gross



Gail Gross, Ph.D., Ed.D., M.Ed., is a nationally recognized family and child development expert, author and lecturer. Her positive and integrative approach to difficult issues helps families navigate today's complex problems. Dr. Gross is frequently called upon by national and regional media to offer her insight on topics involving family relationships, education, behavior, and development issues. Dr. Gross has contributed to broadcast, print and online media including CNN, the *Today Show*, FOX's *The O'Reilly Factor*, MSNBC, *The New York Times* and *USA Today*. She is a veteran radio talk show host as well as the host of the nationally syndicated PBS program, "Let's Talk." Dr. Gross is a longtime leader in finding solutions to the nation's toughest education challenges. In 1996, she co-founded the first-of-its kind Cuney Home School with her husband Jenard, in partnership with Texas Southern University. The school serves as a national model for improving the academic performance of students from housing projects by engaging the parents. Additionally, she recently completed leading a landmark, yearlong study in the Houston Independent School District to examine how stress-reduction affects academics, attendance, and bullying in elementary school students, and a second study on stress and its effects on learning. Such work has earned her accolades from distinguished leaders such as the Dalai Lama, who presented her with the first Spirit of Freedom award in 1998. Most recently, she received the Good Heart Humanitarian Award from Jewish Women International and was named One of Houston's Most Influential Women of 2016 by Houston Women's Magazine.

Dr. Gail Gross can discuss

- ❑ How to handle children with more difficult characteristics and positively reinforce behavior
- ❑ What parents can do to help support and nurture their child's growth at all ages and support their academic development
- ❑ Violent behaviors in children, school shootings, and the long term effects on victims
- ❑ The college admissions scandal, and what parents can do to ensure their child's success
- ❑ How to talk to your children about self harm and suicide and the key biological differences between girls and boys
- ❑ What we're doing right and how we're failing our children in the U.S. education system
- ❑ Policies and laws that affect youth and their effectiveness
- ❑ Media and technology effects on developing brains, such as video games and screen time
- ❑ Gender and sexuality development in children and how to navigate this growth in your child
- ❑ Key strategies for unlocking your child's potential and insight into bonding with your baby
- ❑ Early childhood theories and theorists, attachment steps, moral development, stages of development through adolescence and the dangers of missed completion in adulthood

Connect with Dr. Gail Gross

Website: <http://drgailgross.com/>

Instagram: [@DrGailGross](https://www.instagram.com/DrGailGross)

Twitter: [@DrGailGross](https://twitter.com/DrGailGross)

Facebook: [@DrGailGross](https://www.facebook.com/DrGailGross)

Praise for HOW TO BUILD YOUR BABY'S BRAIN

"*How to Build Your Baby's Brain* is about the neuroscience of early childhood development, teaching parent's not only the stages of brain growth, but also how to positively affect them. This will give your child the greatest opportunity to reach her fullest potential, both emotionally and intellectually."

—**Goldie Hawn, Academy Award and Golden Globe-winning actress**

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“Every touch, sight, smell, and interaction . . . impacts the wiring of your child’s brain.’ In the face of such a formidable statement, how very lucky we are to have Gail’s beautiful, wise, important book to guide us towards being the best that we can be for our children. Ultimately, *How to Build Your Baby’s Brain* is not only about helping kids grow, it is about building a better world. As always, Gail builds her case and teaches us with rigor, intelligence, and above all, her trademark compassion.”

—**Mariska Hargitay, Golden Globe and Emmy Award-winning actress**

“Dr. Gail Gross is a genius of the heart and soul as well as the brain. Listen and learn.”

—**Dean Ornish, M.D., founder and president, Preventative Medicine Research Institute**

“In *How to Build Your Baby’s Brain*, Dr. Gail Gross tells us about the neuroscience of early childhood development, teaching parents not only the stages of brain growth, but also how they can give their children the greatest opportunity to reach their full potential, both emotionally and intellectually. A must-read for all parents.”

—**Arianna Huffington, founder & CEO, Thrive Global and founder, HuffPost**

“Even the most loving and well-meaning parents can inadvertently make mistakes because they don’t understand how a child’s brain grows and develops in those formative first years. In this pioneering book, child development and parenting expert Dr. Gail M. Gross explains steps you can take to boost your child’s ability to learn and succeed in school and life. This practical approach to nurturing young minds is a must-read for every new parent.”

—**Lynda Resnick, entrepreneur and businesswoman**

“A ‘loving, nurturing, present parent’ is the most important element in the development of a child’s Brain’ says Dr. Gail Gross. A must read for all new parents.”

—**Marlene Malek, Vice chairman of Friends of Cancer Research**

“Give your child the greatest opportunity to reach her fullest potential, both emotionally and intellectually. In *How To Build Your Baby’s Brain*, Dr. Gross gives new meaning to every cuddle, every hug, every touch, with explanations of how they affect a baby’s brain development. This is must reading for parents and grandparents and settles the old argument of nature vs. nurture with enough neuroscience to explain the gene factor and helpful advice for the nurturing.”

—**Pat Mitchell, media executive, producer, curator of TEDWomen**

“*How to Build Your Baby’s Brain* is a how-to guide on best practices for parents to ensure a baby’s optimal brain health. An engrossing read.”

—**Michelle Robson, founder of @EmpowHer**

“Dr. Gail Gross insightfully and persuasively affirms parents’ ability to affect the mental, emotional and psychological identify of their children: they become who they are largely through the experiences we share with them. This is a welcome and timely reminder of the gravity and importance of our children’s formative years: a must read for all present and prospective parents. There is much compassionate wisdom in these pages and I encourage you to experience it.”

—**Tara Guber, founder, Yoga Ed.**

“We all want our children to reach their maximum potential. But we are not all aware that we already possess the power to do so. With her signature brilliance and heart, Dr. Gail Gross proves in relatable terms how YOU can shape your child’s brain – and future.”

—**Lyn Davis Lear, MFT, PhD, producer, activist, and philanthropist**

“Dr. Gail Gross has written a book with a keen observation that escapes many mothers but is an absolute. Bonding cannot be done by proxy; mom has only one chance . . . the key to early childhood development is ‘being there.’”

—**Amb. Joseph and Alma Gildenhorn**

“Dr. Gross has an innate ability to take highly complex subjects, in this case raising our children, and break them down to their most accessible roots. Her writing will both inform and inspire you to take a

deeper look into the relationship between parent and child. What I find particularly remarkable about her writing is how well she blends the science with compassion, a sweet spot that is rare to find in highly personal topics such as this. I wish I had this book when I was raising my kids, but I will be sure to pass it along the day they have kids of their own.”

—**Sheryl Lowe**

“Once again Dr. Gail Gross has provided us with invaluable information that will enhance and improve lives. Every parent should read this scientific, yet approachable book about how our children will thrive when we learn how their brains develop and respond. As in her past writings, Dr. Gross communicates what can be a highly complicated subject, in understandable and loving terms.”

—**Ann Tisch**

“The importance of early childhood experiences in the development of an individual has been well established. In our busy world, we often look outward towards the latest new gadget or technological advancement to help in our child’s growth. Dr. Gross’s book is a welcome invitation back into the home, providing parents a practical outline to reengage with their child and foster emotional and social development. *How To Build Your Baby’s Brain* is a great book for the new and seasoned parent alike.”

—**Dr. Jeff Meyrowitz, pediatrician**

“*How to Build Your Baby’s Brain* is bursting with the key insights for parents to ensure they give their child the best start possible in life, and it gives readers a wealth of practical information they can start applying today in the vital quest to optimize their child’s future. Dr. Gail Gross, the author of this authoritative book, is a Human Behavior Expert and Family and Child Development Specialist. She serves as a discerning and compassionate guide on the journey to understanding the developing brain by sharing insights from her own commitment to parenting and knowledge gained throughout her career. With patience and wisdom, Dr. Gross helps parents unlock the importance of genetics, the impact of environment, and the key role of bonding in triggering the blossoming of their child’s brain.”

—**Melanie Walton, co-founder of the Rob and Melani Walton Foundation**

“We’re obsessed with the latest gadgets to make us better. Turns out the most advanced gadget is still the human brain. Dr. Gail Gross just delivered to us the manual.”

—**Deborah Duncan, host of *Great Day Houston***

If you’re interested in interviewing Dr. Gail Gross, please contact:
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