

How to Know the Birds

From the magnificent sounds and beautiful colors to the memorable shared experiences they bring, birds can open up new and wonderful worlds. More than just a field guide, *How to Know the Birds* is storytelling for a new generation, one that inspires you to experience birds and the natural world in new ways. In *How to Know the Birds* (National Geographic; March 12, 2019; ISBN: 978-1-4262-2003-6 HC, US .00/CAN .00; Soft Cover; 304 pages), internationally recognized birding expert, Ted Floyd, creates not just a book about birds – but a book about humans, and the journey and adventure of bird-watching and discovery. This unique narrative on “holistic birding” approaches the art of bird-watching through the use of 200 beautifully crafted vignettes and pen-and-ink illustrations by acclaimed artist N. John Schmitt. Each account provides a big idea, a method, or resource, encouraging readers to take flight as they learn about topics such as:

- What birds are saying
- Digital tools, including audio recordings, databases and alerts
- Migration patterns and hatching habits
- Seasonal cycles
- Bird behaviors

A pleasure for birders of all ages and levels, this witty book promises solid lessons for the beginner and smiles of recognition for the seasoned nature lover, and ultimately invites readers on a birding adventure of witness, wonder, and breakthrough. “Smart, witty, engaging and beautifully observed.”

JENNIFER ACKERMAN, AUTHOR OF “THE GENIUS OF BIRDS” “You can’t find a better guide to birds and birding than Ted Floyd. This snappy, chatty book is a fascinating primer to both, and will make you a much better, wiser birder.” SCOTT WEIDENSAUL, AUTHOR OF “LIVING ON THE WIND”

ABOUT THE AUTHOR: TED FLOYD has written five books, most recently *ABA Field Guide to Birds of Colorado*, and more than 200 popular articles, technical papers, and book chapters on birds and natural history. He is the author of *Smithsonian Field Guide to the Birds of North America*, published by HarperCollins in 2008, which received a starred review in *Publishers Weekly*. Known widely within the birding community and recognized for both his birding acumen and his quirky intellect, Floyd is a frequent speaker at bird festivals and ornithological society meetings nationwide.

ABOUT THE BOOK: Title: How to Know the Birds Author: Ted Floyd Publisher: National Geographic Pub date: March 12, 2019 Price: US .00/CAN .00 ISBN: 978-1-4262-2003-6 HC Pages: 304 pages; 45 Illustrations Format: Soft Cover **NATIONAL GEOGRAPHIC PARTNERS LLC** National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic’s media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children’s media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 131 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of

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