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**PRENTICE HALL TO PUBLISH “NEW RULES OF THE GAME”
BY HGTV CO-FOUNDER AND FORMER COO SUSAN PACKARD
Business Guide Will Show Women Winning
Methods to Succeed at Work**

New York, NY, October 21, 2013 — Prentice Hall, a division of Penguin Group (USA), announced today the acquisition of Scripps Networks Interactive co-founder and former chief operating officer of HGTV Susan Packard’s book *New Rules of the Game*, a smart business guide that reveals how women can use strategic gamesmanship to succeed in corporate America. Editor Jeanette Shaw acquired world rights to the book from Joy Tutela at David Black Agency. The book will be published in Winter 2015.

In the vein of Sheryl Sandberg’s *Lean In*, Packard’s book will provide insights, tips and direction to women in business, based on experiences from her own 30 year career, along with a dozen other prominent executives. What makes this book different is that Packard advocates for a revolutionary new perspective for businesswomen, which she calls “gamesmanship.”

Gamesmanship is a strategic way of thinking that cultivates creativity, focus, optimism, teamwork, and competitiveness. These strategies, regularly seen in the video game and sports worlds—most often amongst men—take loss in stride and provide the emotional distance, tactical thinking, and determination necessary to succeed in the corporate world. Packard works to level the playing field for women, providing this understanding of the methods successful executives colleagues use to think and win at work.

“The rules involved in learning gamesmanship are easy to follow, and give women a solid foundation for competing, and winning, in the workplace,” says Packard.

Under Packard’s helm, HGTV became one of the fastest growing cable networks in television history. Today HGTV is available in more than 99 million U.S. homes and distributed in 175 countries and territories. Packard helped to build Scripps Networks Interactive to a market value of over \$10 billion.

“We’re delighted to add Susan Packard’s refreshing new voice to our diverse stable of authors. She’s lived the climb and has refreshing perspective to share with women making their way in business,” Shaw says.

On July 1, 2010, Susan joined the firm of Martin Frankel Associates (MFA), an advisory group to global business leaders. She can be found online at SusanPackard.com, [@PackardSusan](https://www.facebook.com/PackardSusan) and at [facebook.com/PackardSusan](https://www.facebook.com/PackardSusan).

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