



THE SOUL OF A HORSE Life Lessons from the Herd

**Romps into its Fourth Printing
Only Eight Months After Publication**

The Soul of a Horse: Life Lessons from the Herd romped into its fourth printing by Random House/Harmony Books barely eight months after publication, well on its way to changing traditional thinking about horses forever.

Joe Camp, whom The New York Times has called "a master storyteller" said, "I couldn't be happier. My greatest fear was that people would think this book was just for horse lovers, but that has not been the case." The book went into its fourth printing January 7, 2009 after hitting its first best seller lists just before Christmas.

"Reviews and word-of-mouth have been amazing," Camp said. "One called it Marley & Me on a mission, which is pretty impressive company. We're making a big difference in the lives of horses and people all across the country, and that carries with it one terrific feeling."

Joe Camp is a man used to trusting his instincts--and he's usually right. In the early 1970s, Joe knew he had a special story to tell about a dog. But Hollywood didn't see what Joe saw, and he was met with "no" at every turn. Believing in the story he had to tell, Joe produced, directed, and distributed the movie himself--and the phenomenon of Benji was born and became the #3 movie of the year.

When Joe became a new horse owner a mere three years ago by way of a birthday surprise from his wife, Kathleen, he once again trusted his instincts. As complete neophytes, Joe and Kathleen were without a clue as to what horses needed or wanted, but they plunged headfirst into this new adventure, navigating unexpected, uncharted, and often controversial territory. This is an engaging, emotional, and often humorous book in which a riveting expedition of discovery unfolds in relationships, leadership, choices, trust, and love.

THE SOUL OF A HORSE: Life Lessons from the Herd (Random House/Harmony Books; \$24.95), according to Camp, is not a horse book. "I mean, yes, of course, it has to do with horses, but first and foremost it's a story. I've spent most of my life telling stories, most of them involving animals. And I found this one particularly fascinating. Two complete novices--my wife and I--with no idea what to do with these beasts. The mistakes, the fear, the fascination, and the frustration with some of the answers we were getting. And ultimately the discovery that something was very wrong in this world of horses."

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"One cannot help but be touched by Camp's love and sympathy for animals and by his eloquence on the subject."

Michael Korda - The Washington Post

"Joe Camp is a natural when it comes to understanding how animals tick and a genius at telling us their story. . . . The Soul of a Horse is a must-read for those who love animals of any species."

*-- Monty Roberts, author of the New York Times bestselling
The Man Who Listens to Horses*

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Watch the Awesome New Video *Finding The Soul of a Horse* on YouTube.

Click this link: <http://www.youtube.com/watch?v=zL4jA9Kmgw>

One-and-a-half minutes

About the Author

JOE CAMP is the man behind canine superstar Benji. He wrote, directed, and produced all five of the celebrated Benji movies and all of Benji's television programs. He is the author of three novels and an inspirational nonfiction book.