

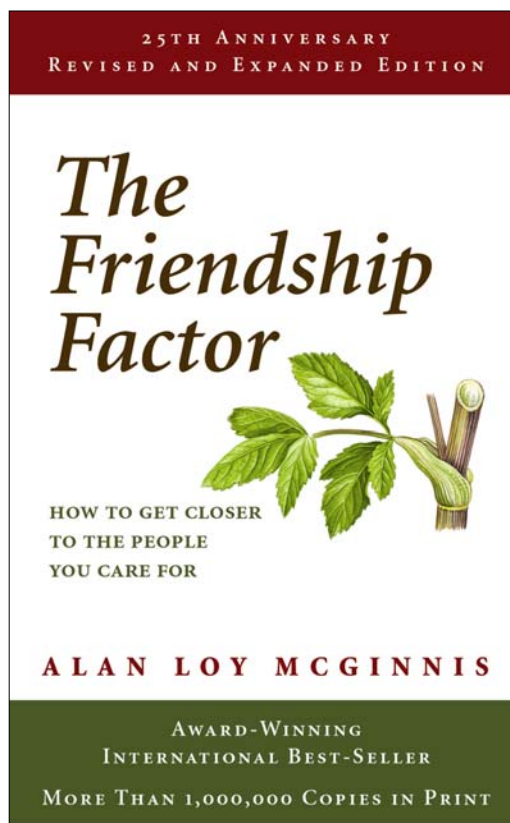
The Friendship Factor

Revised, 25th Anniversary Edition

Augsburg Books 
An imprint of Augsburg Fortress

Alan Loy McGinnis

An updated edition of the original bestseller



Shelving: Self-Help/Christian Living
Readers: Adults, ministers, pastoral care professionals, people in Christian ministry
Reading Level: 6
ISBN-13: 978-0-8066-3571-2
ISBN-10: 0-8066-3571-1
Price: \$6.99 / CAN \$9.45 / UK £4.99
Spec: 4.25" x 7", paperback, 240 pages
Rights: Contact Carolyn Halvorson at carolyn.halvorson@augsburghfortress.org

SELLING POINTS

- Winner of the 2003 Theologos Award for best children's book by the Association of Theological Booksellers
- Second place in the children's category by the Catholic Press Association in 2004
- Finalist for the 35th NAACP Image Award for Outstanding Literary Works for Children

At the heart of each relationship, says McGinnis, is the friendship factor—the essential ingredient of warmth and caring. With captivating case histories and anecdotes about such famous people as George Burns, Howard Hughes, and C. S. Lewis, McGinnis shares the secret of how to love and be loved.

The first edition of *The Friendship Factor*, published in 1979, has sold more than 350,000 copies.

Alan Loy McGinnis (1933–2005) was a best-selling author, family therapist, business consultant, and popular speaker. After a twenty-year career as a minister, he became a counselor and co-founded the Valley Counseling Center in Glendale, CA. In the 1970s, he began researching friendship and authored *The Friendship Factor*, published by Augsburg Fortress in 1979 and revised in 2004. A popular speaker, he also authored more than fifty articles and several more books, including *Bringing Out the Best in People*, *Confidence*, and *The Balanced Life*, all published by Augsburg Fortress.