**Title:** No More Fake Reading

**Subtitle:** Merging the Classics With Independent Reading to Create Joyful, Lifelong Readers

**Author(s):** Berit Gordon

**ISBN:** 978-1-5063-6551-0

**List Price:** $29.95

**Subject Line:** Choice Reading + Class Novel = Literacy Success

**Teaser Line:** Motivate students to read with this blended model

**Headline:** Stop students from fake reading forever!

**Body Copy:** Explore Book>> (Call to action) below cover image

 (Book cover image right-side of copy)

Introduce your teachers to a revolutionary approach that combines choice reading with the shared classroom novel. Berit Gordon’s ground-breaking strategy motivates students to read, while also giving teachers a much-needed platform for engaging young readers with classic literature.

**Author Bio Copy:**

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**Berit Gordon**coaches teachers as they nurture lifelong readers and writers. Her path as an educator began in the classroom in the Dominican Republic before teaching in New York City public schools. She also taught at the Teachers College of Columbia University in English Education. She current works as a literacy consultant in grades 3-12 and lives in Maplewood, New Jersey with her husband and three children

**Email Copy:**

Hi first\_name,

“What book should I read next?” Isn’t that a question every English teacher would love to hear from their students?

Berit Gordon’s book *No More Fake Reading* offers a blended approach of choice reading and classic literature that can truly transform any classroom into a vibrant reading environment. It’s a blend of letting students choose what they want to and can read with the traditional approach of exposing students to quality literature already rooted in many of our curriculum.

If you haven’t already done so, I invite you to download the chart in the email below on Tips for Managing Independent Reading Time and I assure you will get a glimpse of the benefits of blending classic literature with the motivational power of choice reading.

Sincerely,

Lisa Luedeke