The History, Stats, and Fun Facts!

Customers count on For Dummies content to provide authoritative, easy-to-understand information, no matter what the topic or format. Our commitment to meet our customers’ needs and expectations is at the forefront of every stage of the process — from authoring and editing to marketing, sales, and brand design — making For Dummies one of the world’s most recognizable and trusted brands. No longer just focused on books, customers now have access to the For Dummies content they need in the format they want. Easy!

This catalog is our official listing of products, brand information, and statistics.

Learn about:

- The brand history, milestones, and memorable quotes
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Making Everything Easier™
For Dummies has experienced more than two decades of exponential growth. Take a stroll down memory lane and check out these important milestones in For Dummies history.

1991
- The Dummies series is born when 7,500 copies of DOS For Dummies roll off the press.

1992
- Dummies goes international with licenses to foreign publishers for translation—including the popular Pour les Nuls in France.

1993
- For Dummies books are now translated into a dozen languages.
- For Dummies boasts 17 different titles.

1994
- Dummies branches out from technology when the first consumer title, Personal Finance For Dummies, is published.
- 10 million For Dummies books in print!
- DOS For Dummies and The Internet For Dummies receive First Place Awards from the Computer Press Association.

1995
- For Dummies publisher named a top 100 U.S. Company for Marketing Excellence by Advertising Age.
- Renowned personality Dr. Ruth Westheimer writes Sex For Dummies.
- The first For Dummies calendar, DOS For Dummies, is published.
- The first Canadian Dummies title is published, Personal Finance For Canadians For Dummies.

1996
- For Dummies Audio Books series launched.
- Dummies.com launches.
- Golf For Dummies, written by TV golf analyst, Gary McCord, tees off and instantly becomes a bestseller.

1997
- Classical Music For Dummies enhanced CDs introduced.
- Dummies Daily e-mail-based eTips launched.
For Dummies wins three awards for Overall Excellence in Editorial, Design, and Independent Publishing from Publishers Marketing Association Awards.

First Lady Hillary Clinton receives a copy of E-Mail For Dummies as a gift from staffers when daughter Chelsea leaves for college.

Windows 95 For Dummies cracks the New York Times bestseller list.

1998

- 50 million For Dummies books in print!
- The For Dummies phenomenon featured in People magazine.
- DummiesWorld, a 16-page, tip-filled holiday newspaper insert, hits 1.2 million homes.

1999

- Five of the top 15 books on the Wall Street Journal Business Bestseller list are For Dummies titles.
- Dummies down under: the first Australian title, The Internet For Dummies, Australian Edition is published.
- Sewing Pattern Kits For Dummies introduced.

2000

- For Dummies travel guides launched.
- Sewing Pattern Kits For Dummies introduced.

2001

- Basic Yoga Workout For Dummies becomes the top-selling exercise video in the United States.
- 100 million English language For Dummies books in print!
- 1 million Dummies Daily eTips are delivered to e-mail boxes every day.
- Spanish, French, and English Language For Dummies titles with CD-ROMs hit the market.
- Back-to-School just got easier— Algebra For Dummies is released in the Fall of 2001 and spawns a multitude of Math For Dummies titles in the years that follow.

2002

- Starting an eBay Business For Dummies is the first Dummies tech title to appear on the BusinessWeek bestseller list.
- Dummies goes on TV when the Pregnancy For Dummies television miniseries premieres on the Discovery Health Channel.
- Inglés Para Dummies marks the first Spanish-language title published and distributed in the United States.
- Crafty idea: Knitting For Dummies starts off 2002 with a solid seller and the best beginner book on the topic.
**Touting Our Remarkable Success**

**2003**

- More than 750 unique, active Dummies titles help readers tackle any task.
- Dummies brand advertised in the NCAA Tournament Program—over 3 million impressions.
- *For Dummies* consumer titles launched in the United Kingdom.

- *Pilates For Dummies* DVD sells 110,000 units and is ranked #5 on *USA Today*’s Top 10 Fitness DVDs of 2003 list.
- *PCs For Dummies* and *Internet For Dummies* celebrate their 10th anniversary.

**2004**

- More than 900 unique, active Dummies titles help readers from any part of the world tackle any task!
- *Home Buying For Dummies* moves to the *BusinessWeek* long-running bestseller list.
- 125 million English-language *For Dummies* books in print.
- *French History For Dummies* is published in France and sales soar.
- 1 million copies of *Wi-Fi For Dummies* minibook are printed in Europe for a customer’s promotional campaign.
- *Investing For Dummies* ends the year in the #14 spot among all paperback business books on the *BusinessWeek* 2004 bestseller list.
- *Forensics For Dummies* is nominated for an Edgar Allan Poe Award by the Mystery Writers of America.
- 150 million Dummies books in print.*
- *PCs For Dummies* and *Internet For Dummies* publish their 10th Editions simultaneously.
- *Sudoku For Dummies* becomes a global bestseller, selling over 2 million copies worldwide and spawning two bestselling sequels.

**2005**

- *Salesforce.com For Dummies* hits #1 on Amazon’s Computer & Internet Bestseller List in the first week of publication.
- The successful *Workbook For Dummies* line extension is introduced with *Algebra Workbook For Dummies*, *Statistics Workbook For Dummies*, *Trigonometry Workbook For Dummies*, and the *Calculus Workbook For Dummies*.
- *For Dummies* in color! The first-ever full-color Dummies books are introduced in the digital photography and design topic areas.

*Includes English language and translation titles
2006

- Australia’s Prime Minister, John Howard, launches Cricket For Dummies in a large media event.
- Windows Vista For Dummies publishes on the release of Microsoft’s new operating system.
- Special For Dummies health titles land next to the pharmacies at drug stores across the United States.

2007

- Windows Vista For Dummies quickly becomes the #1-selling tech book. Total global units sold: 12 million!
- Five For Dummies Language Audio Sets hit the market, Spanish For Dummies, Audio Set quickly becomes a Top 20 title!
- eBay For Dummies author Marsha Collier celebrates 2 million eBay books in print.
- The complete Dummies lineup offers more than 1,300 unique, active titles in more than 45 categories!

2008

- Job Interviews For Dummies, 3rd Edition wins (for the second time) for best career title as awarded by the Publishers Marketing Association.
- There is no let up in the interest in Do-It-Yourself publications. Dummies Tech enters the DIY fray with three titles: Web Sites DIY For Dummies, Circuitbuilding DIY For Dummies, and Web Stores DIY For Dummies.
- Dummies publishes its first book targeted for seniors: Computers For Seniors For Dummies, and the title hits the Bookscan bestseller list.
- All-in-Ones at an all-time high—Dummies Tech All-in-One titles reach 2.6 million units sold.
- Over 1,400 unique, active titles empower customers in every category.
- Foreclosure Investing For Dummies wins the Real Estate Gold Award in the inaugural Axiom Business Book awards sponsored by Inc. magazine.
- Running a Bar For Dummies and Doing Business in China For Dummies win bronze awards in their respective categories of Entrepreneurship and International Business.
2009

- Australia celebrates 10 years of Dummies titles in the marketplace!

- Dummies releases its first Kindle-only book—Kindle 2 For Dummies—which debuts with strong sales and appears on Amazon’s Kindle Bestseller List.

- November marks the 150th For Dummies title published in the United Kingdom.

- Cognitive Behavioral Therapy For Dummies hits the 100,000 copies sold mark.

- The line of GPS For Dummies personal navigation devices sold over 200,000 units!

- Mac mania hits an all-time high with the release of the iPhone 3GS. iPhone For Dummies, 3rd Edition is rushed to market in just six weeks from start to finish and is the first book available on the new phone.

- Dummies joins in the online chatter and gets social with the first For Dummies Twitter feed, Facebook fan page, and YouTube channel.

- Cover Letters For Dummies, 3rd Edition wins the Ben Franklin award in the Career category. The award is sponsored by the Independent Book Publishers Association.

- Mixed Martial Arts For Dummies—the first full-color book published in the sports category.

- For Dummies moves onto the magazine rack with iPhone For Dummies, Special Edition, the brand’s first bookazine product.

- The National Grocers Association awarded the For Dummies Wine Collection as one of the Top 3 New Products for the year, as voted by members at their 2009 convention.

- Acoustic Guitar Starter Pack For Dummies was #1 for Musical Instruments on Amazon for over a month in 2009. The award is sponsored by the Independent Book Publishers Association.

- Dummies.com gets a makeover adding even more content including how-to-videos, step-by-step photos, thousands of articles, and lively blogs to help Dummies fans get things done—the fun and easy way.
Diabetes For Canadians For Dummies publishes as a French adaptation.

2010

- Discover a Dummies App for this and that!
- Dummies Apps hit the iTunes store and skyrocket to the top of the sales rankings.
- Basic Spanish For Dummies ranks #1 in the Education Category and #7 in overall paid apps.
- By the end of 2010, more than 20 Dummies Apps are available for purchase.

For Dummies reaches 16,000 Facebook fans at www.facebook.com/fordummies

2011

- Dummies Celebrates 20 Years of Making Everything Easier™ with International Celebrations.
- Dummies India Facebook fan page and Twitter accounts launched!
- Editions First celebrates 10 years of publishing Pour les Nuls with extensive brand and retail promotions.
- Enhanced Dummies eBooks are created for Spanish, Ukulele, and Guitar

For Dummies expands further into the social scene adding LinkedIn, Pinterest, and Google+ to its social media properties

2012

- Dummies embraces digital learning with the launch of the For Dummies eLearning Center featuring online courses on popular topics like Windows, Office, Social Media Marketing, and more.
- Dummies challenges readers to take on new topics—and fast—with its first eBook only series—In a Day
- The first Persian/Farsi language For Dummies titles are published in Iran.
- Dummies Brand Licensing program is featured in the “Practices of Great Licensors” program at Licensing University during the Licensing Expo in Las Vegas
What are the different types of For Dummies products?

**In A Day For Dummies, eBook Only**
- Fast, focused instruction helps readers get conversant or immersed within a topic or subset of a topic in the quickest way possible
- Includes additional content for consumers via Dummies.com, including filmstrips and slideshows, practice tutorials, and 5-minute exercises. A “Where To Go From Here” section summarizes key points and previews exercises found online.
- $4.99 – $6.99 • 72-96 epages (may vary depending upon reader selected font size and device)

**For Dummies For Seniors**
- Written specifically for mature users who are looking for clear-cut, easy-to-understand information
- Uses a larger font for text and features larger figures and drawings for easy reading and learning
- Tips, warnings, and notes icons call attention to content that reinforces important lessons and help avoid common pitfalls
- Offers unique content tailored to the particular needs of the over-50 reader and that is not found in other beginner-level titles on similar topics
- $14.99 – $24.99 • 7 3/8 x 9 1/4 and 7 3/8 x 9 3/16; also 4 x 6, 6 1/8 x 9 1/4 and 8 x 10 • 200-408 pages

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- $14.99 – $24.99 • 100-432 epages (may vary depending upon reader selected font size and device)

**Dummies Essentials**
- Perfect whether you are cramming, studying, or just need a refresher.
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- Free review and ramp-up materials
- These handy guides let you skip right to the parts where you need the most help
- Covers everything from Math to Science, English to Spanish
- $9.99 • 5 1/2 x 8 1/2 • 192 pages

**For Dummies Book + DVD Bundle**
- A two-for-one value – the full-size book plus a DVD packed with hours of video training.
- Clear and helpful, this guide-and-DVD combo is like having an expert beside you all the way
- DVD includes step-by-step instruction
- $20.00 – $34.99 • 224-408 pages

**For Dummies Audio Sets**
- Designed for today’s language learners, who want to be able to quickly and effectively communicate in a new language while continuing with a busy, on-the-go lifestyle
- Three 60-minute CDs cover language structure and real-world situations
- Fast, focused instruction
- A 96-page listening guide gives you the words and phrases from each lesson
- $19.99 • 5 1/4 x 7 3/8 x 1 set packaging
What are the different types of For Dummies products?

For Dummies Original
- Often imitated but never equaled, this world-famous series uses humor and plain-English explanations to demystify intimidating or complicated topics
- Hundreds of titles cover a wide range of general interest and technology topics
- Modular format allows readers to go right to the information they need
- Offers just enough information to perform a given task or accomplish a specific goal
- All titles include navigational icons, sidebars, cartoons, and Top Ten lists
- For Dummies authors are experts who are passionate about their topics
- $16.99 – $29.99 • standard 7 3/8 x 9 1/4; also 7 3/8 x 9 3/16, 8 1/4 x 10 7/8, 6 1/8 x 9 1/4, 5 1/2 x 8 1/2, and 5 x 7 • 244-528 pages

For Dummies All-in-One
- Covers a group of related technology or general interest topics in one convenient, handy reference
- Features multiple “minibook” access points to help readers find what they need quickly
- Ready-reference format helps people zero in on what they want to know, get up to speed, and get the job done as quickly as possible
- An impressive shelf presence with an average 1.5-inch spine width
- $24.99 – $39.99 • 7 3/8 x 9 1/4 and 7 3/8 x 9 3/16 • 312-1,008 pages

For Dummies Workbooks
- For readers who want to increase their knowledge and understanding of a topic through additional hands-on practice
- Includes hundreds of exercises, problems, or projects to help people hone skills, make progress, and gain confidence
- Covers popular academic subjects as well as self-help and technology topics
- The perfect companion to the original For Dummies book on the same topic
- $16.99 – $24.99 • 8 x 10 • 312 pages

For Dummies Travel
- The ultimate user-friendly trip planners, combining the broad appeal and time-tested features of the For Dummies series with up-to-the-minute advice and information from the experts at Frommer’s
- $15.99 – $21.99 • 5 1/2 x 8 1/2 (some backlist titles 6 1/8 x 9 1/4), 312-642 pages

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- Covers the everyday words and phrases readers need to find their way around, shop, dine, chat, and deal with problems
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- Take the practice exams to see where you still need work
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- Readers set your own pace, follow front to back or skip sections with these easy-to-navigate multimedia instructional kits
- $34.99 – $39.99 • 7 3/8 x 9 3/16 • 368 pages
Awards and Recognition

Recognition for our Consumer titles

Adopting a Pet For Dummies
- ASPCA Humane Issues Award 2006

Breeding Dogs For Dummies
- Dog Writers Association of America Award

Cognitive Behavioural Therapy For Dummies
- The Medical Journalists’ Association—General Readership Award Finalist
- Nominated for Best Book in the General Readership Category by the UK Medical Journalists’ Association

Cooking For Dummies
- Nominated for the James Beard Foundation Award

Cover Letters For Dummies
- Publisher’s Marketing Association Award for Bestselling Title in the Careers category

Credit Repair Kit For Dummies
- National Society of Business Editors and Writers of America award finalist

Dogs For Dummies
- Maxwell Medallion for the Best General Reference Book in the Dog Writers Association of America Writing Competition
- Westminster Best Dog Book of the Year

Doing Business in China For Dummies
- Runner Up, Axiom Business Book Awards, International category

England For Dummies
- Silver Lowell Thomas Award, sponsored by the Society of American Travel Writers

Flipping Houses For Dummies
- Named one of the top ten real estate books by Robert Bruss
- First Place, Axiom Business Book Awards, Real Estate category

Forensics For Dummies
- Edgar Allan Poe Award Nominee for Best Fact Crime, Mystery Writers of America

Home Buying For Dummies
- Named the #1 Real Estate Book by Robert Bruss, syndicated real estate columnist
- BusinessWeek Bestseller

Investing For Dummies
- BusinessWeek Bestseller
- The 2005 Book Standard Award

Job Interviews For Dummies
- Publisher’s Marketing Association Award for Bestselling Title in the Careers category
- Has won 2 times in the Publisher’s Marketing Association Award for best title in the Careers category. Most recent win was June 2008 for the 3rd edition of the book.

Kittens For Dummies
- Cat Writers’ Association Certificate of Excellence Citation

Managing For Dummies
- Named one of the year’s best business books by Library Journal

Personal Finance For Dummies
- BusinessWeek Bestseller

Property Management For Dummies
- Named one of the top ten real estate books by Robert Bruss

Religion For Dummies
- Library Journal Bestseller
- Publishers Weekly Bestseller

Running a Bar & Tavern For Dummies
- Runner Up, Axiom Business Book Awards Entrepreneurship category

Senior Dogs For Dummies
- Dog Writers Association of America Award

Success as a Real Estate Agent For Dummies
- Named one of the top ten real estate books by Robert Bruss

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- Windows XP For Dummies
  - The 2005 Book Standard Award
- Starting an eBay Business For Dummies
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### Bestseller List Highlights

- **Investing For Dummies**
  - BusinessWeek Bestsellers
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  - BusinessWeek Long Running Bestsellers (over 2 years on the list)
- **Su Doku For Dummies**
  - Publishers Weekly Paperback Bestseller List
- **Su Doku For Dummies**
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- *For Dummies* books feature plain-English explanations, helpful icons, Cheat Sheets for quick answers, and down-to-earth facts that readers can use right away!

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**Chet Atkins (1924–2001)**
- Known as “Mr. Guitar,” Atkins is the definitive country guitarist. Building on Merle Travis’ fast fingerpicking technique, Atkins refined the style, adding jazz, classical, and pop nuances to create a truly sophisticated country-guitar approach. He’s played with Elvis Presley, the Everly Brothers, and countless country stars over the decades. His signature tunes include “Stars and Stripes Forever” and “Yankee Doodle Dixie.”

**Wes Montgomery (1925–68)**
- A legendary jazz player, Wes’s brand of cool jazz was based on the fact that he used his thumb to sound notes, instead of a traditional guitar pick. Another of his innovations was the use of octaves (that is, two identical notes in different ranges) to create fat, moving, unison lines. He died young, but his proponents still call him one of the all-time jazz greats. His signature tunes include “Four on Six” and “Polka Dots and Moonbeams.”

**B.B. King (1925– )**
- Although he wasn’t the first electric bluesman, B.B. King is easily the most popular: His swinging, high-voltage guitar style complements charismatic stagemanship and a huge, gospel-fueled voice. Along with his trademark ES-355 guitar, nicknamed “Lucille,” King’s minimalist soloing technique and massive finger vibrato has cemented his place in the annals of electric blues history. His signature tunes include “Every Day I Have the Blues” and “The Thrill Is Gone.”

**Chuck Berry (1926– )**
- Perhaps rock’s first real guitar hero, Berry used fast, rhythmic double-stops to create his signature guitar style. Although some regard him equally for his songwriting and lyric-writing skills, his fire-breathing breaks made his signature tunes “Johnny B. Goode,” “Rockin’ in the U.S.A.,” and “Maybelline,” bona fide guitar classics.

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