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# DTP Trade Paperbacks

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## **THE PC Dads (SM) GUIDE TO BECOMING A COMPUTER-SMART PARENT**

**by Mark Ivey and Ralph Bond**

### **Family Computing Comes to the Aid of Digitally Distressed Parents**

Kids clearly have an edge over parents when it comes to computers. For instance, 85% of US children use the Internet regularly, versus 41% of adults. We have psychologists who advise the lovelorn, and experts guiding us on how to put style into our homes. But what if you want to learn how to guide your child safely on the Internet from the comfort of your own livingroom? Or your hard drive is broken instead of your heart?

The PC Dads come to the rescue of parents befuddled by computers. Mark Ivey and Ralph Bond's **THE PC Dads GUIDE TO BECOMING A COMPUTER-SMART PARENT (DTP trade paperback original; Publication Date: February 9, 1999; \$13.95 US/ \$19.95 CAN)** redefines the computer book genre with nuts and bolts advice on how to participate in your child's computer education.

Ivey and Bond are two real dads and senior managers at Intel who function as family computing industry experts. They call their approach "down-home computing" and since launching their educational program in 1996, they have helped millions of parents and teachers better understand technology through nationwide workshops, TV appearances and newspaper articles.

Writing for an audience of computer novices, not geeks, the authors tackle the potentially dreary subject of buying and using home computers and make it understandable and fun. They focus on what parents really want to know — not how to reformat a hard-drive but how to use a computer to help a child learn to read; not how to manage your computer's memory but how to choose non-violent computer games for kids. In their seminars, the authors have uncovered parents' "Seven Deadly Fears of Computing," and can teach them how to surmount them, relatively pain-free.



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**THE PC Dads GUIDE TO BECOMING A COMPUTER-SMART PARENT** teaches parents how they can help their kids grow emotionally and compete academically through the use of computers. The PC Dads treat parenting and computer skills holistically, in effect creating a new set of parenting skills for the Digital Age. In what the authors call “shoulder to shoulder” learning, they prove that computers need not foster isolation, but rather, can bring families closer together by finding ways to encourage interaction between parents and kids. All of these techniques have been tested on their own five kids, ages 5 to 15, with stunning results.

Filled with personal stories, sidebars with key ideas, fun facts, a glossary of terms, and an appendix featuring favorite software programs and web sites, **THE PC Dads GUIDE TO BECOMING A COMPUTER-SMART PARENT** offers parental advice on topics such as:

- Raising a computer-smart daughter.
- Balancing a child’s use of games and educational programs.
- Using the computer to nurture your child’s critical thinking skills.
- Learning the software and web-site rating system in the interest of cyberspace safety.
- Kid-proofing your PC by creating a family software audit and managing access.
- Using e-mail and surfing the web for information such as homework help on-line.

With PCs quickly replacing TVs in the world of children’s entertainment, the **PC Dads GUIDE TO BECOMING A COMPUTER-SMART PARENT** is a must for parents who want to stay on top of their children’s emotional and intellectual development.

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#### About the Authors

Mark Ivey and Ralph Bond, the PC Dads from Intel, have been on a mission for more than two years to help parents and their kids learn about computers so they can thrive in the new age. Mark Ivey lives with his wife and their three children in Beaverton, Oregon. Ralph Bond lives with his wife and their two children in Hillsboro, Oregon.

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**By Mark Ivey and Ralph Bond**

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