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From [The New York Times](#) Section E - Arts/Culture Desk

By Motoko Rich

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“...And occasionally even a self-published author generated some enthusiasm in the exhibition hall (re: Book Expo America 2006, Washington DC, May 19-21). A steady flurry of people stopped by the booth that featured "A Very Good Guide to Raising a Daughter," by the father-daughter team Bill and Jenny Good, who had formed their own company to publish and market the book. Several family members passed out copies along with T-shirts, temporary tattoos and purple cloth bags that somehow became one of the must-have goodies of the convention.

Ms. Good, who benefited from her father's contacts as a marketing consultant and published author with Scribner, an imprint of Simon & Schuster, said she had had promising conversations with representatives from Barnes & Noble, Borders and Books-A-Million.

Asked how she felt about competing with the publishing behemoths and famous authors at the convention, she said, "Like a pit bull fighting for our share."

The entire story may be found at:

<http://www.nytimes.com/2006/05/22/books/22book.html?pagewanted=1>

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