

eBooks with Embedded Video!

Major New Threshold for Teaching About Horses

Joe Camp was reluctant to switch over. His wife hammered him for months. “I have the books I’m reading with me at all times on the Kindle app on my phone,” she would say. Camp would counter, “I prefer turning pages.” Then one day Kathleen showed him a video that was embedded in the book she was reading, and that was the day Joe Camp became a believer.

Camp has spent most of his life using his ability to tell a good story to teach us about animals. First dogs and now horses. Camp is the creator of the canine superstar Benji and the writer-director of all five of the floppy-eared mutt’s movies, and the recent author of the national best selling book *The Soul of a Horse – Life Lessons from the Herd*.

“When the notion hit me that we could take our books about horse and dog behavior and embed videos demonstrating and defining what the book is talking about, well, it snapped me to attention immediately. It’s the best of both worlds! And the book and its videos can be with you on your smart phone wherever you happen to be. When you’re training your dog, or your horses. When you’re trying to explain a concept to a friend. Or wherever.”

“This is going to be huge in the textbook industry,” Camp said. “Imagine being able to leave your backpack in the dorm room and have all your textbooks with your notes and bookmarks with you at all times, ready for every class. With video demonstrations and resource links all available at the touch of a finger. It’s a major breakthrough in our ability to create both incentive and ability to learn!”

Another plus: any time the author or publisher decides to improve the ebook with more links or updated resource material the customer automatically gets the new version sent to his or her device at no additional cost.

Joe Camp’s two new book releases, *The Soul of a Horse Blogged – The Journey Continues* and *The Benji Method – Teach Your Dog To Do What Benji Does in the Movies* are both chock-

full of embedded video and resource links. Every lesson in *The Benji Method* has a video of Benji and Camp demonstrating what the lesson is teaching. Over 90 minutes of video.

“I remember when I was attempting to train my first horse I was constantly running from the arena back to the house to see exactly what the book or DVD was actually saying. Which hand was the teacher using? Where was he standing? I would’ve given anything to have it all with me in the arena on my smart phone,” Camp said.

Both Amazon’s Kindle and Barnes & Noble’s NOOKbook support embedded video links.

For more on Joe Camp or his books and movies visit: <http://www.thesoulofahorse.com>

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For more information or to download high resolution graphics and photos:

<http://www.thesoulofahorse.com/PressRoom.htm>

Contact: Nancy Garrett: nancy@thesoulofahorse.com