

*New Book By Bestselling Author  
Teaches the Fine Art of Pampering Your Pooch*

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**For Immediate Release**

**Boston, MA (September 4, 2006)** – Bestselling author Jason R. Rich ([www.JasonRich.com](http://www.JasonRich.com)) is proud to announce the pending release of his newest book, *Pampering Your Pooch: Discover What Your Dog Wants, Needs and Loves* (\$14.95, 192-pages, ISBN #0470009225), which will be published on September 19, 2006 by Howell Book House (Wiley Publishing) and available through bookstores and pet stores nationwide.

Targeted to people who want to provide their dog with the best of everything, *Pampering Your Pooch* is a fun and upbeat book, offering innovating ways to pamper a dog, while always keeping the animal's health and well-being in mind. The book doesn't replace the need for dog training, but it does help pet parents bond with their dogs and treat them to the very best products and services available.

Countless books about how to train and housebreak a new puppy and “get along” with an adult dog are currently available. For many dog owners, however, training is only a small part of the human/canine relationship. People love to pamper their dogs!

There are over 68 million dogs in The United States. Every year, people spend in excess of \$38 billion caring for their pets. Thus, it's no surprise that high-end designers and companies, like Coach<sup>®</sup>, Louis Vuitton<sup>®</sup>, Gucci<sup>®</sup>, Polo Ralph Lauren<sup>®</sup>, Burberry<sup>®</sup>, Marc Jacobs<sup>®</sup>, Tiffany & Co.<sup>®</sup>, Nicole Miller<sup>®</sup>, Harley Davidson<sup>®</sup>, Orvis<sup>®</sup> and Life Is Good<sup>®</sup>, just to name a few, have begun offering premium-quality, designer products specifically for dogs. Countless other companies have also been established that cater exclusive to the up-scale dog market by offering gourmet food, designer clothes, high-end accessories, furniture, toys and premium-quality grooming products.

More...

Each of the 13 chapters in *Pampering Your Pooch* focuses on a different way to pamper a dog and includes detailed information about specific products, services and accessories currently on the market. Chapter titles include: “Healthy Gourmet Fare for Your Discriminating Canine,” “Treats and Biscuits: Pamper Your Dog with Healthy Cookies,” “Canine Couture: Your Dog Can Follow the Latest Fashion Trends,” “Collars, Tags and Leashes: Show Off Your Dog’s Unique Style” and “Dog Massage and Pet Psychics: Zen and the Art of Pampering Your Pooch.”

Jason R. Rich is the author of more than 34 books. He’s also the proud owner of a Yorkshire Terrier puppy, named Rusty ([www.MyPalRusty.com](http://www.MyPalRusty.com)). In the past, Rich has appeared on numerous national and regional television shows, as well as on hundreds of radio stations nationwide to promote his various books, which include *American Idol® Season 4: Official Behind-The-Scenes Fan Book* (Random House), *Will You Marry Me? Popping The Question with Romance & Style* (New Page Books) and *Entrepreneur Magazine’s Personal Finance Pocket Guides* (Entrepreneur Press).

Rich is currently available for interviews and can offer detailed advice on how anyone can pamper their dog. He can also offer recommendations about the hottest holiday gifts for dogs. Review copies of *Pampering Your Pooch* will be available upon request in early-September.

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