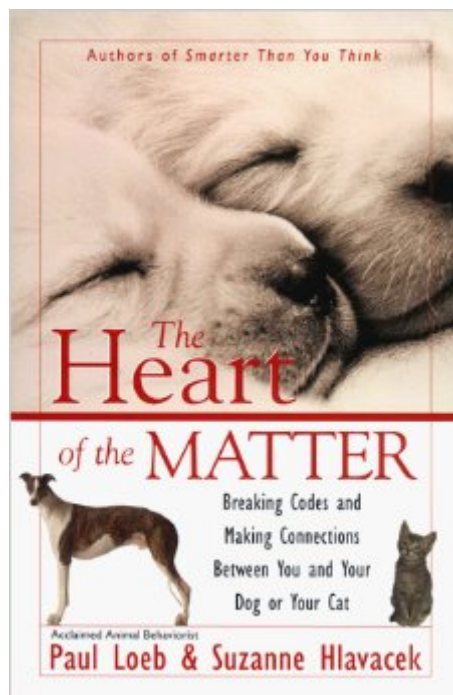


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The Heart Of The Matter : Breaking Codes And Making Connections Between You And Your Dog Or Your Cat



Synopsis

Paul Loeb and Suzanne Hlavacek presented a revolutionary -- and surprisingly simple -- approach to teaching and understanding dogs in "Smarter Than You Think." Featured on NBC's "Dateline," that acclaimed volume has been embraced by scores of fans who have seen Loeb's methods work wonders with their "problem dogs." Now, this acclaimed animal behaviorist joins his partner Hlavacek to further enrich our bonds with our dogs "and" cats with a guide to giving them the best care possible and to deepening the special love that is at "The Heart of the Matter." This breakthrough book offers a whole new perspective on the human/animal relationship. "The Heart of the Matter" features a three-point approach to your animal's health and well-being: The Magic Touch -- how to make a profound and lasting soul connection; including sharing dialogues and conversations with your dog or cat Diet -- how you can ensure balanced nutrition with an astoundingly easy food plan You -- what you need to know to end behavioral problems, allergies, and more. These are the keys to creating harmony between yourself and your dog or cat. You'll gain a fuller understanding of their needs, abilities, emotions, intelligence, and highly developed "super senses" -- and delight as they become well-behaved, truly integrated family members, and trusted friends. Loeb and Hlavacek also tackle one of our biggest obstacles to animal health and happiness: the startling conspiracy between pet-food manufacturers and veterinarians who sell "premium" food that can keep animals susceptible to illness, skin problems, and other chronic conditions. How can "you" feed your dog or cat and break this chain of codependency? The answers will surprise you; the solutions are right at your fingertips. Filled with fascinating, often amusing, case histories -- including amazing accounts of improved health based on dietary changes -- this is the essential care guide that animal lovers have waited for. With the compassionate advice in "The Heart of the Matter," you can create a powerful connection -- and enjoy the gift of looking into your animal's eyes and seeing love.

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Customer Reviews

I was a fan of their first book (Smarter Than You Think). Paul and Suzanne really made bringing up my three dogs so simple. These dogs are the envy of everyone who has met them. Their second book "Heart of the Matter", really helped me to further understand their methods. The reading is entertaining while packed with valuable suggestions. My dogs are part of my family. Because I feed them canned dog food and everything that I eat, they are beautiful and healthy. They do not smell and sleep in the bed with my husband and I. They eat everything we do and don't have to beg for their food. What a pleasure having well behaved dogs. I can not say enough about their methods, they work and work fast. In a matter of hours, you can show your dog what is expected of him. In addition, the funny thing is dogs love it! I have read many books on this subject, but none as comprehensive and user friendly as this one. These are people who understand and love animals! My sister even used these techniques on her cat and it worked! BUY THIS BOOK, AND MAKE YOUR LIFE AND MORE IMPORTANTLY YOUR ANIMALS LIFE SO MUCH BETTER!

Paul Loeb's book takes an unduly complicated subject and makes it simple. When I read this educational and entertaining book I found myself saying "Of course, why didn't I think of that!". I think every great philosophy and discovery has that element of recognition. Animals in the wild don't get fed canned mush, they eat natural foods just as we do. Why should we not allow our dogs to eat the way every other animal does? And why should we not use our human advantage (hands that can throw) to impress them and make them behave in a way that benefits us, our neighbors and therefore the dogs themselves? Absolute common sense, and it works. My dog is wonderful and much happier since she understands that I am in control. I can take her anywhere and be proud of her. Thank you Paul Loeb, when is the next book coming out?

All of our animals, dogs, cats and horses have been raised and nurtured with the healthy and humane methods of Paul Loeb over a span of 18 years. The unique method involves only and always a soft voice, a loving approach and common sense. All basic training took us no more than a

week and was never difficult as the animals all responded quickly. Our animals, with the exception of the horses, ate "Healthy Food" and as a result spent very little time sick and visited the vet when the yearly notice came in the mail. We have had glorious years with our animals who are (and were) all gentle, intuitive and loving. All of our animals adjusted to "our way of living" and all became "family members" as well as life-long friends", without exception. We would never dream of owning any pet without applying "the Loeb Methods". It is a joy to live with all of our animals in a loving and peaceful family- and we are grateful that we found Paul Loeb so many years ago.

This book is amazing. I have three dogs. A beagle, a labrador and a rottweiler. They do exactly what I say when I say it and seem to love me all the more. I really understand them now, and see my mistakes in dog rearing in the past. I have never found a book like this. You do what he says, exactly, and it works. Period. No nonsense - a slap on the behind is effective punishment for some offenses. The "throwing technique" is the best. If your dog is doing something wrong, correct him verbally and if he ignores you, throw something at him! It doesn't have to hit him - I use sock balls with pups - and your dog will obey you immediately. This guy is Dr. Doolittle. Got a dog? GET THIS BOOK!

The technique works! No question about it. It makes perfect sense. We had a very aggressive dog as a puppy and now we have a loveable dog. She only responds to the magic touch. She hated crates from the moment she was a puppy and the tether was the perfect answer for her and us. Fresh food is easy and she enjoys it. She will eat only what she wants and never begs from the table because she is eating what we are. She is healthy and happy. Isn't it curious as soon as your dog feels ill the vet quickly tells you to give the dog chicken and rice. Wow! why change their diet? - What is in the dog food that is so bad that our food is better. And isn't our food just fresh food! Why can't dogs have fresh food??? GREAT BOOK - Great Philosophy

Actually there was no good information here. The entire book was about how all other trainers are off-base, and these authors had something that was supposed to be far better. They never seemed to get to what that was, other than a terrible, inappropriate diet and some semi-cruel treatment.

I was impressed with Paul Loeb's book "Smarter than you think," but it glossed over some details, and I was hoping this second book would provide some of the practical instruction that was missing from the first book. Instead, he went on and on with anecdotes and contrived conversations between

dogs and cats supporting his "magic touch" solution. Perhaps he included better instruction later in the book, but five chapters in, I lost patience with it. This book needs some serious editing, planting more substantive content up front rather than wasting my time with bloated stories.

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