

**For Immediate Release**

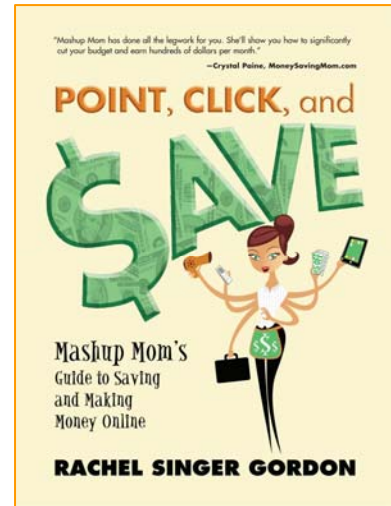
Contact: Rob Colding

Information Today, Inc.

(609) 654-6266, ext. 330

## Recession-Proof Your Household!

### Mashup Mom Rachel Singer Gordon Shares Her Secrets on How to Save and Make Money Online by Harnessing the Power of the Internet



June 8, 2010 Medford, NJ—Information Today, Inc. (ITI) announced the publication of *Point, Click, and Save: Mashup Mom's Guide to Saving and Making Money Online* by former librarian and now work-at-home mom Rachel Singer Gordon.

In these uncertain economic times, knowing how to save money is necessary in order to weather the storm. Rachel Singer Gordon—“Mashup Mom”—is a widely read blogger who combines high- and low-tech strategies to help her readers achieve financial objectives. In *Point, Click, and Save*, she helps money-conscious web users gain immediate relief from the pain of rising prices, find fabulous freebies, comparison shop for big ticket items, and develop legitimate multiple money making channels on the web.

“Online, a *mashup* refers to a website that combines info from at least two different places to create something new—it “mashes it up,” the author says. “In real life, many moms (and dads and everyone else) also combine different things to create something new: We mix, or mash up, money-making and thriftiness strategies to create a while new model of motherhood.”

This immensely practical book and its supporting website provide clear, tech-savvy advice designed to reassure readers who are new to the world of saving and earning money online, while providing an array of innovative ideas, strategies, and resources for those who have been clipping coupons (online *or* off) for years.

—more—

“When you become a mashup mom, you’ll also feel more able to ride out today’s tough economic times,” says Gordon in the book’s Introduction. “Learning how to save and make money from home is even more important when we’re facing everything from skyrocketing gas prices to double-digit increases in grocery staples to collapsing financial institutions.”

The book features an Introduction by Gordon, a list of recommended reading, terms and abbreviations, and an index. Readers can also get more tips on how to save money, receive coupons, and freebies at her blog, [www.mashupmom.com](http://www.mashupmom.com).

### **Praise for *Point, Click, and Save***

“Don’t have hours to spend scouring the internet to find the best deal sites or legitimate work-from-home opportunities? Never fear! Mashup Mom has done all the legwork for you. She’ll not only save you hours of time and effort, she’ll show you how to significantly cut your budget and earn hundreds of dollars per month. An invaluable resource.”

—Crystal Paine  
MoneySavingMom.com

“Packed with practical tips to help moms and dads stretch their hard-earned dollars ... a great, hands-on how-to guide.”

—J.D. Roth, GetRichSlowly.org

### **About the Author**

“Mashup Mom” Rachel Singer Gordon is a former librarian who is now mashing up a new career as a freelance writer, editor, blogger, and workshop leader. She’s written several books for librarians, but her most recent, *What’s the Alternative? Career Options for Librarians and Info Pros*, really made her think about how we can succeed with at-home work when we mash in those savings strategies. She frequently presents at conferences for info pros on topics such as generational issues and alternative careers, teaches coupon classes in the Chicagoland area, and has written for *The Dollar Stretcher*, a popular publication on saving money.

*Point, Click, and Save: Mashup Mom’s Guide to Saving and Making Money Online* (304 pp/softbound/\$19.95/ ISBN 978-0-910965-86-6) is a CyberAge Book from Information Today, Inc. (ITI). It is available in bookstores through Independent Publishers Group (IPG) and direct from the publisher by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; emailing [custserv@infotoday.com](mailto:custserv@infotoday.com); or visiting the ITI website at [www.infotoday.com](http://www.infotoday.com).

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