

Book Release Announcement

April 2, 2009

FPSI Publishing proudly announces the release of

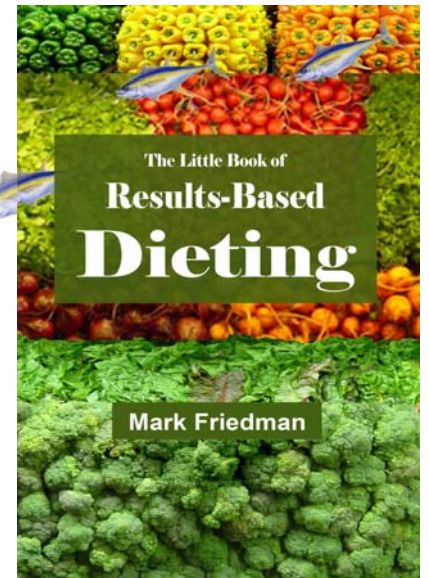
The Little Book of Results-Based Dieting

by Mark Friedman

This easy to read book (only 45 pages) provides a common sense way to create your own diet, lose weight and keep it off. Suitable for young and old alike, it teaches how to free yourself from the endless diet fads, and become *DIET INDEPENDENT*.

The book playfully features the ALL CHOCOLATE DIET to illustrate one of the book's central ideas (recently reinforced by the *New England Journal of Medicine*: [NY Times 2/26/09](#)): "It doesn't matter so much where the calories come from as long as it's the right number at the end of the day."

As the obesity epidemic continues to grow, this book provides timely advice that anyone can use to achieve and maintain a healthy weight and a healthy lifestyle.



AUTHOR: Mark Friedman had heart bypass surgery in 1998 at the age of 49, and was forced to adopt a more healthy life style, including changing his diet and losing weight. He longs for the days of McDonald's Quarter Pounders, but those days are gone. Mark is a world-renowned expert on accountability, and author of the book *Trying Hard Is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities*, which has been used around the world to improve quality of life in communities and the performance of government and nonprofit organizations. In his new book, he shares an approach to dieting that he has used successfully for over 10 years. Mark lives in Santa Fe, NM.

AVAILABILITY: www.amazon.com & www.resultsleadership.org

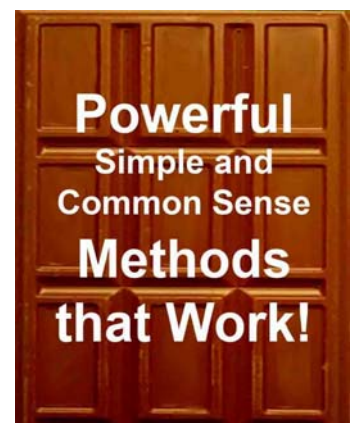
PRICE: US \$7.95

CONTACT INFORMATION: The author may be contacted for interviews through FPSI Publishing: email: [xfpsi@aol.com](mailto:xfps@aol.com); phone: 505-466-3284. [Media Resources](#) (Backup contact: Adam Luecking; adam@resultsleadership.org; 301-907-7541)

EXCERPTS:

The truth about dieting (excerpt): No one diet is right for everyone. You are more likely to succeed with a diet where you are in charge and you choose what to eat. Start with a fad diet if you want. But as you learn to manage your weight you won't need the fads any more.

How to lose weight and keep it off (excerpt): Weigh yourself twice a day. Weigh yourself at night just before you go to bed, and in the morning when you get up. In both cases weigh yourself stark naked. You don't need the weight of clothes complicating things. You will find that your morning weight is less than your bedtime weight. The morning weight is the more important one and the one you will track on your graph. Your bedtime weight will give you an idea of what to expect in the morning and may help you decide whether or not to eat that donut that's been stalking you.



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