



# QUANTITATIVE MEDICINE

## A Definitive Guide to Getting Well, Staying Well, Avoiding Disease, and Slowing Aging

By: Mike Nichols, M.D., Charles Davis, Ph.D.

Soft cover, black and white interior, 6" x 9", 440 pages

Golden Lotus Publishing, Palo Alto, California

ISBN-13: 978-0-9862520-0-6

### BENEFITS OF STOCKING QUANTITATIVE MEDICINE

**Quantitative Medicine shows well and sells well in a bookstore setting:**

**Quantitative Medicine is topical and pertinent.**

It is a health self-help book with a twist: instead of offering standard advice, it shows the reader step-by-step how to determine his or her own optimum lifestyle. Peak health is measured by certain blood test numbers and is completely objective. When those key numbers are in the correct ranges, degenerative disease like cancer, heart disease, and diabetes will be prevented, or if already present, will retreat.

**Quantitative Medicine is a quality book.**

Offset printed in the United States, *Quantitative Medicine* is warehoused and distributed by a nationally known book distributor: Pathway Book Service. *Quantitative Medicine* is professionally illustrated inside and out. It looks good and reads well. The book is in stock in Ingram and Baker & Taylor. If you haven't seen one, request a sample from the publisher.

**Quantitative Medicine is a supported and promoted book.**

**-Web presence—**The book is backed up by an active website, [QuantitativeMedicine.net](http://QuantitativeMedicine.net), offering supplementary information, exercise videos, and podcasts, and giving the reader direct access to authors Dr. Mike Nichols and Charles Davis.

**-Advertising program—**The book is advertised on Google, Goodreads, and other sites, driving readers to our "where to purchase" webpage, which directly benefits the reader's local bookstore (see below). The advertising budget is significant. We are serious about this.

**-Guest blogging and reviews—**We actively seek review opportunities and guest blogging opportunities to directly plug the book and raise reader interest.

**Stocking Quantitative Medicine can drive traffic to local stores—**This is a hot new feature that we are developing. We receive several hundred hits a day on our "where to purchase" webpage, which will match each site visitor's location to participating bookstores with a seven-mile radius and link to these stores. It is up to the individual bookstore to decide to participate by entering location information, an optional logo, and the desired action, such as store address, store website, etc.