



FOR IMMEDIATE RELEASE

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**KNOCK KNOCK—PUBLISHER OF WITTY GIFTS AND BOOKS—  
POKES FUN AT THE DIGITAL AGE WITH NEWLY PUBLISHED  
*THE ANTI-SOCIAL NETWORK JOURNAL***

**VENICE, California, Sept. 25, 2014**—Acclaimed book publisher Knock Knock is pleased to announce the release of *The Anti-Social Network Journal*—Marc Hartzman’s solution to our love-hate relationship with social media. The New York–based creative director and humor writer, Hartzman, submitted his title to Knock Knock with aspirations to create a private place to put the thoughts, ideas, and plans people may not want to share online.

Knock Knock’s Managing Editor, Erin Conley, first reviewed the journal and it immediately caught her eye. “Marc has such a smart sense of humor and is a great, punchy writer. He has this wonderful way of both skewering and celebrating the role social media plays in our life. He just gets it.”

[\*The Anti-Social Network Journal\*](#) includes satirical prompts that poke fun at our society’s obsession with oversharing. The journal also provides ample blank space, transporting readers to the days of personal privacy and sounding-off on paper.

“Social media is very addicting, but what are we really doing there? I catch myself scrolling through my news feed looking at about 90% of posts I couldn’t care less about,” Hartzman says. “I was inspired to create a place for people to share their ideas and feelings that’s not so . . . public.”

Knock Knock’s growing repertoire of acquisitions was most-recently boosted with the publication of [\*Coolness Graphed\*](#), a book based on the [popular blog of the same name](#). With Hartzman’s title and its “take a break and unplug” message, the company adds another title with roots in the digital space, an interesting commentary on the popular notion that we’ve abandoned physical books for all things digital, and something that Knock Knock and Hartzman seek to challenge further with their first-ever [Social Media Blackout Day](#) campaign scheduled for October 16, 2014.

*The Anti-Social Network Journal* retails for \$14 and is available online at [knockknockstuff.com](http://knockknockstuff.com) and select retailers, booksellers, and gift boutiques in the US, Canada, and the UK.

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### **About Knock Knock**

Jen Bilik founded Knock Knock with the mission to create products that bring humor, function, organization, and aesthetics to everyday life. We believe that people are intelligent enough to appreciate wit, wordplay, and conceptual thought. Whether we're producing Knock Knock pads, humorous sticky notes, or a volume of thoroughly researched nonfiction, we strive not to dumb down as we create. Our sensibility remains proudly distinct.

The Knock Knock team operates out of a sunny loft in Venice, California, a fantasy locale if ever there were one. We're a dynamic group who do everything from creating our Knock Knock products to overseeing the all-important logistical dynamics of manufacturing, sales, and distribution.

For more information, visit [www.knockknockstuff.com](http://www.knockknockstuff.com).

### **About Author Marc Hartzman**

Author [Marc Hartzman](#)'s work includes the [Anti-Social Network Journal](#), *Found on eBay*, [American Sideshow](#), and [God Made Me Do It](#). When he's not writing about [curious characters](#) or contributing to the [Huffington Post](#) and other blogs like ours, he works as a creative director at an NYC ad agency.

Follow him on Twitter [@marchartzman](#) or visit [Stop Blowing My Mind](#) for more.