



The science of parenting by Margot Sunderland

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"It's both awesome and sobering to know that as parents we have such a direct effect on the actual wiring and long-term chemical balance in our children's brains"

- Margot Sunderland

FASHIONABLE THEORY says parenting techniques such as controlled crying are best - but new evidence reveals that some approaches can cause long-term adverse changes in a baby's developing brain and personality.

THE SCIENCE OF PARENTING dispenses with dogma to introduce an entirely new way to raise children. Confronting conventions, this book gives parents the know-how to understand and influence their child's social and emotional development, while providing practical solutions to everyday challenges.

BACKED BY SOLID EVIDENCE from the latest studies into the impact of parenting on children's brain development, and the experiences of real families, Margot Sunderland explains the science without losing sight of the day-to-day realities all parents and children face.

HER BALANCE APPROACH supports what parents want for their children helping them to raise responsible, confident individuals who enjoy fulfilling relationships now and throughout life.

If you are tired of parenting gurus telling you what to do without telling you why, ***The Science of Parenting*** is the answer.