

# FREE PRESS NEWS

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(New York, NY, April 13, 2012) America's #1 crisis guru Judy Smith is an inspiration, both on the page, and now in millions of homes across the country. Author of the new book **GOOD SELF, BAD SELF: Transforming Your Worst Qualities into Your Biggest Assets**, her career is the impetus behind ABC-TV's new hit drama, *Scandal*. Created by Emmy-nominated producer Shonda Rhimes and starring Kerry Washington as a crisis manager named Olivia Pope, *Entertainment Tonight* calls *Scandal*, "The best new show of 2012." *TV Guide* proclaims it, "insta-addictive," while *The Philadelphia Inquirer* raves about "one of the strongest female characters to hit prime time in recent memory."

In real life, *The Washington Post* refers to Judy Smith as the "crisis manager extraordinaire." She was behind the scenes for President George H.W. Bush in the White House, advised NFL quarterback Michael Vick and NBA star Kobe Bryant, and guided the family of Chandra Levy. Her portfolio includes many of the historic events of our time—the Iran Contra investigation, the prosecution of former Washington, D.C., Mayor Marion Barry, the 1991 Gulf War, the Los Angeles riots, Justice Clarence Thomas' Supreme Court confirmation, the President Clinton scandal, and the Enron inquiry.

In **GOOD SELF, BAD SELF**, Smith shares the tools she uses with the pros to repair reputations, save corporations, quiet rumor mills, calm scares, and help people stay out of trouble in the first place. Whether you're a CEO threatened with a huge lawsuit for sexual harassment, a single mom whose college son has been arrested for dealing drugs to high school kids, an entrepreneur tarnished by a scandal not of your own making, or a regular Joe whose nasty divorce is impacting his career ... Judy Smith knows what to do. Using examples from her wide-ranging career, Smith offers a practical, no-nonsense approach toward recovering from public or private crisis and coming out stronger than before.

Kudos to Judy Smith, on her debut book, **GOOD SELF, BAD SELF**, and on the new ABC primetime drama *Scandal*, one of the most talked-about shows of the season.



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