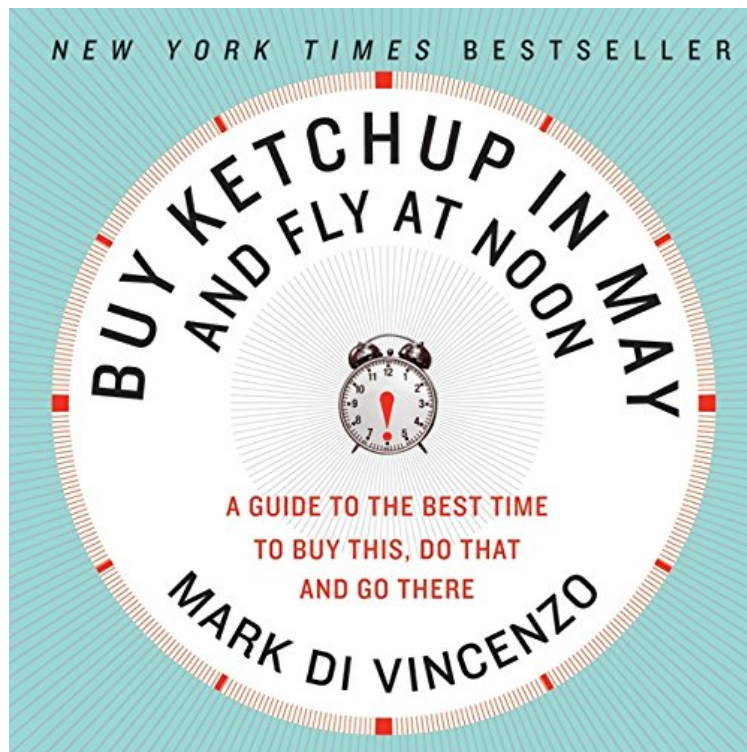


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Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There

Mark Di Vincenzo

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Mark Di Vincenzo : Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There before purchasing it in order to gage whether or not it would be worth my time, and all praised Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There:

0 of 0 people found the following review helpful. Four StarsBy Craig EmeryAs expected. Works well.1 of 1 people found the following review helpful. A Little 411 Can Go a Long Way....By RobinLKPersonally, I really like this book - found lots o' useful tips. Took it to school for my HS students... and it didn't move from the front board shelf for over a month (I turn my books OUTWARD to market them, then monitor readership). Brought it home, and I kid you not, a student asked, "Hey, Mrs. LK, where's that ketchup book? I've been wanting to read it." Bravo! Took it back to school.... LOL0 of 0 people found the following review helpful. Four StarsBy Rosa OlsonA great guide on when to buy things.

Mark Di Vincenzo knows the best times of the day, the week, the month, the year, and a life to do a variety of

things and he shares his amazing expertise in *Buy Ketchup in May and Fly at Noon*. A fascinating, entertaining, and eminently useful compendium of everything from the mundane (the best time of day to go grocery shopping, the best day to buy an iPod, the best month to visit Disney World) to the serious (the best time to buy or sell a home, to get married), *Buy Ketchup in May and Fly at Noon* proves that timing is everything. Here is information you need in tough economic times to save time and money.

Well worth checking out. (Dayton Daily News) The breezy little paperback offers hundreds of tips from the former investigative reporter, whose research is evident and sources carefully listed at the end. That keeps the attribution from cluttering up the info, which ranges from sublime to silly. (Los Angeles Times/Travel blog) Food for thought. (Boston Globe) Sure to liven up a boring cocktail party . . . [W]ill enlighten, surprise, even disappoint you. (Houston Chronicle) Straightforward. (Richmond Times-Dispatch) Full of amusing and helpful timing tips. (Sacramento Bee) Strangely compelling. (The Guardian) [Di Vincenzo] doles out advice with practical reasoning . . . [U]seful and interesting. (Cleveland Plain Dealer) [Di Vincenzo] gets into the nitty-gritty of why timing really is everything. (Chicago Tribune) From the Back Cover Have you ever wanted to know the best day of the week to buy groceries or go out to dinner? Have you ever wondered about the best time of day to ask someone out on a date or for a raise? *Buy Ketchup in May and Fly at Noon* tells you the best time of the day, of the week, of the month or of the year to do almost anything. Do you know: The best time of day to be operated on? The best month to buy an iPod? The best day of the week to avoid lines at the Louvre? The best day of the month to make an offer on a house? Get more for your money, maximize your time, take better care of your health and be savvier about your career all by doing certain things at the right time. Remember: Timing is everything! About the Author As a journalist with nearly a quarter century of experience, Mark Di Vincenzo made a name for himself as a reporter who exposed abuses and as a writer who made the complicated seem simple. He won numerous awards before becoming an editor. During the summer of 2007, he left daily journalism to pursue book projects and to start Business Writers Group, a writing and public relations company. In 2009, Harper-Collins published his first book, *Buy Ketchup in May and Fly At Noon: A Guide to the Best Time to Buy This, Do That and Go There*, a New York Times bestseller. Born and reared in Cleveland, he lives in the shipyard town of Newport News, Virginia two blocks from William Styron's childhood home with his wife and two daughters. A third daughter attends the University of Oklahoma.