

## NEWS RELEASE

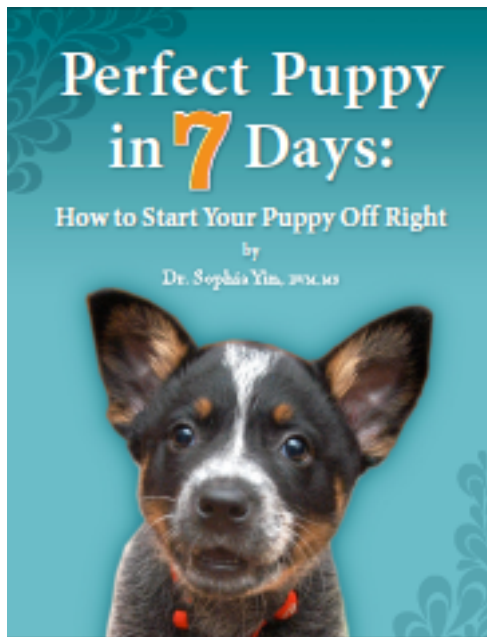
Date: May 31, 2011

Media Contact: Tram Nguyen

Phone: (888) 638-9989

Email: [behavior@nerdbook.com](mailto:behavior@nerdbook.com)

Website: [www.drSophiaYin.com](http://www.drSophiaYin.com)



### Perfect Puppy in 7 Days: How to Start Your Puppy Off Right (eBook)

Does your puppy nip or jump? Have potty accidents? Or struggle when handled? Perfect Puppy in 7 Days, will help you set your puppy on the path to being a polite, well-socialized, happy, companion in just a week. In a simple, fun way, Dr. Sophia Yin uses the story of her week working with her dad's puppy, Lucy, to illustrate how this training can be accomplished.

With 175 pages and nearly 400 photos, Dr. Yin explains why puppies do what they do, how environment and training interact with their natural development to help form their personality, and how quickly puppies can learn when you set them up for success.

Chapters include:

- How Your Puppy Developed Before You Got Her
- Why Start Training So Soon?
- Preparing for the Puppy
- A Foolproof Potty Training Program
- Dr. Sophia Yin's Learn to Earn Program for Puppies
- Socializing Your Pup to Dogs, People and Handling
- A Head Start on All the Rest

- Handout: Checklist for Puppy Socialization can be found at [www.drSophiaYin.com/products/buy](http://www.drSophiaYin.com/products/buy)

Dr. Yin's positive-reinforcement techniques lead to a strong bond between you and your pup from day one.

The ebook is currently available at [www.drSophiaYin.com/products/buy](http://www.drSophiaYin.com/products/buy) and will be available on google books. Retail price \$14.99. ISBN: 8-987-0-9641518-6-4

To receive a review copy of this ebook, media should email Tram Nguyen at [behavior@nerdbook.com](mailto:behavior@nerdbook.com). For a pdf copy of this media release go to: [www.drSophiaYin.com/announcements](http://www.drSophiaYin.com/announcements)

### **ABOUT THE AUTHOR**

**DR. SOPHIA YIN** is a veterinarian, applied animal behaviorist, speaker, and author of numerous books and scholarly articles about pets and their training including, *How to Behave So Your Dog Behaves*, *Low Stress Handling, Restraint, and Behavior Modification of Dogs & Cats*, and *The Small Animal Veterinary Nerdbook*. She is a 1993 graduate of the University of California–Davis School of Veterinary Medicine. She earned her Master's Degree in Animal Science in 2001—also from UC–Davis—where she studied vocal communication in dogs and worked on behavior modification in horses, giraffes, ostriches, and chickens. Dr. Yin currently makes behavior housecalls, teaches dog training and kitty kindergarten classes, works at San Francisco Veterinary Specialists ([www.SFVS.net](http://www.SFVS.net)), writes for several veterinary and popular magazines, and lectures and teaches workshops internationally on animal behavior and low stress handling. She's on the executive board for the American Veterinary Society of Animal Behavior, the American Association of Feline Practitioners Handling Guidelines Committee, and the American Humane Association Animal Behavior and Training Advisory Committee. Dr. Yin made *The Bark's* list of the 100 Best & Brightest in the World of Dogs in 2010. See her *animal behavior* web site at [www.drSophiaYin.com](http://www.drSophiaYin.com).

### **ABOUT CATTLED OG PUBLISHING**

CattleDog Publishing is a veterinary-specific publishing house founded by veterinarian Sophia Yin and is located in Davis, California. The company focuses on educating veterinary students and petcare professionals about pet care and evidence-based behavior modification of pets.

####