



Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There

By Mark Di Vincenzo

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Mark Di Vincenzo knows the best times of the day, the week, the month, the year, and a life to do a variety of things—and he shares his amazing expertise in *Buy Ketchup in May and Fly at Noon*. A fascinating, entertaining, and eminently useful compendium of everything from the mundane (the best time of day to go grocery shopping, the best day to buy an iPod, the best month to visit Disney World) to the serious (the best time to buy or sell a home, to get married), *Buy Ketchup in May and Fly at Noon* proves that timing *is* everything. Here is information you need in tough economic times to save time and money.

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Editorial Review

Review

“Well worth checking out.” (Dayton Daily News)

“The breezy little paperback offers hundreds of tips from the former investigative reporter, whose research is evident and sources carefully listed at the end. That keeps the attribution from cluttering up the info, which ranges from sublime to silly.” (Los Angeles Times/Travel blog)

“Food for thought.” (Boston Globe)

“Sure to liven up a boring cocktail party . . . [W]ill enlighten, surprise, even disappoint you.” (Houston Chronicle)

“Straightforward.” (Richmond Times-Dispatch)

“Full of amusing and helpful timing tips.” (Sacramento Bee)

“Strangely compelling.” (The Guardian)

“[Di Vincenzo] doles out advice with practical reasoning . . . [U]seful and interesting.” (Cleveland Plain Dealer)

“[Di Vincenzo] gets into the nitty-gritty of why timing really is everything.” (Chicago Tribune)

From the Back Cover

Have you ever wanted to know the best day of the week to buy groceries or go out to dinner?

Have you ever wondered about the best time of day to ask someone out on a date—or for a raise?

Buy Ketchup in May and Fly at Noon tells you the best time—of the day, of the week, of the month or of the year—to do almost anything. Do you know:

1. The best time of day to be operated on?
2. The best month to buy an iPod?
3. The best day of the week to avoid lines at the Louvre?
4. The best day of the month to make an offer on a house?

Get more for your money, maximize your time, take better care of your health and be savvier about your career—all by doing certain things at the right time.

Remember: Timing is everything!

About the Author

As a journalist with nearly a quarter century of experience, Mark Di Vincenzo made a name for himself as a reporter who exposed abuses and as a writer who made the complicated seem simple. He won numerous awards before becoming an editor.

During the summer of 2007, he left daily journalism to pursue book projects and to start Business Writers Group, a writing and public relations company. In 2009, Harper-Collins published his first book, *Buy Ketchup in May and Fly At Noon: A Guide to the Best Time to Buy This, Do That and Go There*, a *New York Times* bestseller.

Born and reared in Cleveland, he lives in the shipyard town of Newport News, Virginia—two blocks from William Styron’s childhood home—with his wife and two daughters. A third daughter attends the University of Oklahoma.

Users Review

From reader reviews:

Ezra Talbott:

This book untitled *Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There* to be one of several books in which best seller in this year, here is because when you read this e-book you can get a lot of benefit onto it. You will easily to buy this particular book in the book retail store or you can order it through online. The publisher of the book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Touch screen phone. So there is no reason to you personally to past this reserve from your list.

James Sanchez:

Reading a book can be one of a lot of action that everyone in the world enjoys. Do you like reading book thus. There are a lot of reasons why people love it. First reading a reserve will give you a lot of new facts. When you read a publication you will get new information mainly because book is one of many ways to share the information or even their idea. Second, looking at a book will make you more imaginative. When you reading a book especially hype book the author will bring someone to imagine the story how the character types do it anything. Third, it is possible to share your knowledge to others. When you read this *Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There*, you may tells your family, friends and also soon about yours e-book. Your knowledge can inspire others, make them reading a e-book.

Dwight Richardson:

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Robert Lofton:

Many people spending their time frame by playing outside having friends, fun activity using family or just watching TV all day long. You can have new activity to pay your whole day by reading through a book. Ugh, think reading a book can really hard because you have to use the book everywhere? It ok you can have the e-book, getting everywhere you want in your Cell phone. Like Buy Ketchup in May and Fly at Noon: A Guide to the Best Time to Buy This, Do That and Go There which is getting the e-book version. So , try out this book? Let's see.

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