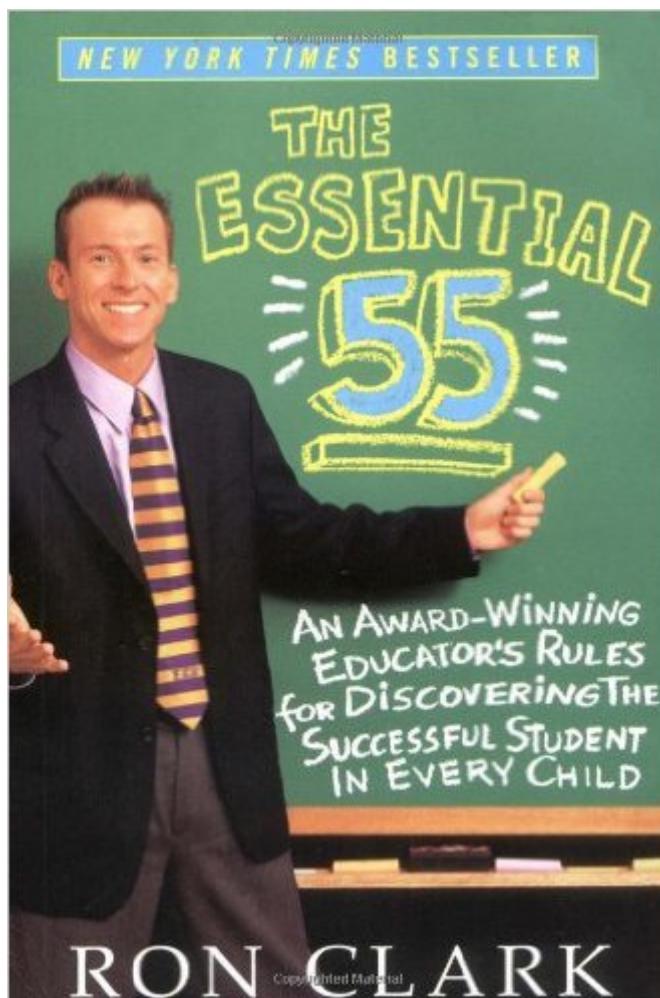


The book was found

The Essential 55: An Award-Winning Educator's Rules For Discovering The Successful Student In Every Child



Synopsis

Now in paperback, Ron Clark's New York Times bestseller that's changing America one child at a time! The runaway bestseller that's a must-have for every parent and teacher. How many authors would travel coast to coast on a bus to get their book into as many hands as possible? Not many. But that's just what Ron Clark, author of The Essential 55, did to keep his book and message in the public eye. And it worked. After his Oprah appearance, sales skyrocketed: we've sold more than 850,000 copies in six months! The book sat tenaciously on the New York Times bestseller list for 11 weeks. Ron Clark was featured on the Today show, and in the Chicago Tribune, Good Housekeeping, and the New York Daily News--not to mention the calls we've received from teachers and parents who want to get their hands on Ron's guidelines for teaching children. Now in paperback, The Essential 55 will be the perfect book for parents and teachers to slip into their own backpacks, to read on the train or at lunch, and to highlight the sections that resonate for them. And with an author who is truly a partner in getting his message to the masses, we just can't lose.

Book Information

Paperback: 224 pages

Publisher: Hachette Books; Reprint edition (July 21, 2004)

Language: English

ISBN-10: 0786888164

ISBN-13: 978-0786888160

Product Dimensions: 5 x 7.5 inches

Shipping Weight: 7 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ See all reviewsÂ (300 customer reviews)

Best Sellers Rank: #8,152 in Books (See Top 100 in Books) #8 inÂ Books > Education & Teaching > Schools & Teaching > Parent Participation #26 inÂ Books > Education & Teaching > Schools & Teaching > Certification & Development #72 inÂ Books > Education & Teaching > Schools & Teaching > Education Theory

Customer Reviews

Where is the Smoking Gun website when you need them? Since I am sure they are currently off debunking Frey's "A Million Little Pieces," it is my unhappy duty to inform potential buyers of this book that you are about to be had. While P.T. Barnum may say "There's one born every minute," I say as a teacher and a one-time school board member, "When you know something is wrong, fix it." There is something wrong with this book. Look at the subtitle. See "An Award-Winning Educator's

Rules..."? Do you see anywhere that Mr. Clark's "Disney Teacher of the Year Award" was granted to him by his publisher? The listed publisher, Hyperion books, is a division of Disney. Go ahead. Take a minute and type Disney and Hyperion into any search engine. You will find that they are one in the same. A little shocking isn't it? After reading "The Essential 55" today, I was absolutely stunned. Instead of the light list of feel good stories I expected, I was paraded past a whole host of teaching sins that would have gotten any teacher in America fired; except Mr. Clark. What magic defended this man who would use children as stepping stones to a publishing and speaking career? Fame, possibly? It appears Mr. Clark began innocently enough when his students decided to raise \$12,000 needed to place an ad in USA Today. They met little success until an "anonymous" donator footed the bill. The ad was printed with a question directed towards then President Clinton and the world. The response was huge. Along with the President, such luminaries as the Prime Minister of Canada and the cast of "Friends" sent in responses. So far, so good. The success of this stunt led Mr. Clark to believe that he walked on water. And he did.

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