

MEDIA KIT  
for  
***What Foreigners Need To Know About America From A To Z***  
*How to understand crazy American culture, people,  
government, business, language and more*

As Featured in *Publishers Weekly*, Aug. 27, 2012

**By Lance Johnson**

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*Equation of life: Knowledge + Understanding +  
Acceptance = A Better World for All.*

~ Lance Johnson, author *What Foreigners Need To Know About America From A To Z*.

**Lance Johnson**

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Available Worldwide on Amazon.com

# Media Release

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**E-mail:** hojonews@aol.com  
**ISBN:** 978-1468172362  
**Author's Website:** [www.howtodoitfrugally.com/A\\_to\\_Z.htm](http://www.howtodoitfrugally.com/A_to_Z.htm)

For Immediate Release  
June, 2012

## The Greatest Book Show on Earth

### World Traveler/Author Is Center Ring at Book Expo America

Book Expo America, New York--Author Lance Johnson will sign the new English edition of his book *What Foreigners Need To Know About America From A To Z: How to understand crazy American culture, people, government, business, language, and more.* at the Independent Book Publishers Association booth #3044 at Book Expo America on Thursday, June 7, at 10:30 am. The famous tradeshow is at Javits Center in New York City.

As the title suggests, this book is for “foreigners,” which Johnson redefines as anyone not sufficiently familiar with American culture to meet their goals for success. They may be citizens from foreign countries who still lack sufficient knowledge to meet their travel or business needs. They may be among the multitudes of foreign-born, naturalized citizens who have lived in the U.S. for years and still struggle with everything from etiquette to language. They may be first- and even second-generation Americans whose immigrant parents did not fully expose their children to American culture—an all too common occurrence—and they now struggle with the mainstream. They may be students who are studying in America or those who would like to.

Originally published in simplified Chinese by Oriental Press in China, this unique book has been endorsed by U.S. and foreign ambassadors like Clark T. Randt and Zhou Wenzhong. Jay Gajjar, India language professor says, “The A to Z chapters are nicely written and informative. The language is simple and presented in a fine sequence. This is a realistic bible of modern America.” The new English edition has been updated and expanded. What many notice is that Johnson is willing to paint a picture of the America he loves warts and all.

Lance Johnson has traveled in, taught in, visited, or lived in 81 counties and 49 of the 50 American states. His understanding of his own culture increased as he learned more about the cultures of others. He also began to understand why some foreigners throw up their hands at what they see as a crazy Americans and their crazy language. He brings this rare understanding to this book.

Johnson will sign and give copies to publishing professionals at the famous [Book Expo America](http://www.BookExpoAmerica.com) where the publishing industry convenes. Learn more about the book and the author at: [www.howtodoitfrugally.com/A\\_to\\_Z.htm](http://www.howtodoitfrugally.com/A_to_Z.htm)

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## About the Author

Born and raised in America, Lance Johnson has long been fascinated with the history and culture of America and foreign countries and how they differ. Having visited 49 of the 50 U.S. states and traveled in 81 countries, he's learned among other things that the Black Sea, Red Sea, and the Blue Danube do not reflect those colors, and that Iceland might better be called Greenland and vice versa. He's also learned how America and its people are perceived abroad both correctly and incorrectly. And how America's perception of the rest of the world can vary, too.

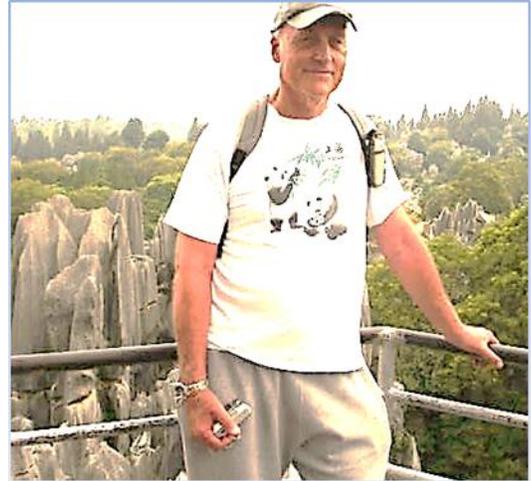
A student of cultural differences, his travels also allow him to explore the difficulties foreigners face understanding American ways and language, and how that affects their success in dealing with us. He consults, teaches, and conducts seminars about the subjects in this book. He has an Ivy League graduate business degree and has studied at Oxford University in England.

The author and lecturer was a manager with an international management consulting firm, then a corporate president for 26 years before taking up acting and writing. He now volunteers his services to nonprofit organizations and immigrants. He has appeared in movies, stage plays, national commercials, and TV dramas, including a lead American role in a 28-part China TV production.

As a second-generation American, he shares his love of history and culture with visitors at a leading museum of history where he is a docent. He also golfs and skis, adores his grandchildren, and plays with Malibu Barbie, his third Great Dane, and Max, his Bulldog-Pug mix. He has also mentored underprivileged youth.

His American heroes include American visionary presidents Thomas Jefferson, Abraham Lincoln, and Teddy Roosevelt, and inventor Thomas Edison, all of whom had significant roles in the development of America and its culture as we know it today.

Equally important on his list are those foreigners who came to America and despite overwhelming discrimination, sacrifice, and deprivation contributed to the rich history of the early settlement of America. The legacy of all these immigrants resides throughout America today.



**Image of author near Kunming, China.**

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# Mini Credit and Tagline

## Tagline

Lance Johnson is a student of culture and language who has visited more than 81 countries and every continent. He is a former corporate president and has taught in the business world. His favorite teaching assignment was helping Chinese English teachers with accent reduction, American culture, and techniques to make English come alive for their students. He is the author of *What Foreigners Need To Know About America From A to Z*. Learn more about him at <http://AmericaAtoZ.com>

## Lance's Language and Culture Credentials

University Study	Teaching Expertise	Travel and Study
<ul style="list-style-type: none"><li>• University of Utah, BS</li><li>• Columbia University, MBA</li><li>• Oxford University, post graduate study, drama</li></ul>	<ul style="list-style-type: none"><li>• Business seminars, several awards for speaking/teaching</li><li>• Teaching English teachers, School District of Suzhou, China</li></ul>	<ul style="list-style-type: none"><li>• Travel for teaching and acting in more than 80 countries.</li><li>• Lived in China during filming and teaching stints.</li></ul>

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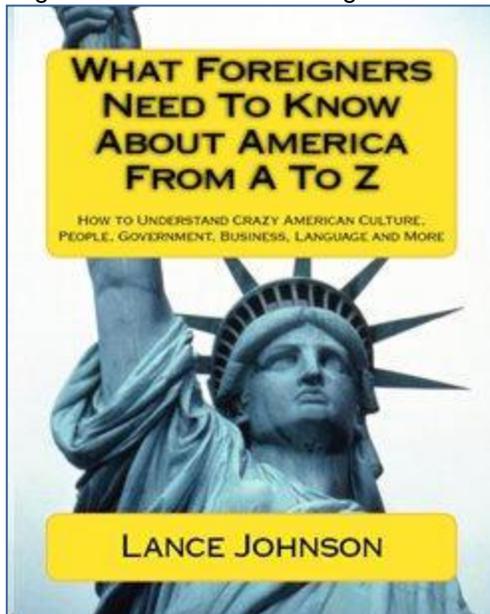
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## About The Book

### What Foreigners Need To Know About America From A To Z

This unique book paints a revealing picture of America and its people for those foreigners who will benefit from a better understanding of America.

Foreigners might come to the U.S. to work for American employers, to open branch offices or factories for their homeland employers, to start their own businesses, or go to school. Others might work for American organizations in their homelands or have American teachers there.



Either way, an understanding of American culture and language can be most important for them to succeed.

As the title suggests, this book is for “foreigners.” Dictionaries say they are people who are not citizens of a country. But that doesn’t work for this book. Instead, they are defined as anyone who is not familiar enough with American culture to meet their goals or need for day-to-day success. They may actually be U.S. citizens from foreign countries but don’t have a good grasp. This includes foreign-born, naturalized citizens who have lived in the U.S. for 20 years and still struggle with the ways and the language. A foreigner could also be a first-generation American whose immigrant parents did not fully expose their children to American culture. There are lots of other examples, too.

Each of the 26 chapters’ brush strokes contributes to the final painting of what America is all about and who Americans are. The chapters are grouped into four sections. (Individual books are also available for each section.)

- **Section I – America’s Heritage.** This defines the historical background of why America and its people became who and what we are today. To understand complex America, it is important to gain this understanding.
- **Section II – America’s Culture.** This smaller book focuses on who we are as a nation and how we conduct our everyday lives, ranging from customs and etiquette, to what’s on the minds of Americans, to education, literature, movies, and a whole lot more. It even includes what we think of foreigners and what they think of us.
- **Section III – America’s Business.** The third book explains our complex business environment, operations, customs, and why American businesses are successful around the world. It also provides information for dealing with American business personnel in the US and abroad, for starting and operating a business of your own as many foreigners do, and for increasing your chances of being hired by an American employer here or abroad.
- **Section IV – America’s Language.** These chapters discuss practical ways for English as Second Language speakers to improve their grammar, speech, writing, and communication skills, including accent reduction. Common English grammar and

Cont'd

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speech errors made by foreigners are identified with simple tips for overcoming them and improving the image they create.

**Note:** The author uses tricky and often-used idioms in a natural conversational setting to help English as a second language learners better understand one of the trickiest aspects of the language.

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## Availability

Available as a paperback on Amazon worldwide:

Austria – amazon.at  
Canada – amazon.ca  
France – amazon.fr  
Germany – amazon.de  
Italy – amazon.it  
Japan – amazon.co.jp  
Spain – amazon.es  
United Kingdom – amazon.co.uk  
United States – amazon.com

Individual books are also available for each of the four major sections in the complete *A to Z* book.

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# Praise and Recommendations for What Foreigners Need to Know

I congratulate you on writing this timely work. This will promote better mutual understanding between America and Asia.

***Tommy Koh, Singapore Ambassador to the U.N. and U.S.***

Your book covers a broad range of topics that I am sure many...will find very useful. I certainly agree with you on the importance of mutual understanding, which [this] book serves to promote.

***Clark T. Randt, Jr., U.S. Ambassador to China***

I greatly appreciate your efforts in sharing with other people your opinion and experience on the exchanges between different peoples and cultures. It is so important for us to better understand each other while striving to build a better world for all.

***Zhou Wenzhong, China Ambassador to U.S.***

*A to Z* is by a scholar of globalization. Raised and schooled in India and widely traveled, I believe that discrimination is based on ignorance. [This book] tears at this veil and is as objective as is humanly possible. The message is clear, the text has flow and the language is easy to understand. Readers will find this book useful, no matter which portal they would like to enter from.

***Dr. Stephen Gill, poet, novelist and literary critic***

Misunderstandings often happen needlessly due to ignorance and differences in cultures. I really wish I had read this book when I lived in China in order to learn more about the U.S. Since moving to America and getting my MBA, it is not too late because there is so much to learn from *A to Z*. I highly recommend this book that could change your life!

***Lily Lang, financial analyst, Washington, D.C.***

I found this book refreshingly different from the general run of books in this genre because it shows both Americans and foreigners warts and all!

***Mohammad Vazeeruddin, India journalist; former Associate Editor, The Tribune***

The *A to Z* chapters are nicely written and are very informative. The language is simple and lucid and presented in a nice manner with fine sequence. The writer's efforts of thorough research are praiseworthy. It is, in short, a realistic bible of modern America.

***Jay Gajjar, India language professor, writer of three hundred short stories***

I've lived in America 20 years. I took ESL [English as a Second Language] classes for three years and studied five years with a tutor. Until reading *A to Z*, I never found a book to help me with my grammar, pronunciation, phrasing and other essential speaking skills. It also helped me understand important American culture. So many of the questions I have always had about America and its people are answered in this book. I love this book's generous use of helpful hints. I highly recommend it for anyone who wants to learn more about America like I did.

***Sarah Kim, Korean American business owner, Los Angeles***

Cont'd

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Teachers of English from our schools were selected to attend a unique and extensive course in which Mr. Lance Johnson was our educator. Not only did we want them to improve their command of English grammar and speech, but also to learn about America, its people and its culture. He used his *A to Z* book as a guide for his classes.

We were extremely pleased with the knowledge our teachers gained from this program. Their level of listening, reading, speaking, and writing English increased dramatically. Equally important, they gained confidence in using the English language and understanding Western ways.

His chapters on English grammar and speech identify common problems for foreigners and the easy ways to overcome them. His book also summarizes the important aspects of American customs and culture that foreigners should know more about. This combined approach to learning was fun and informative for our teachers.

I strongly recommend Mr. Johnson's book to anyone who wants to learn about America and Western culture, its people, customs and language. It will certainly benefit those going to America or those who have contact with Americans in their homelands.

***Tianchi Lu, Director-Suzhou Education Research Institute, Suzhou, China***

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# Publicity, Appearances, and Acting (Partial)

Lance has appeared on national TV and in commercials, movies, and stage plays and has had voice-over training. They are all skills that uniquely qualify him for TV and radio interviews. Here is a partial list.

**National Publications:** Featured in *Publishers Weekly*, Aug. 27, 2012

## **Stage Plays:**

Work on the stage has offered the author a range of characters from parts in such play favorites as *Arsenic & Old Lace* to Shakespeare's *Taming of the Shrew* to *Other People's Money* and many others. He also played to rave reviews in Gore Vidal's *The Best Man* as the ex-president of the United States.

## **Movies and TV:**

*God's Army, Across Borders*, a 28-part China TV series produced by CCTV1, and others.

## **National TV Commercials:**

Time-Life, Johnson & Johnson, Goodyear, Volvo, Hallmark, etc.

## **Teaching, both international and local include:**

- Business seminars as CEO of his business
- American Management Association and other professional seminars
- Training Officer, U.S. Army
- SzhouZhou School District, China
- Docent, Autry Museum of Western History, Los Angeles

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## Lance's Seminars and Workshops

Lance Johnson has nearly three decades experience teaching, planning, and implementing trade show seminars. He has acted on stage, TV, and movies. He speaks on subjects aligned with cultural interaction, America, and travel. He is the author of *What Foreigners Need to Know About America From A To Z*.

**Bringing the World Together with Understanding**—Most of the world's problems are rooted in misunderstanding or ignorance about other peoples and their cultures. Lance talks about how easy it is to think differently about our neighbors and to avoid cultural clashes.

**The Path to Success for the Next Generation: What Immigrants Forget to Teach Their Children**—Generally immigrants are busy setting into a new life, learning what they must to become naturalized and more. How many even realize that their children need advanced vocabulary to pass their SATs? And a working knowledge of English Literature all the way back to nursery rhymes to so they can think like an American. This talk assures them that they don't have to give up their own cultural heritage to give their children the information necessary for high success in the US.

**ESL Workshops and dramatic readings are also available.**

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## Sample Review

Mindy Phillips Lawrence has given permission for anyone in the media to reprint this five-star review in part or in its entirety. Please credit, Mindy Lawrence, writer, publicist, artist

**An excellent book about America for EVERYONE!** July 15, 2012

By [Mindy Lawrence](#)

Format: Paperback

By Mindy Phillips Lawrence

*What Foreigners Need to Know About America from A to Z* by Lance Johnson, a second generation United States citizen, has so much information in its 614 pages that anyone coming to our shores should find what they need to prevent cultural gaffs and language boo boos. They can discover ways to find jobs, open businesses and make friends in their new country, America.

Johnson is a world traveler. He knows what it's like to get along in other cultures. It was his travel, and the comments from those wanting to move to the United States, which made him notice what an important resource *What Foreigners Need to Know* could be. He has done the world a great service by the wonderful compilation of information he has gathered in this book to help others find their way around.

The paperback is divided into four sections:

- \* Section One: America's Heritage: the historical background of why America became what it is today - government, the American Dream, standard of living, etc.
- \* Section Two: America's Culture: How we conduct our live - etiquette, literature, movies and much more.
- \* Section Three: America's Business: Our business environment, customs and operations.
- \* Section Four: America's Language: Practical ways to improve English grammar, usage, writing, speech and communications skills. How not to embarrass yourself using an incorrect word.

Each one of these sections may be read individually or as the need arises. However, the entire book is so well thought out that I can't see why anyone would want to skip over anything Johnson has put together.

People moving to America have needed a book like this for many years. Thankfully, it has arrived.

**Lance Johnson**

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~The reviewer is a writer, publicist and artist.

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## Sample Review: Short

The reviewer gives her permission to reprint this review, credited.

### Review for What Foreigners Need To Know About America From A to Z

By Leora Skolkin Smith

As the daughter of a foreign-born mother who had to struggle to assimilate into American culture, reading Lance Johnson's book was an occasion for me to rejoice. Literate but accessible and un-didactic, it defines American icons and expressions while at the same time providing brass tacks definitions and down-to earth suggestions. It's sometimes hard for Americans to realize that our culture needs to be demystified and made available to others without stress and/or giving them a feeling of remaining a perpetual outsider. Lance Johnson invites everyone to enjoy and penetrate some of the unique American mysteries we take for granted. A spectacular, important book and a toolbox full of relevant and useful tools for all.

~The reviewer is an award-winning writer of mainstream novels including *Hystera* and *Oh, Palestine!*

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## Sample Interview:

Soon to come.

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