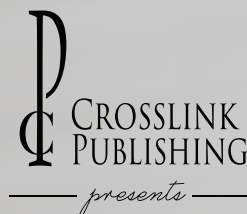


# WHO'S GOT YOUR BACK?



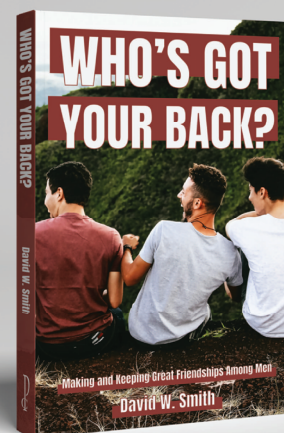
Who's got your back? We fall short, rarely because of a lack of some expertise. We fail in our personal and work experiences often because of our inability to connect well with others. No one plans to lead a mediocre life; it just happens. We're more likely to form alliances than we are friendships. It doesn't have to be this way. Who's Got Your Back? provides a clarion call for men to be the kind of men modeled for us by Jesus. This is a playbook on how to be strong, task oriented and achieving, but also warm-hearted and unmistakably relationship driven during the rough and tumble of everyday life. This good book brings into sharp focus a genuine and functional and real-life definition of manliness. David Smith has skillfully woven stories with practical application strategies for building more satisfying friendships. Those who have your back will usually be the same individuals who know they can count on you in the good times and in times of trouble.

**"Men don't have friends in the sense that women do, but it doesn't have to be that way."**

## ABOUT THE AUTHOR



David is a former public-school superintendent and high school and college teacher and is now a conference speaker for business and faith based events. He earned an interdisciplinary social studies and social policy PhD from Northwestern University. David and his wife, Sue Ann, live in suburban Chicago.



## MARKETING INITIATIVES

1. Sharing announcement of new book's publication with over 200 member organizations of National Coalition of Ministries to Men
2. Interviews and speaking activities coinciding with the book's publication
3. Three featured "Power For Living" articles focused on equipping men with skills for relationship building
4. Author connections with colleges, churches and other faith based organizations about the announcement of this new book
5. Contributing author with "The Men's Bible" an American Bible Society publication resource for men's ministries
6. Sharing the news about this new book with college and school and faith based ministry colleagues in European and Middle Eastern countries

## INTERVIEW QUESTIONS

1. What's your personal story and motivation for writing a book about men?
2. Why don't many men have friendships in the sense that women do?
3. What did you learn, and what surprised you, from the hundreds of strangers you interviewed for the book?
4. Why is it so difficult for men and women to become close friends?
5. Is friendship the same in various cultures around the world?