



tip sheet

WISE-MINDED PARENTING

Wise Minded Parenting

7 Essentials for Raising Successful Tweens + Teens

Laura S Kastner Ph.D.
With Kristen A Russell

SALES HANDLE

Dr. Kastner and co-author Kristen Russell help parents understand the underlying social, emotional, and brain dynamics of the tween and teen years and present a powerful new approach—wise-minded parenting—for dealing with the inevitable family minefield of this new phase in your child's life—and your own.

DESCRIPTION

Raising a happy and successful teenager is a challenge for any parent, even the most patient and wisest among us. Parenting adolescents requires all sorts of skills that most of us don't naturally possess. In this down-to-earth, practical guide, you'll learn how to tap your "wise mind" to calmly navigate even the stormiest of parenting moments. You'll learn how to preserve your loving relationship while encouraging progress towards the 7 essentials of happy, healthy teens:

- Secure attachment to parents
- Self-control
- Academic success
- Social thriving
- Emotional flourishing
- Strong character
- Physical health

With humor, wisdom and a deep understanding of the teenaged brain, Dr. Kastner, author of *Getting to Calm: Cool-Headed Strategies for Parenting Tweens and Teens*, and Russell provide clear and useful tools for parents, giving them effective new ways to manage their own emotions in the heat of the moment with their teen while maintaining—and even gaining—closeness.

KEY SELLING POINTS

POWERFUL - Offers a powerful approach for dealing with the complicated, emotionally loaded, crucial job of raising a successful teenager.

PROVEN - Presents researched-based tips on more easily negotiating the inevitable family minefield of the tween and teen years.

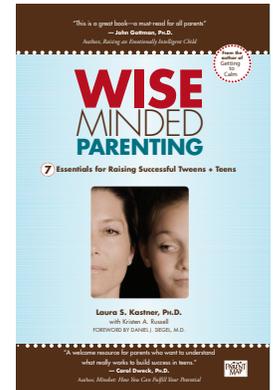
USER-FRIENDLY, MULTI-MEDIA SUPPORT - Comes with companion mobile, online, and interactive elements, including a free app for your mobile device.

AUDIENCE

- Parents, caregivers and families
- Education Professionals
- Counseling Professionals involved with development, treatment and diagnosis of adolescents

AUTHOR BIO

Laura S. Kastner, Ph.D., is a clinical associate professor of psychiatry and behavioral sciences at the University of Washington. Dr. Kastner's speeches and lectures have included over 100 presentations on topics relating to parenting and family issues. She has frequently been the keynote speaker at Pediatric, Adolescent Medicine, and Nursing conferences. Kastner and Jennifer Wyatt are the authors of *The Launching Years: Strategies for Parenting from Senior Year to College Life*, *The Seven Year Stretch: How Families Work Together to Grow Through Adolescence*, and *Getting to CALM: Cool-Headed Strategies for Parenting Tweens + Teens*.



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Kristen Russell is a Seattle-based journalist, long-time television news reporter and producer, and the former managing editor of several Seattle-based magazines, including *ParentMap* and *Seattle magazine*. She holds a master's degree in Journalism from the University of California at Berkeley and is the mother of two teenagers.

AUTHOR RESIDENCE

Both authors reside in Seattle, WA.

ALSO AVAILABLE

Getting to Calm, Kastner/Wyatt, 0-9823454-0-2, Parent Map, 6/1/2009

AUTHOR'S PREVIOUS TITLES

The Seven-Year Stretch: How Families Work Together to Grow Through Adolescence, Kastner, Laura S, 978-0-395-73526-8, Houghton Mifflin, 5/13/1997

The Launching Years, Kastner, Laura S, 978-0-609-80806-1, Random House, 6/27/2002

Getting to Calm, Kastner/Wyatt, 0-9823454-0-2, Parent Map, 6/1/2009, 24966

COMPARATIVE TITLES

Parenting Without Power Struggles, Stiffelman, Susan, 978-1-4516-6766-0, 3/13/2012

Building Resilience in Children and Teens, Ginsburg, Kenneth R, 978-1-58110-551-3, 4/1/2011

Letting Go with Love and Confidence, Ginsburg, Kenneth R, 978-1-58333-429-4, 8/2/2011

COMPETITIVE TITLES

Staying Connected to Your Teenager, Michael Riera, Ph.D., 978-0-7382-0845-9, 4/15/2003

Why do They Act that Way?, David Walsh, Ph.D., 978-0-7432-6077-0, Free Press, 5/24/2005

Teenage as a Second Language, Barbara R. Greenberg, Ph.D., 978-1-4405-0464-8, 5/14/2010

MARKETING AND PUBLICITY HIGHLIGHTS

Author Tour

Arranging multi-city media tour, including print, tv, radio both local (Seattle) and National (Los Angeles, New York, Chicago) (targeted).
Speaking engagements for parenting forums local (Seattle) (targeted).

Publicity

Generating reviews, online-tv-radio interviews both local (Seattle) and National (Los Angeles, New York, Chicago) (targeted).
Publishers Weekly, Booklist, School Library Journal excerpts (targeted).
National distribution to other parenting publications for reviews, excerpts (targeted).
Concentrated effort on local events and appearances and ample local media (radio and television) coverage (targeted).
Regional *ParentMap* Magazine reviews and excerpts (February 2013).
Regional parenting blog (parentmap.com) reviews and excerpts (February 2013).
Regional online (parentmap.com) reviews and excerpts (February 2013).
Social Media reviews, excerpts through ParentMap (enews, FB, Twitter, etc.) (February 2013).

Advertising

Print Advertising in *ParentMap* Magazine (January through June 2013).
Online Advertising through parentmap.com (January through June 2013).
Social Media Advertising through ParentMap (enews, FB, Twitter, etc.) (January through June 2013).

Promotion

Promotion on parentmap.com (January 2013, February 2013).
Website publicity and book giveaway on parentmap.com (January 2013, February 2013).
Promotion through ParentMap Magazine (January 2013, February 2013).



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QUOTES

Praise for *Wise-Minded Parenting*

“Wise-Minded Parenting is such a welcome resource for parents who want to understand what really works to build success in teens. The authors go way beyond the usual parenting tips to describe cutting-edge research on such topics as self-control, academic performance, and mindsets. And they provide simple, down-to-earth strategies. How rewarding to see scientifically-proven practices given to parents where it can do so much good!” — *Carol S. Dweck, Ph.D., Lewis & Virginia Eaton Professor of Psychology, Department of Psychology, Stanford University*
Author, Mindset: How You Can Fulfill Your Potential

“This book is a guideline for how to stay in wise mind with your child—a difficult task indeed. When parenting, staying out of extreme emotion mind is both of the essence and extremely difficult. Thank heaven for this book, which gives step-by-step instructions on how to get into and stay in wise mind.” — *Marsha Linehan, Ph.D., Professor of psychology and adjunct professor of psychiatry and behavioral sciences at the University of Washington*

“It’s very easy as a parent to lose your mind just when you need it the most. This wonderfully thoughtful, wise, and comprehensive guide maps out the latest research and knowledge about what our tweens and teens need to thrive, and, most importantly, offers us much-needed practical strategies for acting and responding more mindfully and effectively throughout this rich and challenging period, helping us to maintain our deep threads of connection with [our children] as they come to build trust in themselves.” — *Myla and Jon Kabat-Zinn, Authors, Everyday Blessings: The Inner Work of Mindful Parenting*

“This is such an amazingly useful book for parents of a teenager. It gives you realistic dialogue that fails, and the retakes that make these dialogues work. First of all, what defines a great conversation with a teen may surprise many parents. Second of all, Kastner teaches you the specific skills and the general wisdom to guide your teen through adolescence, and stay emotionally connected throughout. This is a great book — a must read for all parents.” — *John M. Gottman, Ph.D., Author, Raising an Emotionally Intelligent Child*

“*Wise-Minded Parenting* is one of those rarities in the world of parenting guides: a thoughtful and practical resource that is grounded in the scientific

study of child development and parent-child relationships. I recommend it enthusiastically.” — *Laurence Steinberg, Ph.D., Professor of Psychology at Temple University and author, The 10 Basic Principles of Good Parenting and You and Your Adolescent*

Praise for *Getting to Calm*, previous title

“An ideal guide book for parenting teens, *Getting to Calm* shows how emotional intelligence starts in the home. Parents are given valuable strategies for managing their own emotions and tackling challenging situations, all with a keen focus on the critical importance of maintaining a strong parent-teen relationship. Indispensable!” — *John Gottman, Ph.D., author of Raising an Emotionally Intelligent Child*

“This is a smart book. Filled with accessible science and illuminating stories, *Getting to Calm* offers sound advice for not only staying sane as a parent, but navigating the waters of your teen’s life with clarity and skill so that both you and your adolescent will benefit. A wonderful contribution to every parent’s library of support. Bravo!” — *Daniel J. Siegel, M.D., author of The Mindful Brain: Reflection and Attunement in the Cultivation of Well-Being, Parenting From the Inside Out and Mindsight: The New Science of Personal Transformation*

“Required reading for parents who struggle with their teen. Here is true insight into the mental and emotional world of adolescents. Kastner and Wyatt offer parents useful, step-by-step tools for managing their own emotions in the face of teenaged chaos.” — *T. Berry Brazelton, M.D. and Joshua Sparrow, M.D., Harvard Medical School*

Praise for *The Launching Years*, previous title

“With common sense and uncommon sensitivity, the authors address the double bind of parenting late adolescents—letting go and holding on, all at the same time. An invaluable guide!” — *Jane Adams, author of I’m Still Your Mother: How to Get Along With Your Grown-up Children for the Rest of Your Life*

“. . . a brilliant and practical book about the long and winding road from senior year to college life. . . . The authors’ humor and uncommon wisdom will allow parents to let go of their children—yet stay connected with them. The fresh ideas in this book can help parents declare a child’s independence and create a more loving and graceful transition to life after high school.” — *Barbara Mackoff, author of Growing a Girl*



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Praise for *The Seven-Year Stretch*, previous title

“Required reading for parents, teachers, and therapists. Dr. Kastner’s vignettes of family life will be recognized by all parents and they will treasure her clear, forthright advice.” —*Ann F. Caron, Ed.D., author of Don’t Stop Loving Me and Strong Mothers, Strong Sons*

“Has something to offer nearly all parents of teens.” —*Publishers Weekly*

“A valuable resource for both parents and others, including educators, who work with adolescents.” —*Library Journal*

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