



Born Reading: Bringing Up Bookworms in a Digital Age -- From Picture Books to eBooks and Everything in Between

Jason Boog

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A program for parents and professionals on how to raise kids who love to read, featuring interviews with childhood development experts, advice from librarians, tips from authors and children's book publishers, and reading recommendations for kids from birth up to age five.

Every parent wants to give his or her child a competitive advantage. In *Born Reading*, publishing insider (and new dad) Jason Boog explains how that can be as simple as opening a book. Studies have shown that interactive reading—a method that creates dialogue as you read together—can raise a child's IQ by more than six points. In fact, interactive reading can have just as much of a determining factor on a child's IQ as vitamins and a healthy diet. But there's no book that takes the cutting-edge research on interactive reading and shows parents, teachers, and librarians how to apply it to their day-to-day lives with kids, until now.

Born Reading provides step-by-step instructions on interactive reading and advice for developing your child's interest in books from the time they are born. Boog has done the research, talked with the leading experts in child development, and worked with them to compile the "Born Reading Essential Books" lists, offering specific titles tailored to the interests and passions of kids from birth to age five. But reading can take many forms—print books as well as ebooks and apps—and *Born Reading* also includes tips on how to use technology the right way to help (not hinder) your child's intellectual development. Parents will find advice on which educational apps best supplement their child's development, when to start introducing digital reading to their child, and how to use tech to help create the readers of tomorrow.

Born Reading will show anyone who loves kids how to make sure the children they care about are building a powerful foundation in literacy from the beginning of life.

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