

What to expect when you're expecting book series

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What to expect® When you expect was conceived during Heidi Murkoff's first pregnancy when she discovered that most guides only added to her questions and concerns. Five editions and 19 million copies later, it became the most widely read pregnancy guide in America (as reported by USA Today). Heidi went on to write seven more books in the bestselling What to Expect series. She also co-founded What to Expect®, a nonprofit organization dedicated to helping low-income families expect healthy pregnancies; joined forces with the USO in a special delivery that supports expectant military mothers; and collaborates with 1,000 Days, a global organization that promotes early childhood nutrition. Her daughter, Emma, and her grandson, Lennox, appear on the covers of the latest edition of What to Expect When You Expect. You can visit it online in whattoexpect.com. It all started with a baby and a book. Heidi Murkoff pondered the idea of what to expect when you'd expect during her first pregnancy, when she couldn't find answers in the books she asked for much-needed advice. Just hours before delivering her daughter Emma, Heidi has come up with a proposal for a pregnancy guide that will help other expectant parents sleep better at night. She was a mom on a mission that was just beginning. Dubbed the Bible of Pregnancy, What to Expect When You Expect Has Over 19 Million Copies in Print. Now in its fifth edition, the book hit a publishing mark in June 2015, when it became the longest-running title of all time on The New York Times bestseller list, a record it still holds. USA Today named it one of the most influential books of a quarter of a century - it also reports that it is read by 93 percent of women who read a book about pregnancy. Other titles in the series include What to Expect First Year (now in its 3rd edition), Restaurants Well when you expect what to expect before you expect (full guide to getting pregnant, now in the second edition), and what to expect in the second year, a must-have guide for parents of toddlers. What to Expect books have sold more than 42 million copies and are published in 38 countries and 34 languages. Heidi What to Expect Baby Books include What to Expect When Mom With Baby and What to Expect When a New Baby Comes Home. In 2005, Heidi expanded the What to Expect (WTE) brand online with WhatToExpect.com, which currently registers 60 percent of all pregnancies in the U.S. and has a #1 app rated pregnancy in the App Store. WhatToExpect.com is home to an active and active community of more than 13 million moms, averaging 800,000 new posts each month, a new post every three seconds, and the average user visiting 14 times a month. The app offers personalized weekly content and videos of Heidi, and she also connects daily with her WTE family via Facebook, IG and Twitter. personally answers WhatToExpect.com WhatToExpect.com [whatToExpect.com](http://WhatToExpect.com) questions in his weekly column, Help Me Heidi. In 2012, Heidi helped turn her cult book into a feature film - What to Expect When You Expect - by acting as an executive producer. The film, a comedy that stars Cameron Diaz, Jennifer Lopez, Chris Rock and Elizabeth Banks, features five couples whose interweaving lives are turned upside down by upcoming parenthood. Heidi's passionate commitment to moms and babies led to the creation of What to Expect, a nonprofit organization that helps needy mothers have healthy pregnancies, safe births, and healthy babies. With a beautiful, culturally appropriate, low-literacy pregnancy guide (provided on a free basis for at-risk moms), a supportive curriculum and training of health professionals and staff at clinics, the WTE Project's Innovative Baby Basics - available in English, Spanish and Chinese - has helped more than 950,000 expectant mothers to be and babies needing. The Foundation has also worked with the State Department on global development of Baby Basics, starting with Liberia and Bangladesh. In 2013, Heidi and her husband Eric joined forces with USO in Special Delivery, a program that celebrates and supports expectant military moms serving away from family and friends. Heidi has hosted more than 160 special baby delivery showers - complete with lunch, Games, gifts, WA and lots of hugs - for more than 15,000 military moms - both active servicemen and spouses, around the world, from Germany to Japan, Korea to Guam, Texas to Kansas, Alaska to North Carolina. Special Delivery Dad's Edition shower - is also hosted by Heidi's Edition shower - also hosted by Heidi and featuring dinner, games, gifts, photos and hugs - to celebrate military dads-to-be at base around the world. Both Mom and Dad Shower offer parents not only the opportunity to connect with Heidi, but with each other, helping them create a vital local friendship and support network. The What to Expect project has expanded its mission around the world to reach the most vulnerable moms around the world to help provide the care, information and support they need for healthy pregnancies, safe births and healthy babies. The partnership with the International Medical Corps supports the life-saving mother and child health, midwifery and community training, as well as the construction of maternal child clinics in Africa and the Middle East. Heidi is working with the International Medical Corps as the first respondent, joining her team of health workers in this area in some of the world's most devastated areas (including southern Sudan, Sierra Leone Somalia and Syria border), where the organization provides much-needed medical care. During her many field visits, Heidi embraced her way through dozens of villages, schools and refugee camps. In 2015, the What to Expect project debuted in campaigns #BumpDay with the founding partners of the International Medical Corps, 1,000 days and the United Nations Universal Access Project with WhatToExpect.com. The campaign celebrates beautiful bumps and healthy pregnancies around the world, while raising awareness of the overwhelming need to improve maternal health in both the U.S. and around the world. #BumpDay encourages moms to post photos of their bumps while sharing messages of support for moms - and has generated thousands of messages on Facebook, Twitter and Instagram, including from such influential people as Olivia Wilde, Christy Tur, Coco Roche, Brooklyn Decker and Farrell. The total reach of all social platforms in #BumpDay 2018 was more than 33 million. Heidi advocates for maternal and child health, meetings and media appearances with many leaders in the Senate and House of Representatives on issues such as the ACA, Zika, family leave and child care. She works closely with the CDC and other public health organizations and sits on the board of the 2020 Collaborative. In 2011, TIME MAGAZINE named Heidi one of the 100 Most Influential People in the World. She was also honored by Smithsonian Associates with the prestigious John A. McGovern Award, who recognizes contributions to American families, and was inducted into the books for a better life hall of fame. Heidi has appeared on hundreds of television and radio shows, including The Tonight Show, Good Morning America, CNN, The Early Show, Oprah, BBC Breakfast and Good Morning Australia, and was featured on CBS Sunday morning. What about the child who inspired What to expect? Emma Bing is married and has two children, Lennox, 6 (on the cover of What to Expect the First Year), and Sebastian, 1. Emma's pregnancy with Lennox was captured on the cover of the 5th edition of What to Expect When You Expect, and she is now lifestyle editor WhatToExpect.com. WHAT EXPECT is a registered trademark of What to Expect LLC. Announcing a brand new, cover-to-cover revision of America's pregnancy Bible. What to expect when you expect this perennial bestseller by the New York Times and one of USA Today's 25 most influential books of the past 25 years. It is read by more than 90% of pregnant women who read a book about pregnancy - the most iconic, is sure to have a book for parents to be, with more than 14.5 million copies in print. Now comes the fourth edition, a new book for a new generation of future moms featuring a new look, a fresh look, and a friendlier voice than ever. It is filled with the most up-to-date information, reflecting not only what is new during pregnancy, but also what has to do with pregnant women. Heidi Murkoff rewrote each section of the book, answering dozens of new questions and including loads of new asks for material, such as detailed week-to-week fetal development section in each of the monthly chapters, an extended chapter on pre-conception, and a brand new one to hold multiples. More comprehensive, encouraging and empathetic than ever, the fourth edition includes the most recent developments in midwifery address address modern lifestyle trends (from tattoos and belly piercings to Botox and aromatherapy). There's more than ever on pregnancy practical (including an extended section on workplace problems), physical (with more symptoms, more decisions), emotional (more tips on riding mood roller coasters), nutrition (from low-carb to vegan, from junk food, independent of caffeine-dependent), and sexual (what's hot and what's not in pregnant love) and much more support for this very important partner in parenting - dad-to-be. Crowded with tips, helpful hints, and humor (pregnant woman's best friend), this new edition is more accessible and easier to use than ever before. That's all parents-to-be have come to expect from what to expect... Only better? Better?.

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