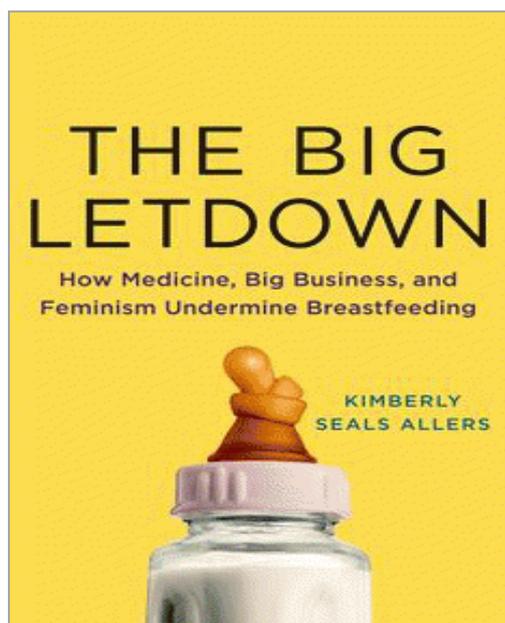

Advance Information

The Big Letdown

How Medicine, Big Business, and Feminism Undermine Breastfeeding



Author:	Kimberly Seals Allers
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Selling Points:

A fascinating socio-historical look into the hotly contested controversies surrounding breastfeeding.

Description:

Breastfeeding. The mere mention of it has many mothers wracked with anxiety (how will I manage with work, other kids, what if I don't make enough milk?) or guilt about not doing it (will I be hurting my child if I choose not to breastfeed? what will people think of me if I choose not to?). This hot-button issue is one we've talked about repeatedly in the media and in celebrity culture. Remember when Angelina Jolie posed for the cover of *W* nursing her newborn? Oh, the controversy! And when Barbara Walters complained about the woman breastfeeding next to her on a plane? She was forced to issue a public apology. Or what about when supermodel Gisele Bunchen declared that there should be worldwide law that mothers be required to breastfeed their babies for the first six months of life? All hell broke loose. This topic gets people riled up, and there has never been a narrative account that explores the breastfeeding big picture for parents and their children in today's world. **THE BIG LETDOWN** by author, journalist, and breastfeeding advocate Kimberly Seals Allers will change that for the better and open up a candid conversation about the cultural, sociological, and economic forces that shape the breastfeeding culture and how it undermines women in the process.