

## Babies don't come with instructions.

Which is why you get so many questions from new parents . . . and so many middle-of-the-night phone calls. And why you should join the thousands of pediatricians, obs and midwives, hospitals, and insurance providers who give the families in their care the bestselling, best-loved, and most trusted parenting books in the world, **WHAT TO EXPECT**. For their peace of mind, and yours.

Heidi Murkoff is the author of the world's bestselling What to Expect® series of pregnancy and parenting books, with over 43 million copies in print in 44 languages. She is also the creator of WhatToExpect.com and the WhatToExpect app, a community of 20 million parents. Using the power of the WTE platforms and the What to Expect Project, her nonprofit foundation, Heidi works closely with the CDC, HHS, AAP, and other public health organizations to share vital messages about maternal and infant health and safety. Along with the WTEP, Heidi advocates actively in Congress for legislation and policies supporting expecting and new moms and families, including military families. Since 2013, she has hosted close to 300 Special Delivery baby showers for tens of thousands of military moms and dads. In June, 2022, she and her husband Erik received the Elizabeth and Zachary Fisher Distinguished Civilian Humanitarian Award for their support of military families. Visit Heidi on Facebook, Twitter, and IG @HeidiMurkoff or via @WhattoExpect.



## Why providers and parents love WHAT TO EXPECT.

“As a pediatrician, I have recommended your books for several years. As a new mother myself, I have discovered firsthand how truly valuable and complete they are.”

—Michelle Bennett, MD

“The step-by-step style and wonderful index make *First Year* easy to use. It's very well organized—a valuable tool for new parents.”

—Bobette Berger, RN

“The physician group I work with has chosen the WHAT TO EXPECT series, hands down. Our patients feel like we care enough to have the very best resources available to them.”

—Beverly Falbo, RN

“I have loved these books for twenty-one years and recommend them to all of my patients.”

—Brenda Thompson, MD

“Should be mandatory reading for all new parents.”

—Cheryl Hardin, MD

“The bible for new parents—bigger, better, and more reassuring than ever!”

—Donna E. Shalala, Former US Secretary of Health and Human Services

“We love the book. We give it to new mothers as part of a gift basket. They really enjoy it and find it a valuable resource.”

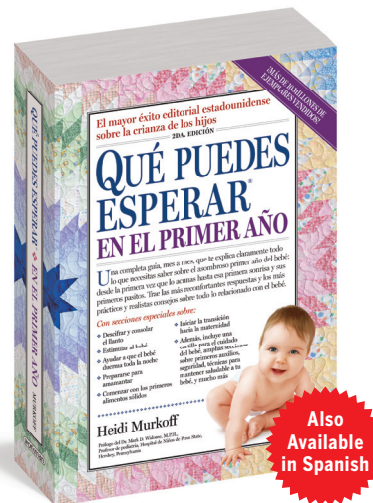
—Gina DelSordo, Johnston-Willis Hospital, Richmond, VA

## Reassuring answers to the hundreds of questions new parents ask most.

It's called the baby bible for a reason: *What to Expect the First Year* covers it all, guiding parents month by month through the amazing first year of a baby's life. It's packed with practical tips, realistic advice, and relatable, accessible information. And because parents need answers to all their questions fast, an extensive and intuitive index makes the search easy. This third edition includes:

- A month-at-a-glance overview of what parents can expect, including development, eating, sleeping, and milestones.
- An entire chapter on getting started breastfeeding, plus judgment-free, supportive sections on troubleshooting bumps on the breastfeeding journey, pumping up milk supply, introducing a bottle, supplementing, and formula-feeding.
- All about introducing solids, from when to start to how, including baby-led weaning options and good first foods.
- Keeping baby healthy and safe—including the latest immunization recommendations, plus must-know info about infection prevention, antibiotic resistance, gun safety, safe sleep, babyproofing, and more.
- Nurturing tips—from tummy time tips to stimulating an older baby . . . to the impact of screen time.
- Advice for parents of adopted babies, and a chapter for parents of preterm babies, including how to navigate the NICU and a low-birthweight baby's care.

**PLUS:** “When to Call the Doctor” helps parents identify which concerns need your expert advice or medical attention right away, and which can wait until office hours—cutting down on the number of non-emergency calls you receive, but ensuring that parents call when they need to.



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### Why choose WHAT TO EXPECT?

Continually updated  
with the latest medical  
information

Over 43 million copies  
in print—America's pregnancy  
and parenting bibles

The books recommended  
and prescribed and used by  
healthcare professionals

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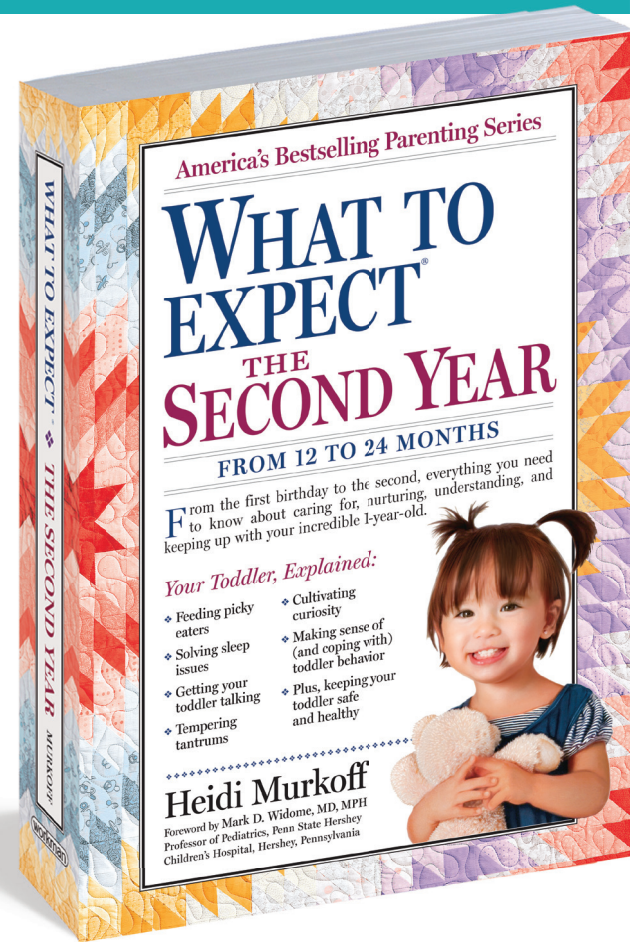




Give your patients the most prescribed pregnancy and parenting guides in America.

The bestselling, best-loved guide to the first 12 months with baby, *First Year* is like the instruction manual that babies don't come with, but should.

OVER 13 MILLION COPIES IN PRINT!



“This essential guide walks parents through the remarkable second year of a child's life, offering invaluable insight and advice, and generous helpings of empathy and reassurance.”

—Mark D. Widome, MD, MPH,  
Professor of Pediatrics,  
Penn State Hershey  
Children's Hospital

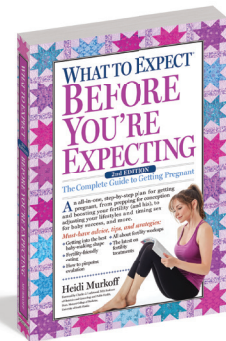
GIFT SET ALSO AVAILABLE



Picking up where *First Year* leaves off, *Second Year* is the essential guide for parents of toddlers aged 12 to 24 months. Organized in a topic-by-topic format, it covers:

- Developmental milestones—first words, first steps, first teeth, and first friends
- Health and safety—from childproofing your home to the prevention and treatment of common toddler illnesses
- Tantrum strategies—defusing the onset of the “terrible twos”
- Feeding tips—introducing picky eaters to new and healthy foods
- Sleep strategies—helping toddlers (and parents) get the rest they need

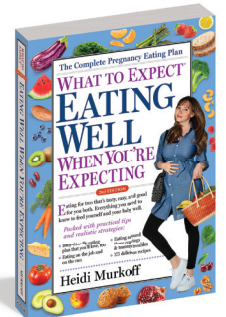
More from the world's bestselling pregnancy and parenting series with over 43 million copies in print.



The most up-to-date, comprehensive, and empathetic guide on the market, *What to Expect When You're Expecting* is America's #1 pregnancy bestseller, with over 23 million copies in print.



The preconception bible, now in its 2nd edition, is a step-by-step guide that helps hopeful parents prepare for the healthiest possible pregnancy and baby.

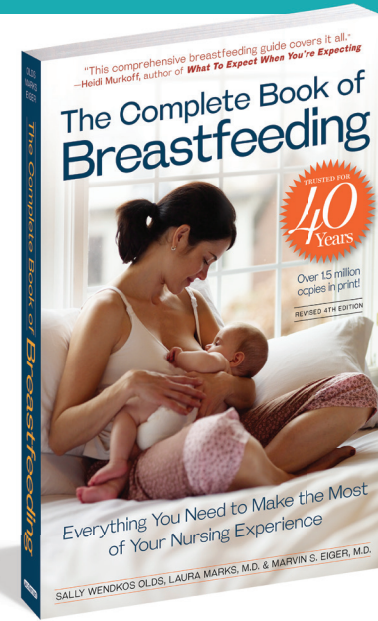


For those who are eager to eat well for two—but sometimes too tired, nauseous, constipated, and gassy to eat at all—*Eating Well* delivers tips for navigating healthfully and deliciously through the nine months of pregnancy, including 175 recipes that are easy on queasy tummies.



A journal and daily diary for recording all those memorable moments—from how you felt when you first found out you were expecting to those first kicks, first contractions, and that first snuggle with baby. Partner pages throughout, plus an organizer to keep track of provider visits, shopping lists, your birth plan, baby names, and more.

FOR MORE INFORMATION ON ANY OF THESE TITLES,  
EMAIL US AT [SPECIAL.MARKETS@HBGUSA.COM](mailto:special.markets@hbgusa.com).



## Also from Workman

The breastfeeding classic that provides reassuring answers to every question that your patients may ask:

- How to get ready before the baby arrives; how to involve fathers and siblings; and the best diet and foods for mom—plus all about exclusive pumping (EPing), and supplemental bottle feeding
- Advice for special situations, from preterm infants to multiples and more
- Chapters on weaning and breastfeeding past infancy

OVER 1.6 MILLION COPIES IN PRINT!

“A standard for nearly four decades. Calm, supportive, and authoritative . . . it is the best book for the nursing family.”

—Cheston M. Berlin Jr., MD,  
Professor of Pediatrics and Professor of Pharmacology, Penn State Hershey Children's Hospital

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