

TRADE AND WHOLESALE · PUBLISHING NOVEMBER 6, 2026

Birthdays Are Best

Fun Facts and Odd Traditions from Every Month of the Year

by Jenn Q. Goddu

55% trade discount

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About the book

Birthdays Are Best is a short, funny tour of the birthday calendar, one chapter per month. Readers flip to their birth month for their birthstone, some real science, and the perks and pitfalls of being born that month. Along the way they'll learn why so many people in Bhutan share a January 1 birthday, who owned "Happy Birthday to You" for 80 years, and which Roman emperor marked his sister's birthday with 300 bears. Each chapter ends with one small way to spread the birthday love. An inscription page up front makes the paperback a gift and a card in one.

Why it sells

It sells all year. Every month is somebody's birthday month.

It's the gift and the card. The paperback's inscription page lets shoppers skip the card aisle.

It's an easy add-on. Small, funny and priced for a gift, next to cards, gift wrap or the register.

It's built for browsing. Readers flip to their own month first, then keep going.

About the author

Jenn Q. Goddu is a journalist and content marketer turned executive ghostwriter. She ran a birthday blog for seven years, takes her birthday off every year, and lives in Charlotte, North Carolina. Every fact in this book is sourced.

Book details

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