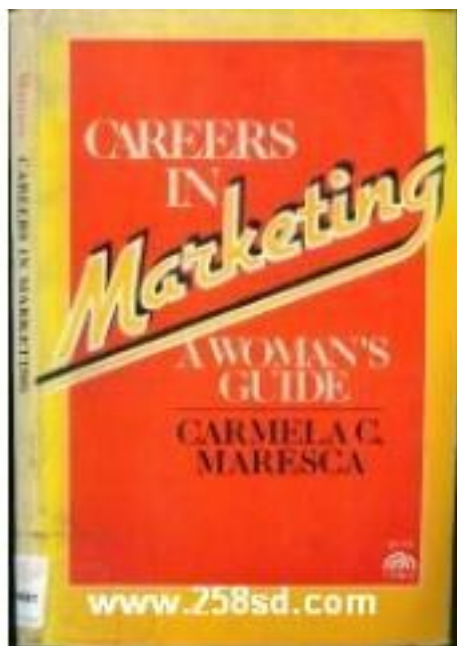


Careers in Marketing: A Woman's Guide



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wouldn't miss for the world (and neither would I for that matter)
is the familiar
nightly session of bedtime reading; exploring exotic
lands¼ learning about
witches¼ monsters¼ frogs¼ balloons¼ airplanes.
alphabets¼ lost
dogs and people of any description.LJ Last night
I chose to read this fair-haired
son of mine a children's book ap-
propriately titled \"Families.\" In a very
graphici¼ spirited and adoles-
cent manneri¼ its aim is very similar to the aim
of this book which
you hold in your hands.FI When Kathy and I first began this
projecti¼ many moons agoi¼ our very simple goal was to tell you--
and
perhaps more importantly show you--that we do not all have
to be the traditional
family of yesteryeari¼ the Ozzie and Harriets.
the I Love Lucysi¼ the Father
Knows Besti¼ to be validi¼ viablei¼ liv-
ingi¼ breathingi¼ functional

family units. That does not mean the family is dying. But it's clear that the family is changing. [q Of course the traditional family still exists to some degree. But it is not the predominant model. According to Miriam Galper, author of Joint Custody and Co-Parenting, "The typical American family is more myth than reality. Today's typical American family life might include divorce, remarriage or two children from previous marriages... my children, his children, our children, various in-laws, ex-laws, and so on?"] It's these newer alternative family forms as well as the traditional families that we'd like to introduce within the pages of this book. Join us for a look at joint custody families, how they deal with schedules, conflicts, communication between ex-spouses, and most importantly, how the children are faring. We'll show you how several single parents deal with the problems of overwhelming responsibility, financial concerns, and coping without

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