

Contact: Claire McKinney
Director of Publicity
646- 307-5241 Phone
claire.mckinney@hholt.com

FOR IMMEDIATE RELEASE:

Publication Date: February 1, 2006

From the author of
When Work Doesn't Work Anymore

MONEY, A MEMOIR:
Women, Emotions, and Cash
by Liz Perle

Advance Praise for Money, A Memoir:

A “remarkable sociological study-cum-memoir. [Perle] boldly exposes her own financial fears. (...) Perle’s book raises more questions than it answers, which is part of its allure – it’ll surely have readers thinking twice before they log on to Bloomington.com after a bad day at work.”
— *Publishers Weekly* (*starred* review)

"This deceptively powerful book is a must-read for any woman who really wants to be in control of her life. Written with humor and hard-won wisdom, I hope it inspires women to really look honestly at what their relationship is to money. It's an examination that's long overdue." — Arianna Huffington

When Liz Perle’s first marriage broke up she was left with fifteen hundred dollars to her name. Having given up everything to join her husband half way across the world, she now sat on a plane bound for the United States with no home to go to, no partner, and—perhaps scariest—no financial support. This epiphany hit her at thirty thousand feet and brought the erstwhile successful publishing executive to the realization that, despite having spent her life striving for security, she now had none. So began Perle’s exploration of how women spend, ignore, and feel about one of the world’s most important and controversial subjects: money. In her new book, **MONEY, A MEMOIR: Women, Emotions, and Cash** (*Henry Holt; 0-8050-7712-X; February 1,*

2006, \$23.00), Perle shows just how complex and deeply rooted these financial issues are.

Early in life and only half-consciously, Perle made a quiet contract with money: she would do what it took to get it, but did not want to spend any time thinking or worrying about it. She was content to hand that task over to her husband. But her story didn't end happily-ever-after and Perle was forced to confront some unattractive facts:

- She was a successful, modern, career woman still waiting for Prince Charming to come and save her.
- She was a victim of her “Inner Stewardess”, a woman who didn't get the raises she deserved because she was too eager to please everyone—even her bosses—rather than appear money-hungry.
- She was living under the shadow of her childhood insecurities about money, which stemmed from her father's persistent threats to “disinherit” his kids.
- And she had blatantly ignored her grandmother's warning to keep an emergency nest egg for herself.

In **MONEY**, through her own story and interviews she conducted with over two hundred women, financial experts, and psychologists, Liz Perle examines the reasons why these complicated relationships exist, and what women might want to do about it, before it's too late. In a spirited, wry voice, she warmly wags a finger at all those who turn a blind eye to a crucial aspect of daily life, and one that could be the difference between a comfortable retirement and the poverty line.

ABOUT THE AUTHOR:

Liz Perle, who worked in book publishing as an editor and publisher for more than twenty years, recently joined the nonprofit world where she is editor in chief of Common Sense Media, the nation's leading nonpartisan organization designed to help families make the best media choices for their children. She is also the author of *When Work Doesn't Work Anymore*. Perle lives in San Francisco with her husband and two children.

**MONEY, A MEMOIR
by Liz Perle**

Henry Holt & Company
February 1, 2006

288 pages * ISBN 0-8050-7712-4 * \$23.00

**For more information, please contact Claire McKinney at (646) 307-5239;
E-mail: claire.mckinney@hholt.com**